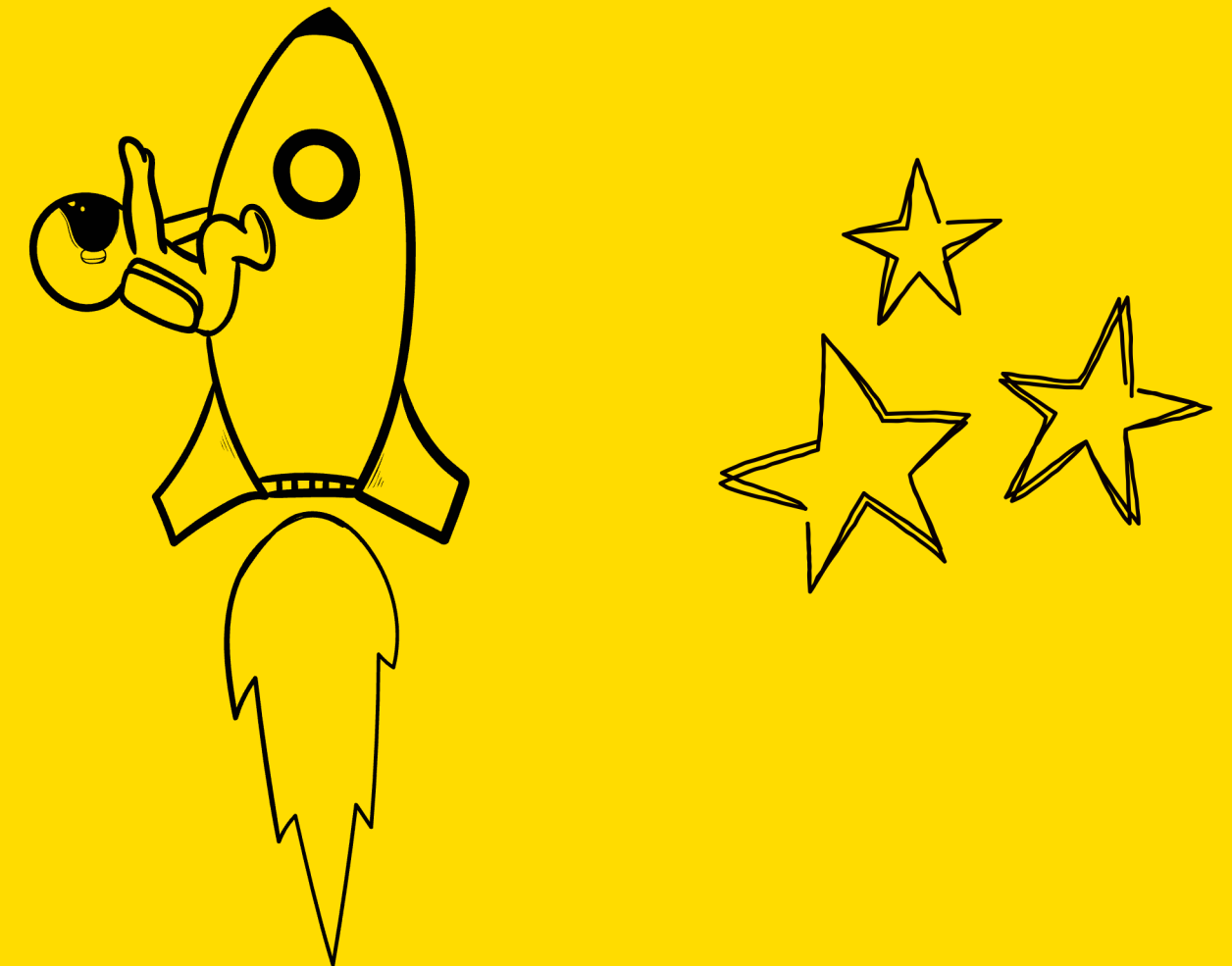
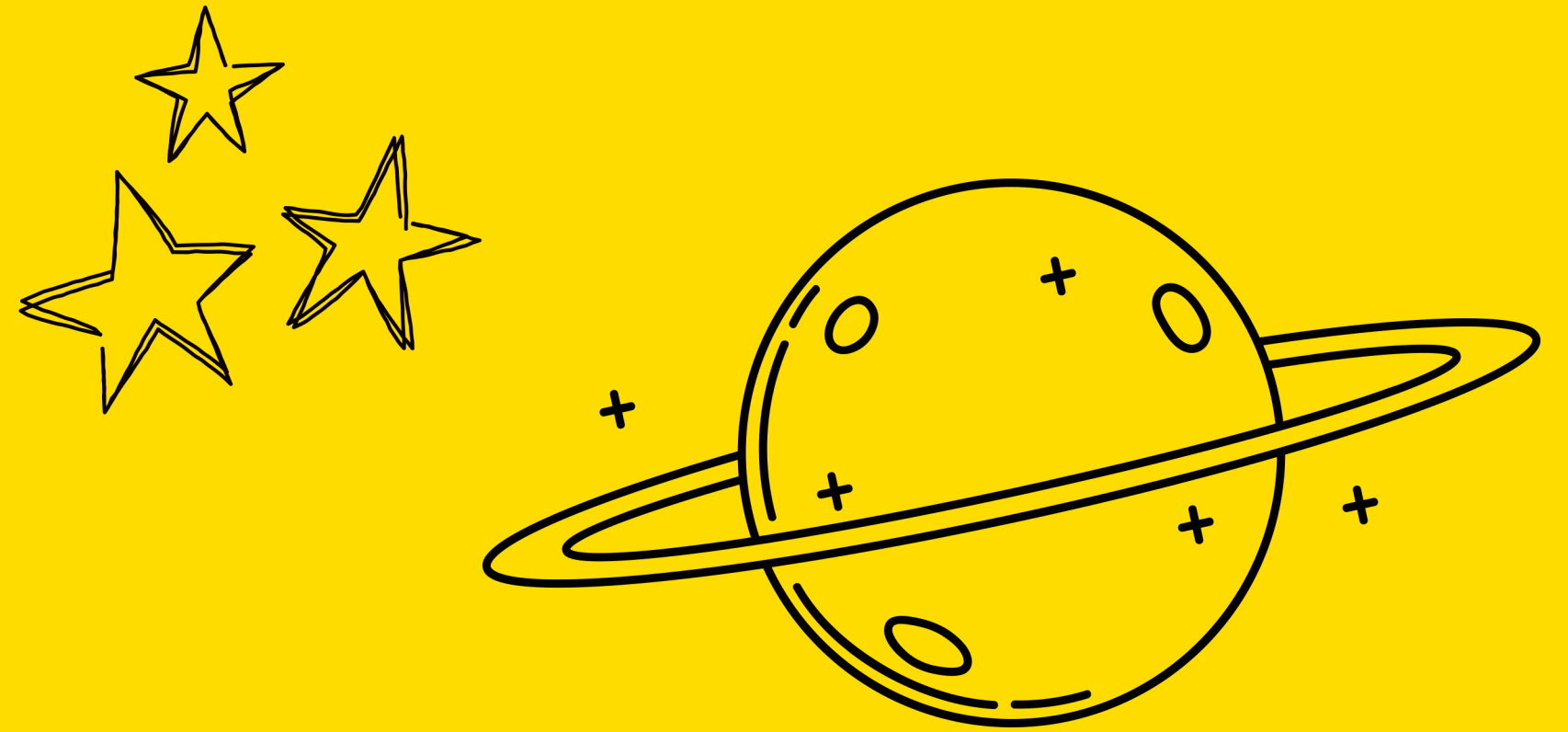


