

## New Year's Reception 2022

### Guido Reger Founders' Award 2021 | Transcript

**Speaker:**

Dosing research, innovation, and creativity for the market is what happens at Mediatech Hub Babelsberg. This is where startups get their finishing touches, like *valupa*.

**Ulrike Böttcher:**

Well, the idea for *valupa* actually came about because I myself worked in production in the textile industry. I was directly at the production sites and noticed that there are alternatives for sustainable textiles, but still plastic zippers are often used. That was so strange to me that I said, there must be some alternative. No, there is hardly anything!

We develop buttons, buckles, zippers – all made of bio-polymers and we also work with the latest technologies for that, including prototyping in 3D printing and also working long term to build up our own 3D printing farm properly.

**Speaker:**

Research expertise comes from Prof. Schlaad. The chemist at the University of Potsdam accompanies *valupa* as a mentor. He knows a thing or two about bio-based polymers.

**Prof. Dr. Helmut Schlaad:**

It's not exactly the chemistry or the research we're doing. However, this is just as much an approach to sustainability, and that sustainable products can also be brought to market maturity. I was especially excited to see the enthusiasm with which that was pursued and how they described what is being done.

**Speaker:**

Some more input from the startup service and the networks of the University of Potsdam. And there you have it: an award-worthy startup with lots of potential.

**Johannes Zier:**

Every year, we support 30 innovative startups at the University of Potsdam. This year, we are honoring *valupa*, a team that inspires us at all times with their professionalism, agility, and spirit.

We are especially proud of the fact that another outstanding startup has been created thanks to the scientific support of Prof. Schlaad, the startup support of Potsdam Transfer as well as the team of *valupa*. The team of *valupa* is characterized, in particular, by their inventive talents. They are thus one of the first green tech startups in the industry and thereby combine economic thinking and acting with social and ecological responsibility.

**Ulrike Böttcher**

Our plans are, of course, especially now in the next step, to get investments, because every idea, no matter how sustainable it is, still has to grow in the end and needs capital for that. The award really helps us raise awareness of our products and is actually our first nomination. The start of the new

year couldn't be better.