

# Innovation and access to technology by small businesses for products/processes/services in Germany

## Global Entrepreneurship Monitor Germany (GEM)

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(GEM Team Germany)**

Gefördert durch:



aufgrund eines Beschlusses  
des Deutschen Bundestages

# Agenda

1. **Introduction and Overview:** Innovation landscape in Germany
2. **Global Entrepreneurship Monitor Germany:** Innovation in numbers
3. **Deep dive:** Three innovation programmes (with a global angle)

# The German economy

- **99,6 % of companies in Germany are SMEs**
- **58,2 % of jobs in Germany are within SMEs**
- **1.300 “hidden champions” in Germany, which is almost half of all hidden champions worldwide**

Institut für Mittelstandsforschung Bonn, 2021

# The German research landscape

## Facts and Figures

- **More than 1,000 public and publicly funded institutions for science, research and development**
- **Over 400 research and innovation networks and clusters**
- **708,000 staff in R&D, including 434,000 researchers**
- **More than 45,000 patent registrations worldwide (5th place)**
- **Expenditure on R&D: 3.13 % of GDP (2021)**

Deutscher Akademischer Austauschdienst (DAAD) (2021): "The German research landscape". Berlin.

# R&D policy framework in Germany

## Research infrastructure

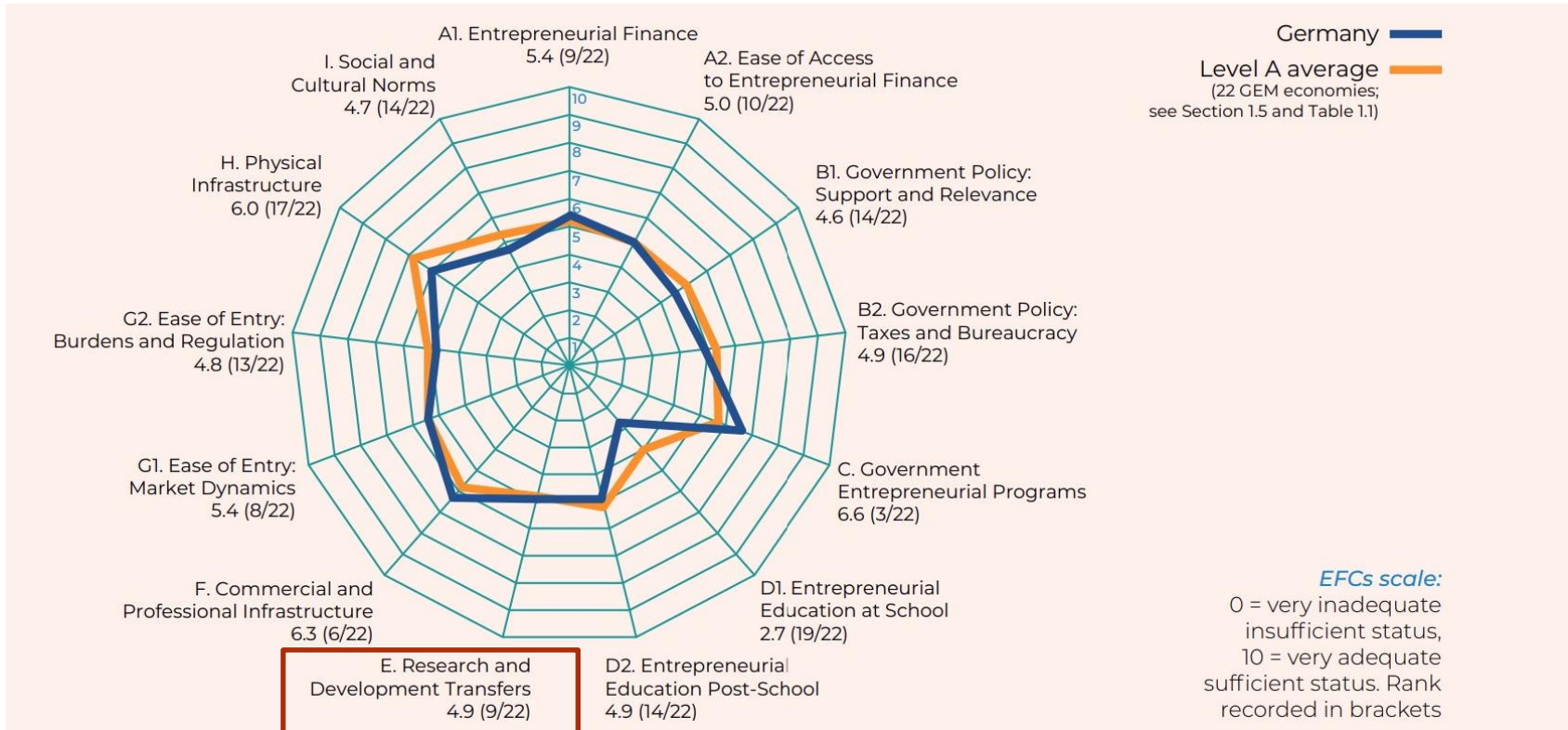
- **Research institutes:** The Max Planck Society, the Fraunhofer Society, the Helmholtz Association of German Research Centres, the Leibniz Association
- **Research at Universities of Applied Sciences**
- **Federal Agency for Disruptive Innovation (SPRIND)**
- **German Agency for Transfer and Innovation (DATI)**
- **Federal Funding Advisory Service on Research and Innovation**