AHEAD

Leo Mueck, Fraunhofer AHEAD
25th ICITI, 2024

**The recent development and experience of
Fraunhofer AHEAD program**



Hello, I am Leo Mueck!

Trainer and Coach for Entrepreneurship

Lead for Scouting, Empowerment & Promotors
Community @ Fraunhofer AHEAD

Academic Education: (Social) Entrepreneurship &
Innovation & MBA Sustainability & Digitalization

Founded twice, first time in the age of 18

Selection of stations and projects:



What is Fraunhofer



German, partly public funded research organization

Part of the non-university research ecosystem in Germany

Focus on applied research, primarily in all technological areas: materials, health, information technology, ...

One legal entity, but somehow independent institutes (74)

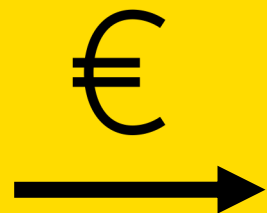
How is Fraunhofer financed?

„Fraunhofer Model“ / total finance volume (3,4 b€) consists of three pillars:

33%

Government grants:
“basic financing”

Enabling independent research



33%

Public funded
research projects

Usually consortial projects with industry



33%

Direct research
for industry

Solving specific industry problems

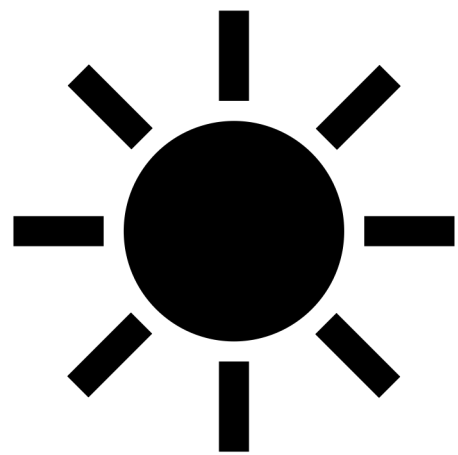




Who here has used their
smartphone flashlight in
the last seven days?



Who here has used their smartphone flashlight in the last seven days?



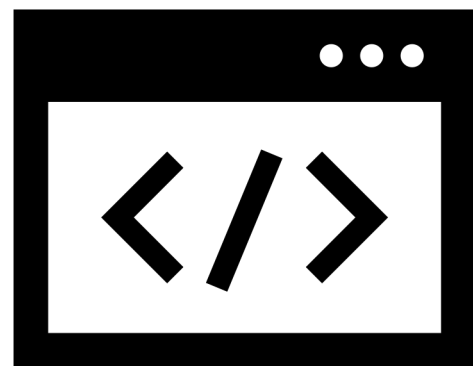
White light emitting LED was developed at Fraunhofer IAF



Who of you has ever
used .mp3 files to listen
to music?



Who of you has ever used .mp3 files to listen to music?



