Knowledge and Technology Transfer with Steinbeis

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Steinbeis Transfercenter New Dimension

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**Network:** Philosophy | Transfer | Network(s) | Structure | Facts and Figures

Profile: At a Glance | Consulting and Expert Reports | Research and Development | Training and Employee Development

History: Namesake | Milestones
**Knowledge and Technology**

- Existing skills and know-how acquired through contractual work with knowledge sources (universities, universities of applied science, research institutes, companies)

**Transfer**

- Bridges the worlds of science/academia and business; fosters cooperation between businesses
- Centers around an entrepreneurial process: structured, defined, effective, and efficient
- Essential: Enhances skills and competences of project partners

**Application**

- Customer-side (companies from all industries and of any size) or partner-side, commercially recognized
Basic Elements

- Applying research findings
- Making specialist knowledge available
- Expanding competences
- Operating as a network
Transfer with Steinbeis...

- is competitive, market-oriented knowledge and technology transfer that taps into a wide spectrum of up-to-date technologies and management competences.
- fosters an effective and efficient dovetailing of knowledge and technology sources and makes these available in line with the rules of the market.
- is carried out by Steinbeis enterprises and Steinbeis partners that work for and with their customers to develop comprehensive solutions to meet existing needs.
- gives customers and partners access to up-to-date research results and scientific findings.
- conveys practice-based know-how back to knowledge sources.
- is as decentralized as possible, only as centralized as absolutely necessary.
Steinbeis Network

Board of Trustees/Committee
Dr.-Ing. Leonhard Vilser (Chairman)

Steinbeis Foundation

Executive Board
Prof. Dr. Michael Auer (Chairman),
Dipl.-Kfm. Manfred Mattulat

Steinbeis GmbH & Co. KG für Technologietransfer

Approximately 1,000 Steinbeis Enterprises in the world

Steinbeis Partners (Franchises, Minority Holdings)
Steinbeis Enterprises (SEs):

- **Steinbeis Transfer Centers**: classic SE form, various key areas
- **Steinbeis Research and Innovation Centers**: market- and transfer-oriented, commissioned, developmental research and transfer network research as well as projects of a charitable nature
- **Steinbeis Consulting Centers**: business consulting, evaluation and training
- **Steinbeis Transfer Institutes**: transfer-oriented research as well as competence-based training and employee development at Steinbeis University Berlin (SHB)

Steinbeis Partners:

- **Franchise enterprises** to tap into foreign markets
- **Minority holdings** to support company founders
Key Figures

- 978 enterprises and Steinbeis partners form the Steinbeis network worldwide
- Total revenues of 145.2 million euros were earned through commercially recognized transfer activities
- 730 professors; 1,708 employees; 3,544 freelancers make this success possible

[as of Dec. 31, 2013]
**Steinbeis Foundation** | Mission: To make scientific findings available

- Decentralized special events held by Steinbeis experts
- Central Steinbeis specialist conferences and expert forums for transfer, consulting, competence, and engineering
- Steinbeis Edition: Publishing house for specialist publications by Steinbeis experts
- Ferdinand Steinbeis Institute: Coordinates and carries out studies
- Problem-solving and transfer potential of Steinbeis enterprises in defined projects
Steinbeis Consulting and Expert Reports

- Professional advice as the cornerstone of successful implication
- Ad-hoc consulting projects as well as comprehensive corporate and project consulting
- Extensive expert network as point of contact and solution provider for companies of all sizes as well as individuals
Steinbeis Research and Development

- Allows know-how from pure research and research and development activities to flow into specific applications
- Close cooperation with universities as well as research and development bodies
- Optimization of products, processes, and systems; integration of emerging technology into existing set-ups; new developments
Steinbeis Training and Employee Development

- Practice-based knowledge and methods for successfully developing skills and competences
- Seminars, workshops, and in-house training programs
- “Project Competence Degree” at Steinbeis University Berlin (SHB)
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Profile: At a Glance | Consulting and Expert Reports | Research and Development | Training and Employee Development

History: Namesake | Milestones
Ferdinand von Steinbeis (1807 – 1893)

“Industrial workers of the future depend upon theoretical knowledge combined with practical skills.”