# R&D policy framework in Germany

## Initiatives and public funding

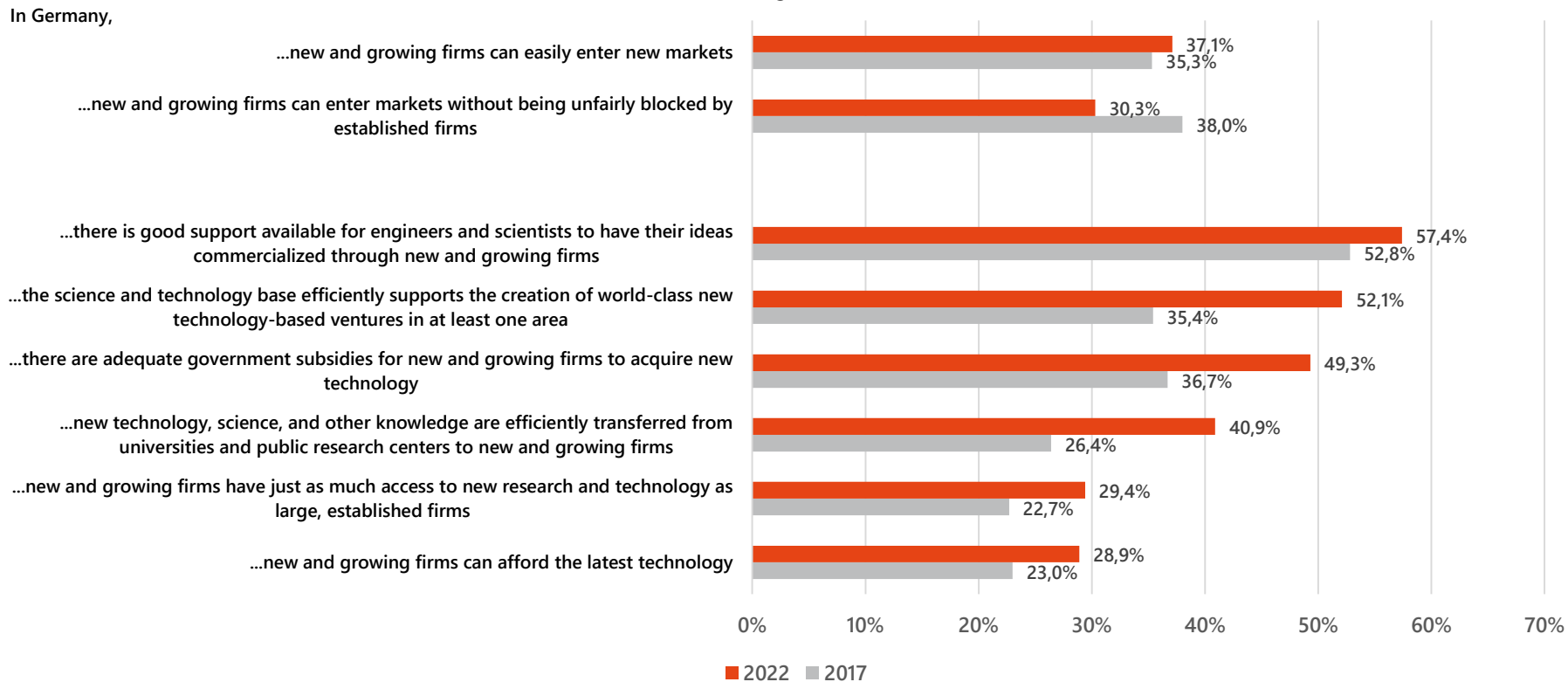
- **High-Tech Strategy 2025:** national approach which integrates numerous research and innovation activities and involves all government departments.
- **Start-up Strategy:** to make it easier to create spin-offs from universities, and to set up these businesses digitally.
- **The German Federal Ministry for Economic Affairs and Climate Action:**
  - “From the idea to market success” initiative
  - Central Innovation Program for SMEs (ZIM)
  - “WIPANO – Knowledge and Technology Transfer through Patents and Standards”
  - EXIST Transfer of Research from universities