MP3 standard was developed at Fraunhofer IIS

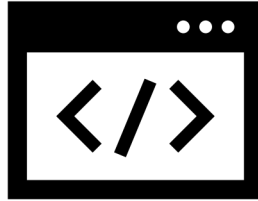
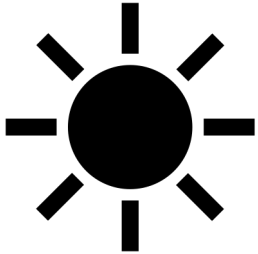


Usable Products

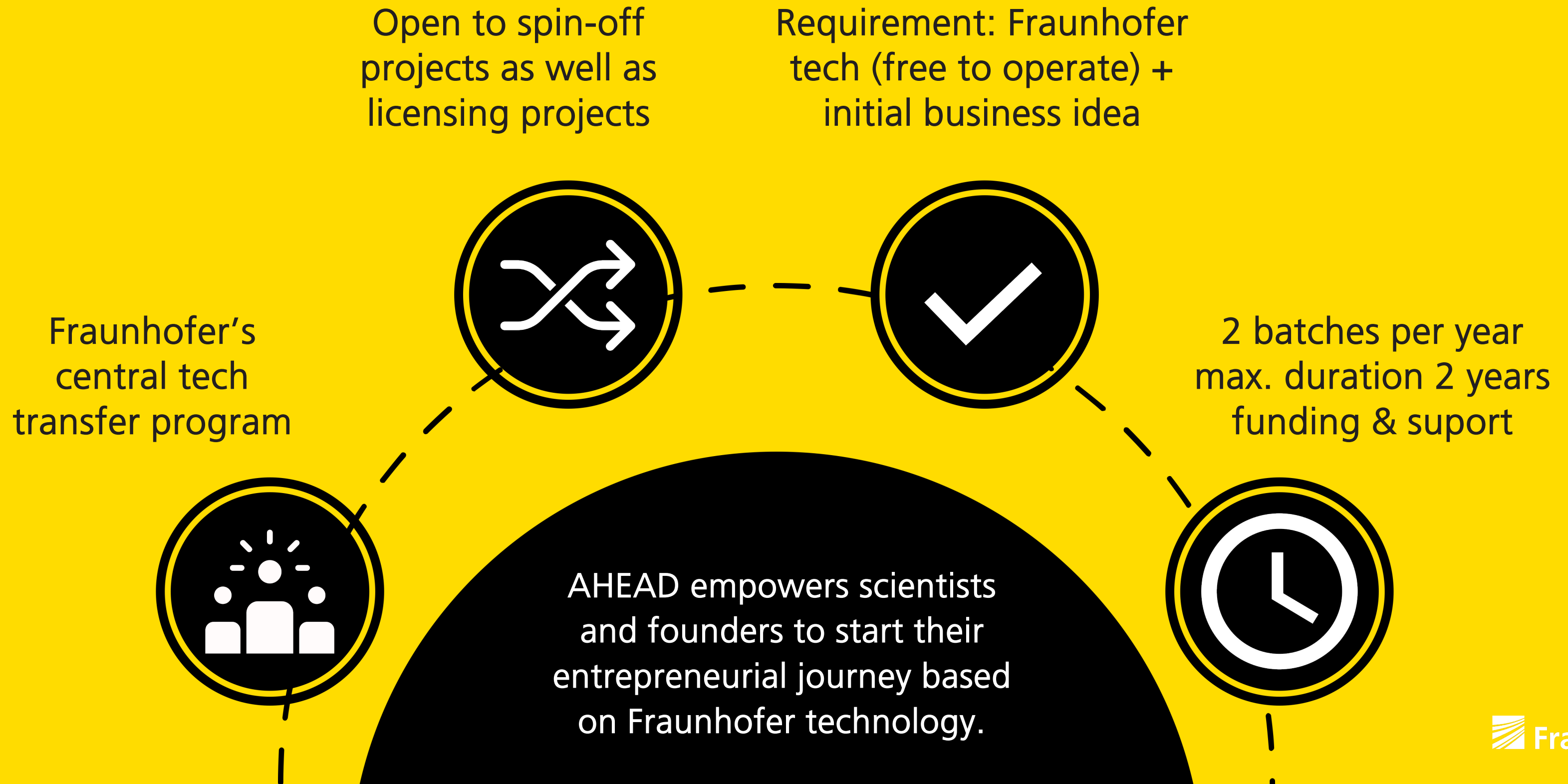


AHEAD Empowering
Hightech Ventures

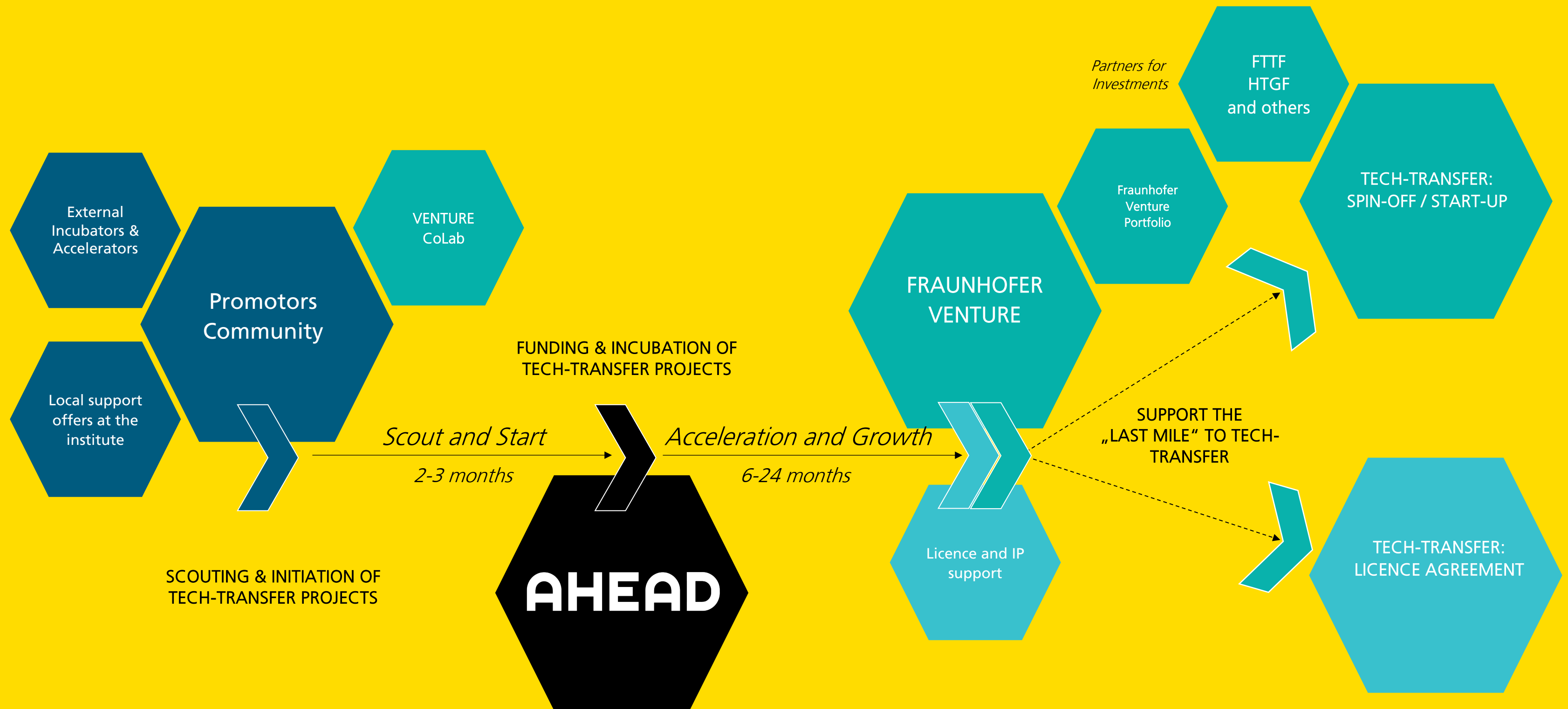
Technology



What is AHEAD?