- Technical advisor, director, and chairman of the Chamber of Trade and Commerce (1848-1880) in the Kingdom of Württemberg (Stuttgart)
- Promoter of technology transfer
- Founder of vocational schools as well as weaving and women’s schools
- Promoter of development in Württemberg
- Initiator of the dual education model
Services

- Transfer as implementation of findings from research and development carried out at universities. These innovative findings flow into market-ready products and services.
- Up-to-date, business-oriented, and competitive implementation of know-how in commercially recognized applications.
- Transfer companies founded in partnership with universities to exploit the success factors offered by the Steinbeis model while retaining the universities unique identity and reputation.
Services

- Applied research in all relevant fields of technology
- International research associations: EU projects (Horizon 2020), “Near-Shore” solutions based on international knowledge sources
- Cooperation in long-term collaboration with companies
  - In-house engineering as an extension of research and development capacity
  - Human resources provision for interim development projects
Steinbeis
Network | Steinbeis Consulting Centers

Services

- Consulting
  - Tailored solutions in all relevant areas of consulting
  - Consulting programs: short consulting sessions, startup consulting, business coaching

- Analysis and expertise
  - Business analysis and evaluation
  - Technical reports and feasibility studies
  - Studies and expert reports

- Networks and economic development
  - Location consulting, location marketing and public relations work, municipal and regional development
  - Transfer between businesses, cluster management
- Business coaching
  - Energy efficiency
  - HR development
  - Planned innovation
  - Company handover
- Consultant certification  
  - Professional development and qualification
  - Certificates
  - Quality
Areas of Consulting

Customized solutions in all modern areas of consulting

- Strategy and Organization
- Marketing and Sales
- Finance and Management Accounting
- HR Development and Management
- Innovation Management
- Productions and Process Optimization
- Quality Management

- Mergers & Acquisitions/Successors
- Expert Reports and Expertise
- Interim Management
- Economic Development
- Information and Communication Technology
- Networks and Clusters
Industries

A broad scope of industry-specific, overarching competence for complex and highly specific tasks
...Developed from Steinbeis Transfer Centers as a special type of Steinbeis Enterprise (SE) at Steinbeis University Berlin (SHB)

- SHB: State-approved since 1998, it is a private university which does not receive subsidies and which sets itself apart with its “Project Competence Concept”
- Teaching and research: Transfer- and project-oriented in management, technology and business

Organization

- Founded: 1998 | Headquarters: Berlin
- President/Managing Director: Prof. Dr. Dr. h. c. mult. Johann Löhn
- Legal Entity:
  Sponsor: Steinbeis-Hochschule-Berlin GmbH | 100% Steinbeis subsidiary
Services

- Degree program
  - Based on the Project Competence Concept
  - Bachelor’s and master’s degree
- Certification courses
  - Based on examination results
  - Culminates in university certification
- Research
  - Based on Project Competence Doctorate
  - Based on transfer-oriented research contracts
Project Competence

- Project Competence Degree and Project Competence Doctorate, “extra-occupational”
- Prerequisite project within a company: statement of the problem identified in practice as an integral research and/or transfer instrument
- Competence: scientifically sound problem-solving by transferring developed knowledge and research results into practical applications through a qualification
Organization of Steinbeis University Berlin (SHB)

Steinbeis Transfer Institutes (STI)
- As schools or institutes which offer degree programs
- As institutes which offer training programs and more

University Council
- Representatives from industry, partner universities and SHB

SHB GmbH
- Management
- Presiding committee

SHB
The core of Steinbeis-Transfercenter New Dimension is our topic strength.

We search, recognize, evaluate, shape and use this in persons, organisation, products, regions and networks. In our core issue 'strength' be the sub-themes innovation, innovation power, innovation management, diversity, goals (target, objectives ...), vision, motivation and volition are embedded too.

And they find again in our services such as courses, seminars, ratings, studies, cluster, consulting, projects and more, culminating MbD - Management-by-dimension. MbD is a strength mechanism with systemic decision-making horizon and New Dimension more than a reorientation.

Our focus is the collaboration with educational institutions and companies with a technical alignment.

Our activity area are Germany, the Balkans and North-America, because we know about the synergies and we support them.