# Expert ratings of the Entrepreneurial Framework Conditions NES Germany 2022



# Expert ratings R&D Transfer + Market openness

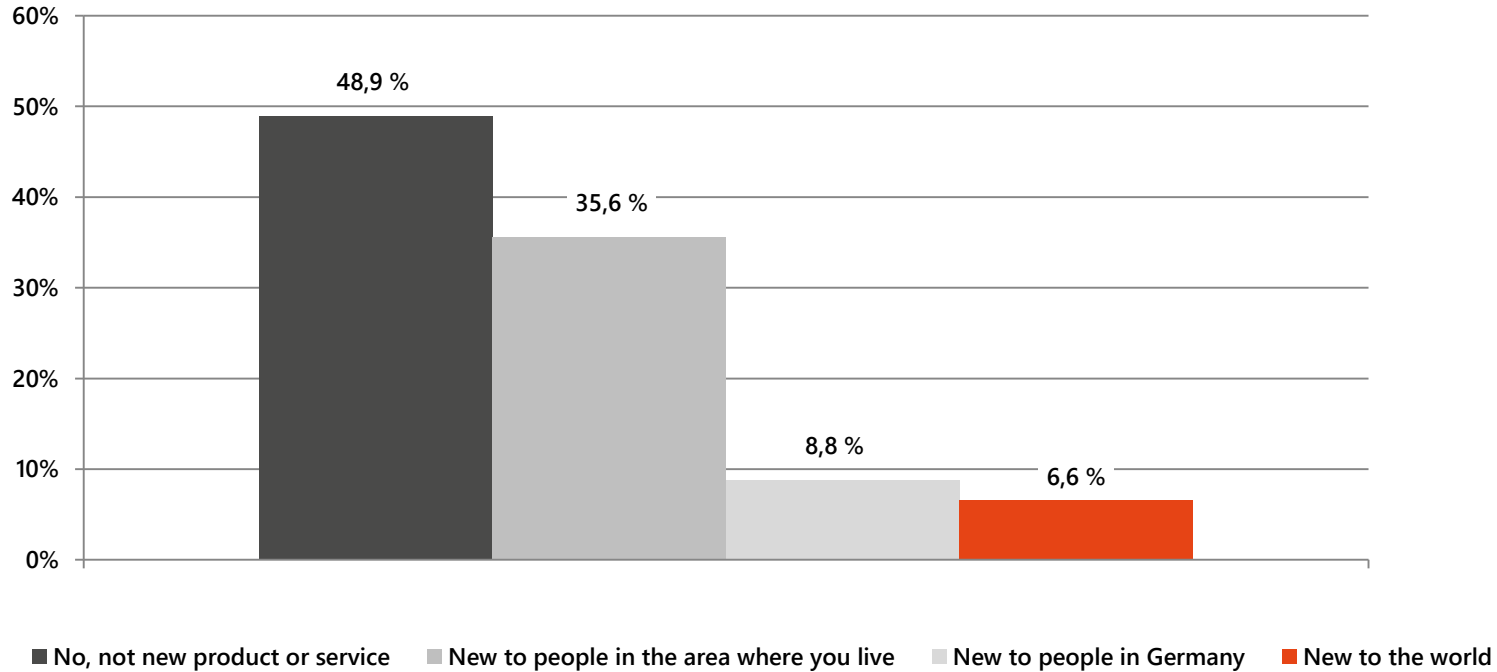
## NES Germany 2022 + 2017





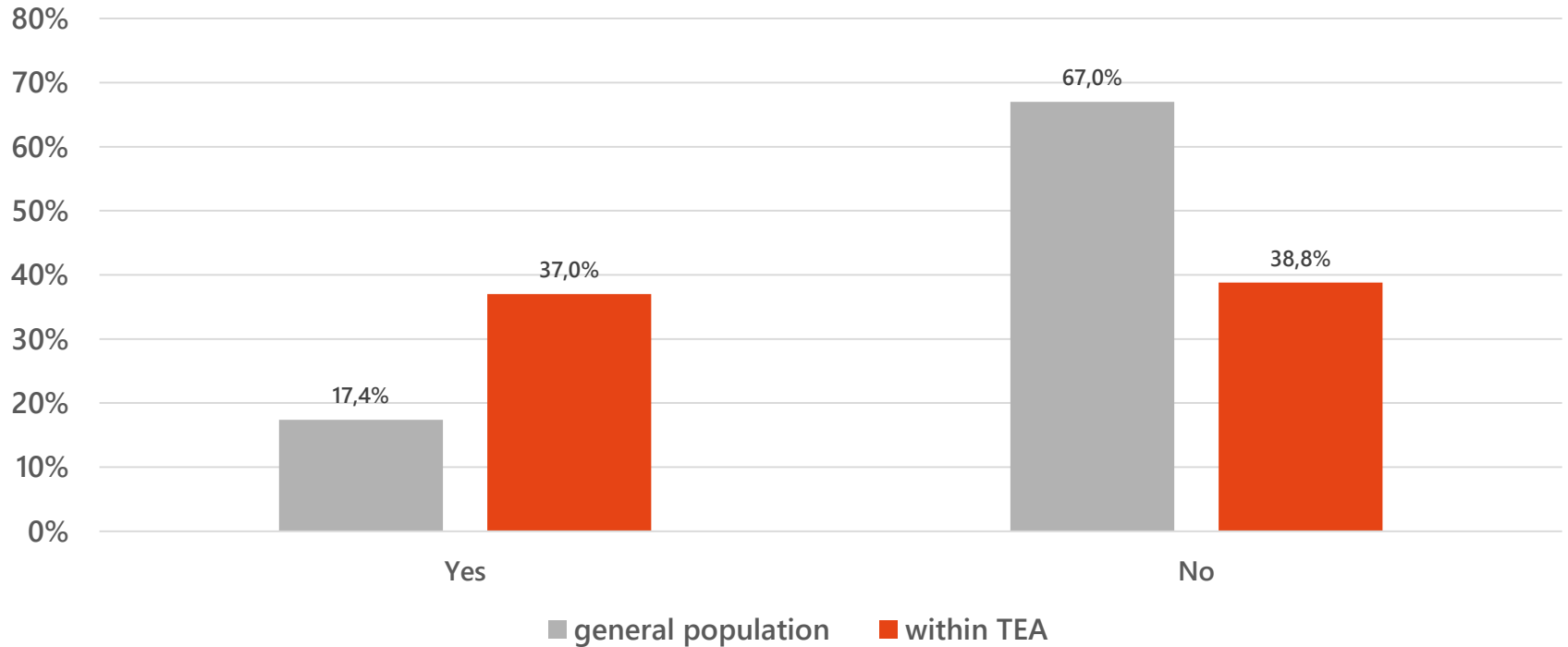
# Innovation: New Products or Services

## APS Germany 2022



# Digital skills: Basic skills in programming

## APS Germany 2022



# Innovation: German Accelerator

- Funded by the German Federal Ministry for Economic Affairs and Climate Action
- German Accelerator empowers German startups to scale globally
- Offices in Germany, America (Boston, New York, Silicon Valley), Singapore and Japan (Tokyo)
- Through highly-customized programs, mentoring from local experts, as well as access to a vast network of business partners and investors, German Accelerator helps startups from all stages and across various industries on their way to international success.
- German Accelerator doesn't take any equity from startups

The **Kickstart** program supports early-stage German startups with the knowledge and tools needed to build and grow a scalable, global business right from the start.