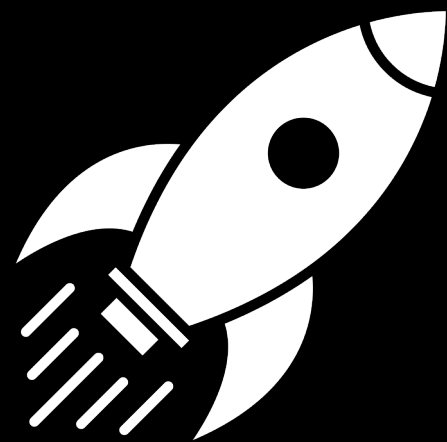


AHEAD in the Fraunhofer innovation ecosystem



AHEAD Mission

BUILDING
BUSINESS



Intensive, interdisciplinary support for transfer success



Iterative approach to product and business model development



Exploration of potential customers & markets



Learning to think and act like an entrepreneur



Focusing on people, users, customers and markets

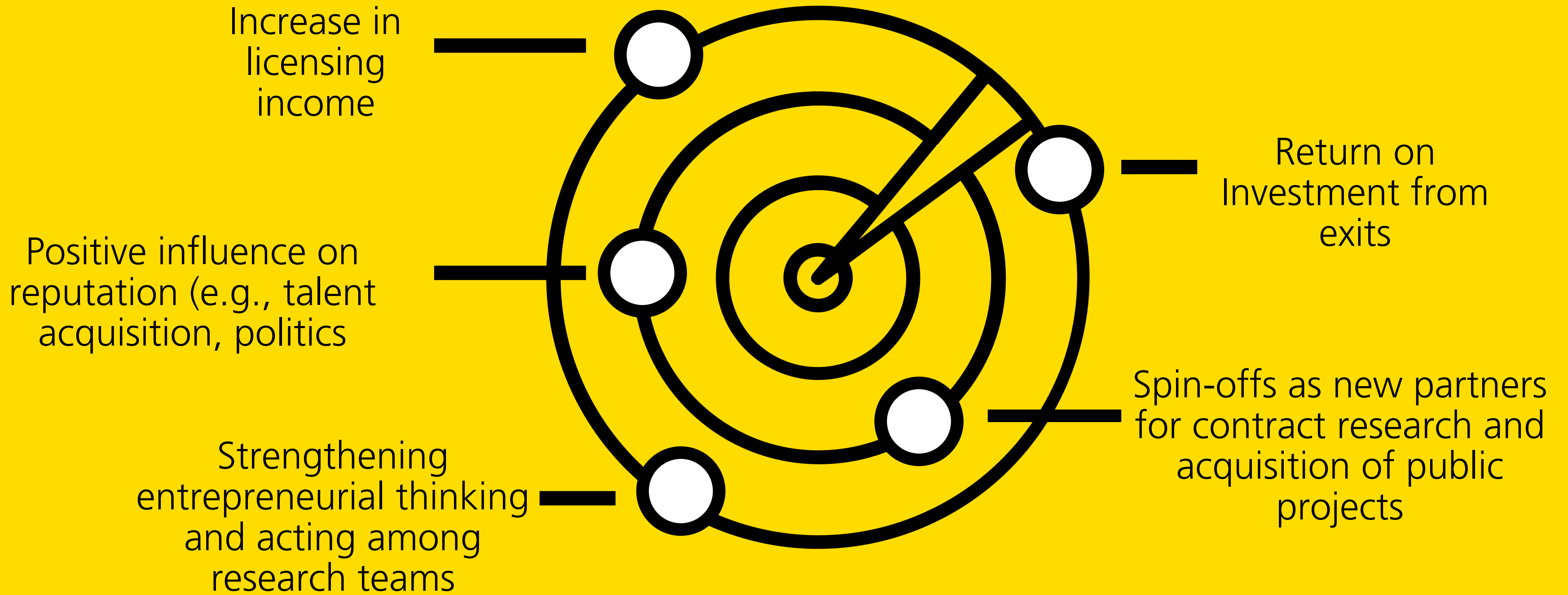


Bringing back AHEAD experiences into the everyday life of the institutes

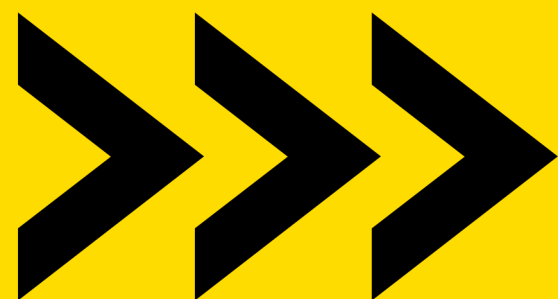


CHANGING
MINDS

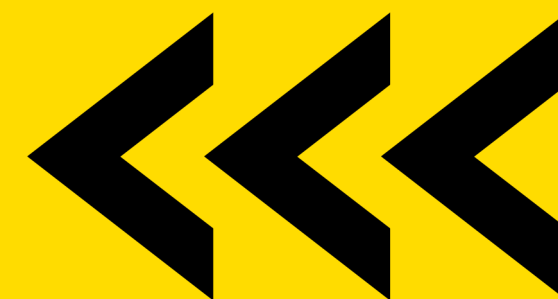
Benefits for Fraunhofer Institutes



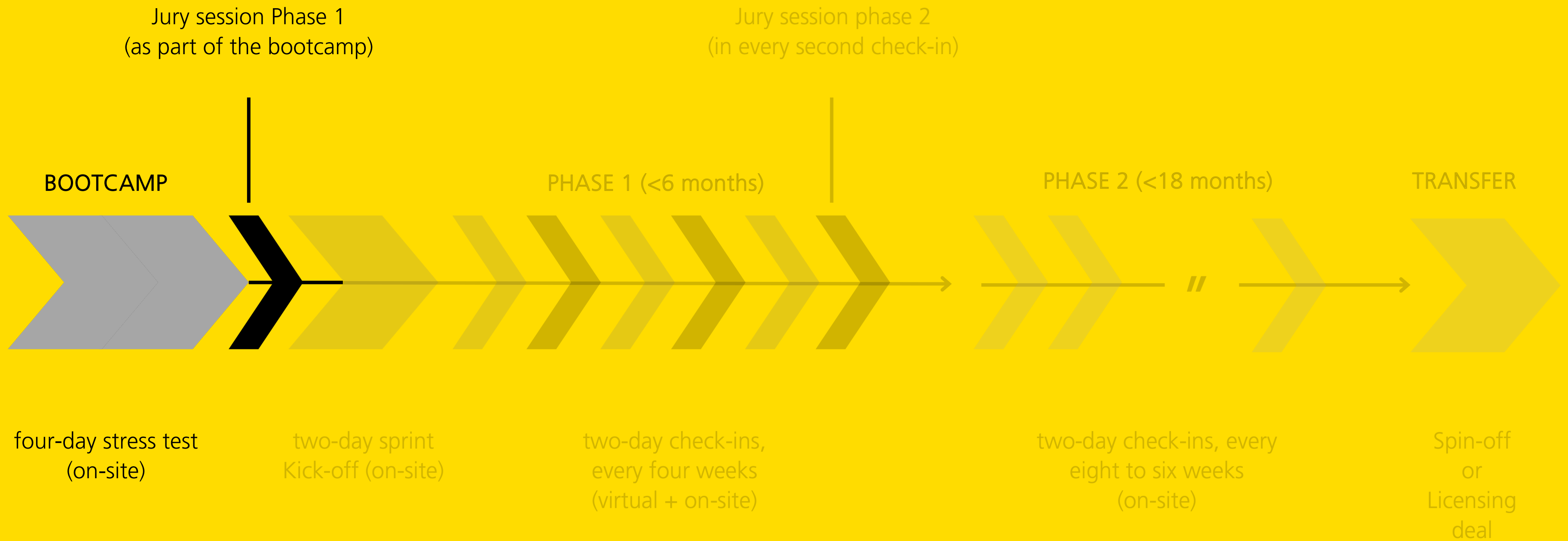
Program structure



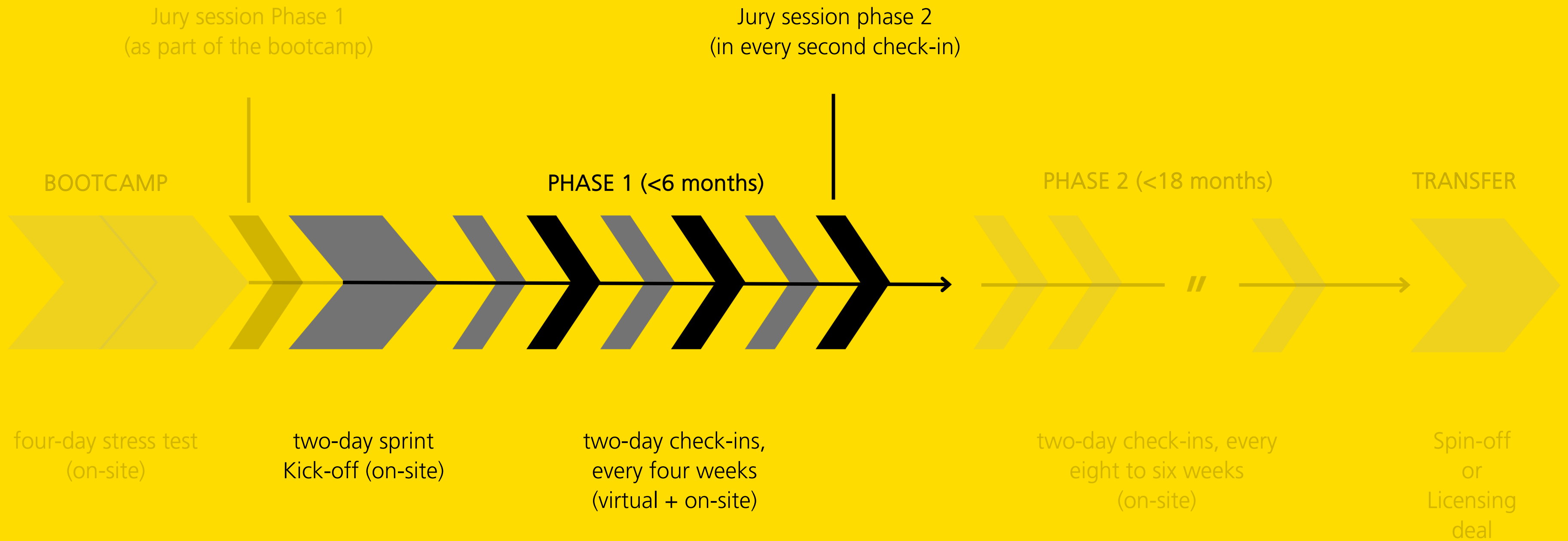
Outcome:
Spin-off or Licensing Deal



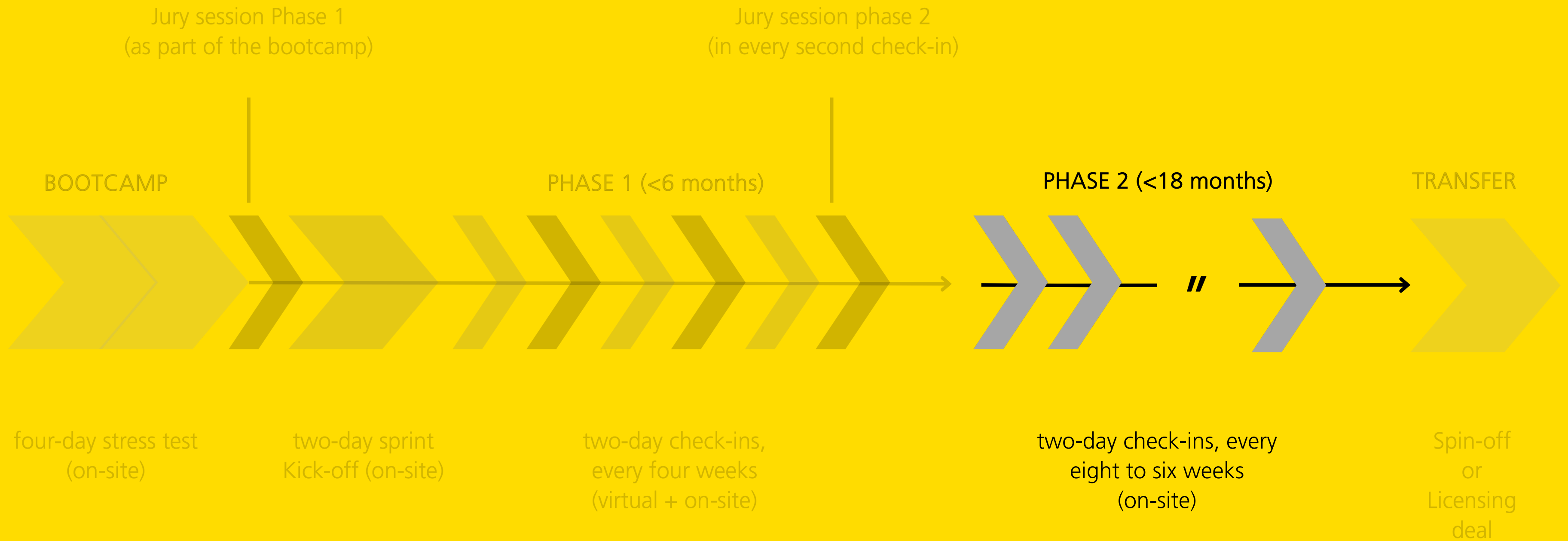
Key events



Key events



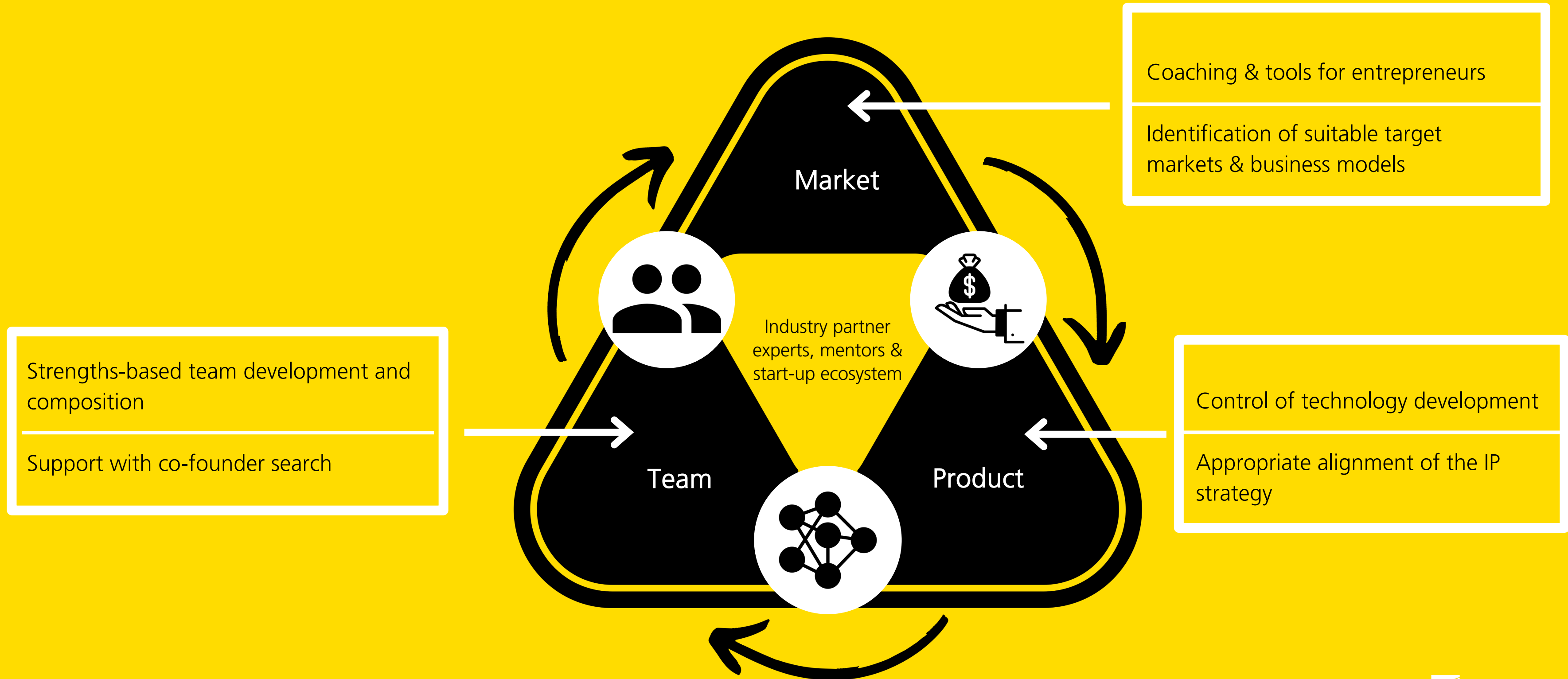
Key events



Key events






Venture Readiness Levels



Special Tracks




Sustainability Track

twice a year,
with every
AHEAD-
Batch

-  Requirement: Contribution to the UN Sustainable Development Goals (SDGs)
-  Additional workshops and coaching in phase 1