**Market Discovery** program that helps startups explore new markets in Asia and South America to assess their suitability for a new region.

**Market Access** program that helps startups successfully enter the U.S. or Asian markets.

[www.germanaccelerator.com](http://www.germanaccelerator.com)



# Innovation: Startup Autobahn

- Connects startups with industry-leading corporate partners to pilot their technology
- Corporate Partners (37) include Mercedes Benz (Daimler), Porsche, Hyundai, Bosch, BASF, Deutsche Post DHL Group, University Stuttgart
- Shared space located in Stuttgart (Germany) and the US
- Startups working on hard- or software solutions for mobility, production, or enterprise can join

Accelerator program with 4 steps:

## CONNECTING WITH STARTUPS

We are always on the search for startups working on the future of mobility, production, enterprise, and beyond. The most interesting and relevant of the bunch will be invited to tech-themed 1:1 meetings, our so-called "Deep Dives" hosted by our corporate partners. Based on these meetings, our partners will consider voting startups into the next program.

## GETTING PROJECTS UP AND RUNNING

Once a startup is voted into the program, they will work on joint projects, proofs of concepts and prototypes with the partner. During this phase, the STARTUP AUTOBAHN powered by Plug and Play team is there to guide and support both sides throughout the process.

## SHOWCASING RESULTS TO KEY STAKEHOLDERS

Twice a year, at the peak of each program, is our EXPO. This invite-only event brings together our community, showcasing the work of the business units of our partners together with the startups. It has grown into a highly acclaimed event with a stacked program of speakers, experts, and the teams behind the technologies – creating a stage for industry-players, companies, startups and VCs to come together and celebrate the work of open innovation.

## NEXT STEPS

After the completion of the program, decisions are made as to where things will go next. This may include the extent to which the pilot project can be transferred into a series application at the partner company.

[startup-autobahn.com](http://startup-autobahn.com)



# Innovation: Digital Hub Initiative

- Funded by the German Federal Ministry for Economic Affairs and Climate Action
- Offices in 12 German cities
- Each location has a specific focus: for example Fintech in Frankfurt
- Startups that focus on digital innovations can join the program
- Startups are connected with: Science, SMEs, Corporates and Investors

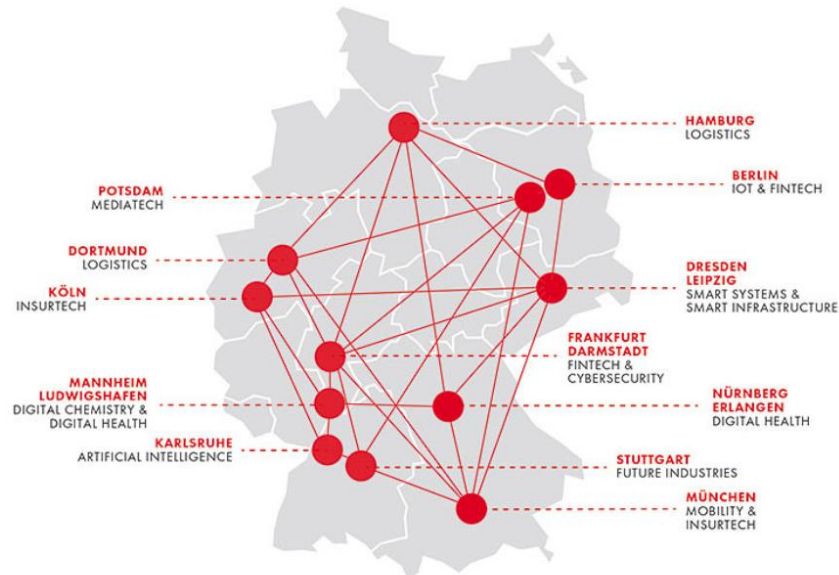


Bild: Bundesministerium für Wirtschaft und Klimaschutz

# Kontakt

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