-  Monetization of the impact in order to have a long-term effect

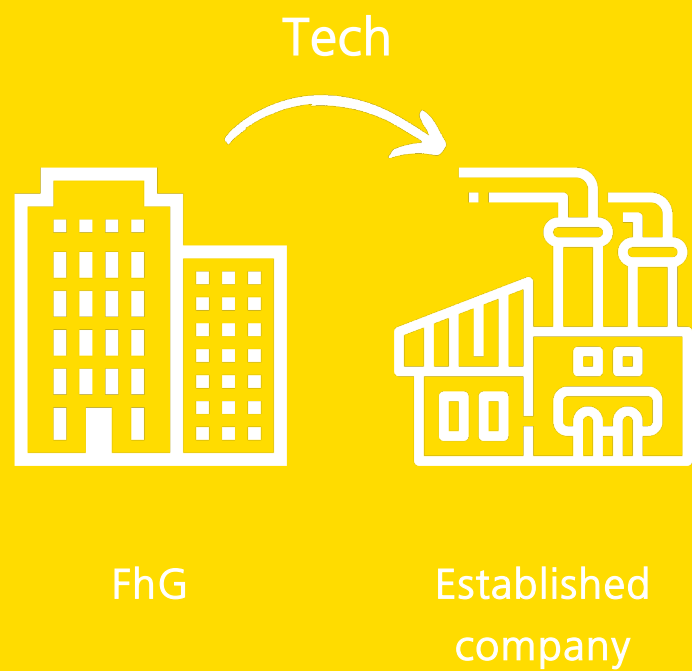
Life Science Track

once a year,
with every
September-
Batch

-  For drug discovery and medtech (hardware) transfer projects
-  Replaces the first three check-ins with an intensive, life science-specific programme
-  In co-operation with Life Science Factory Göttingen

Who can apply?

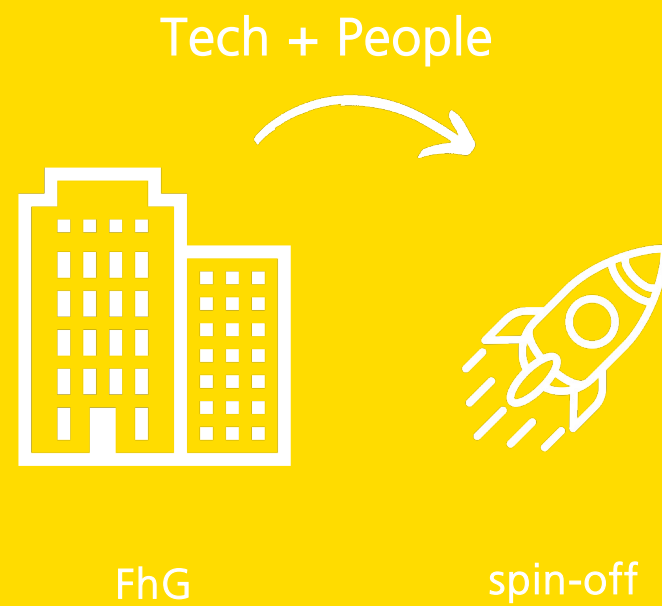
Intrapreneurs at Fraunhofer



Tech transfer via licensing

TRL 5+
2+ researchers

Entrepreneurs at Fraunhofer

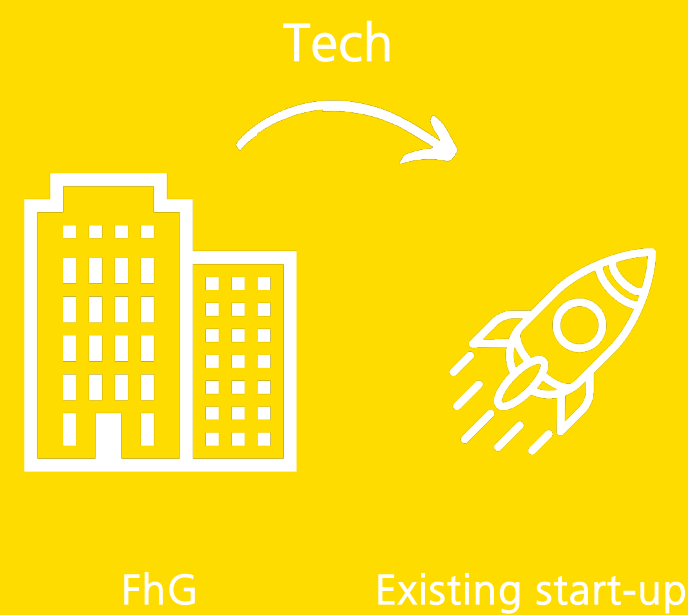


Tech transfer via spin-off

TRL 3+
2+ researchers

Cooperation between researchers and start-ups

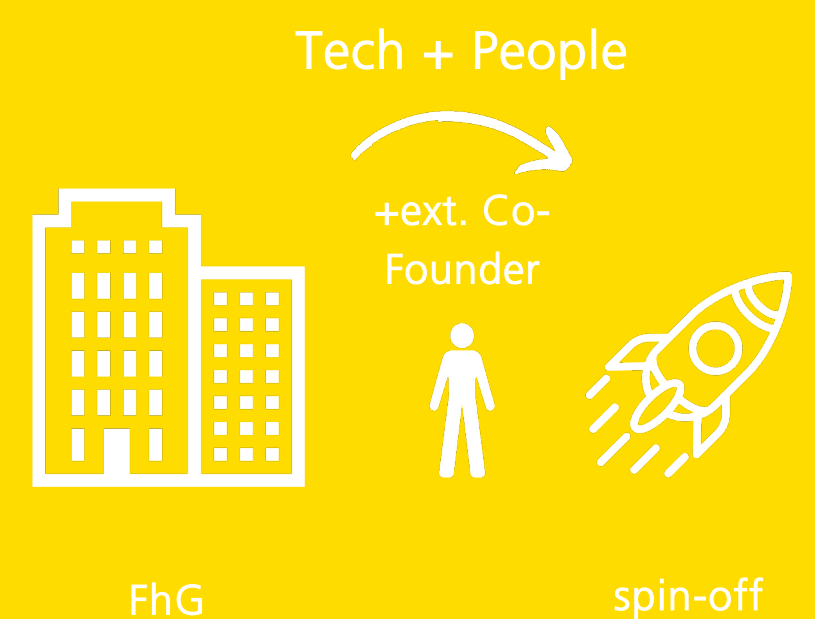
via Colab



Tech transfer via external start-up

TRL 6+
1+ researchers

Internals with external entrepreneurs



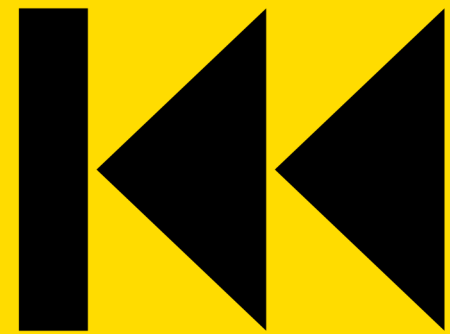
Tech transfer via spin-off with external co-founder

TRL 6+
1+ researchers



<https://vimeo.com/835501549>

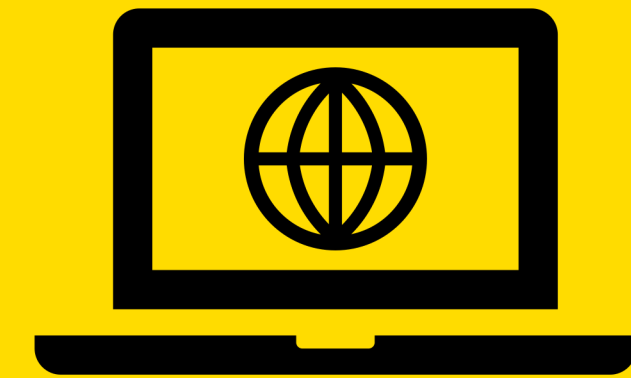
■ Selection of what we are working on



Incorporating our
innovation
aspects in early
research phases



Intensifying early-
stage activities to
empower
researches



Launching a new
platform increase
program
automation

Your contact person



Leo Mück

Lead for Scouting, Empowerment & Promotors Community

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Let's connect on LinkedIn!