



INNOVATION & MARKET ENTRY GERMANY

NICLAS APITZ

TZL
TECHNIKZENTRUM LÜBECK

**GERMAN
DANISH
INNOVATION**



Interreg
Deutschland - Danmark



EUROPEAN UNION

ABOUT TZL

BIGGEST SCIENCE & TEC PARK SCHLESWIG-HOLSTEIN

TZL
TECHNIKZENTRUM LÜBECK



ABOUT TZL

PASSION FOR INNOVATION



Offices & laboratories
for innovative companies
20 buildings / > 50.000 m²
3 locations in Lübeck



Currently more than **250 tenants**
(1-300 employees)



Promoting and enabling new
cooperations



ABOUT TZL IN A NUTSHELL

Office Space

TZL Seelandstraße
TZL Campus
TZL City

Scalable office, workshop,
laboratory and storage
facilities; incubator

Projects

Interreg
German-Danish Inno
StartUp SH
ES2020

Academy

3D-Printing
Workshops 

3D Week



StartUps

 GRÜNDERVIERTEL

Accelerator







Xing, LinkedIn, Blog

Facebook, Twitter, Instagram

Let's talk about innovation!

What is innovation really?

NO INNOVATIONS



–
NEVER USED BY
PEOPLE/ SOCIETY

MORE QUALITY TO LIFE?



Hat with Toothpaste



Tires with light bulbs.

REAL INNOVATIONS

-
Innovation is not just about technology, but also about culture and the social change that leads to improvement.

DESIGN &
FUNCTIONALITY
→ MORE
QUALITY

Beoplay A9 – B&O - Audiosystem



https://www.bang-olufsen.com/de/lautsprecher/beoplay-a9?country=de&variant=beoplay-a9-mk4-goldtone-eu&gclid=EAlalQobChMivMvHj5DY8AIVCtd3Ch0bvQ9qEAQYBCABEgIb4vD_BwE

Snor – Malene Helbaks - Cans



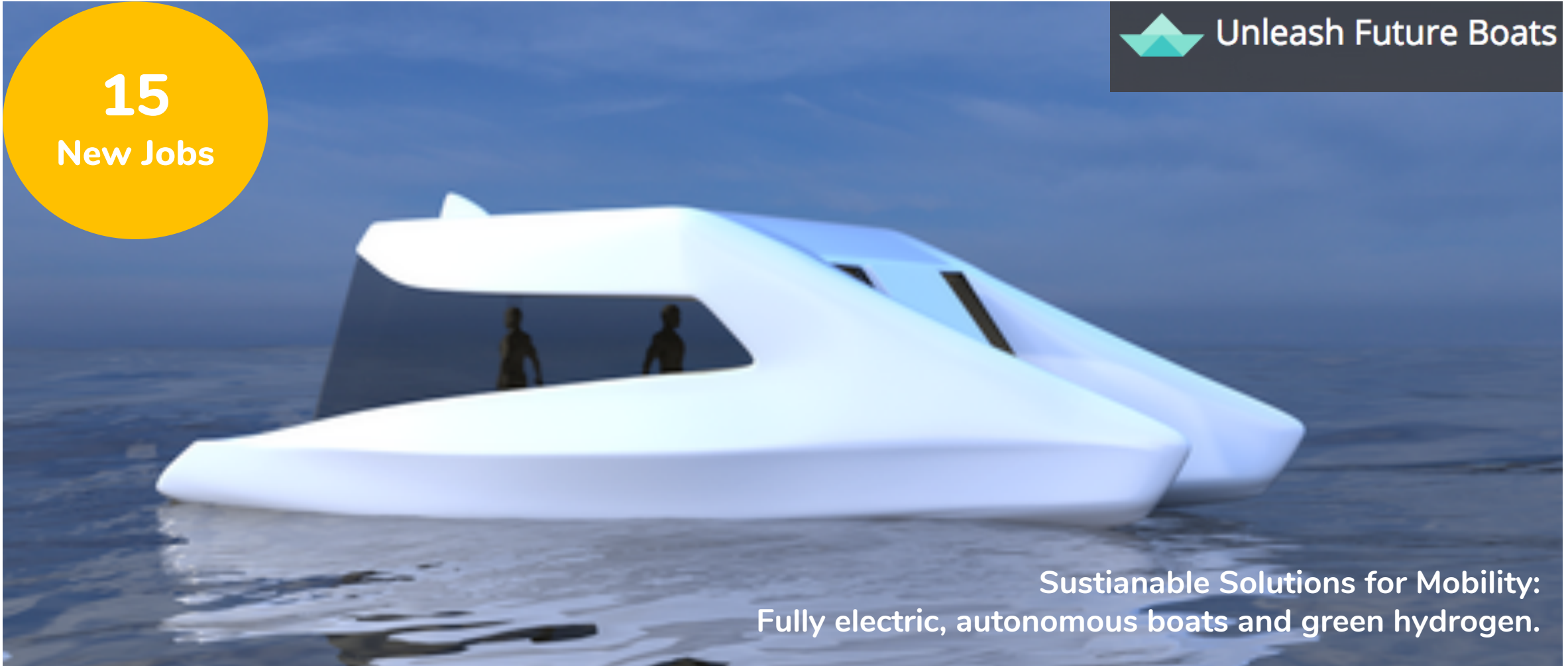
https://www.zeit.de/entdecken/reisen/merian/daenisches-design-stil-individualismus-revolution?utm_referrer=https%3A%2F%2Fwww.google.com%2F

WHY SHOULD WE CARE ABOUT INNOVATION?

REAL INNOVATIONS concretely improve people's lives & fixes (the world's) problems

15
New Jobs

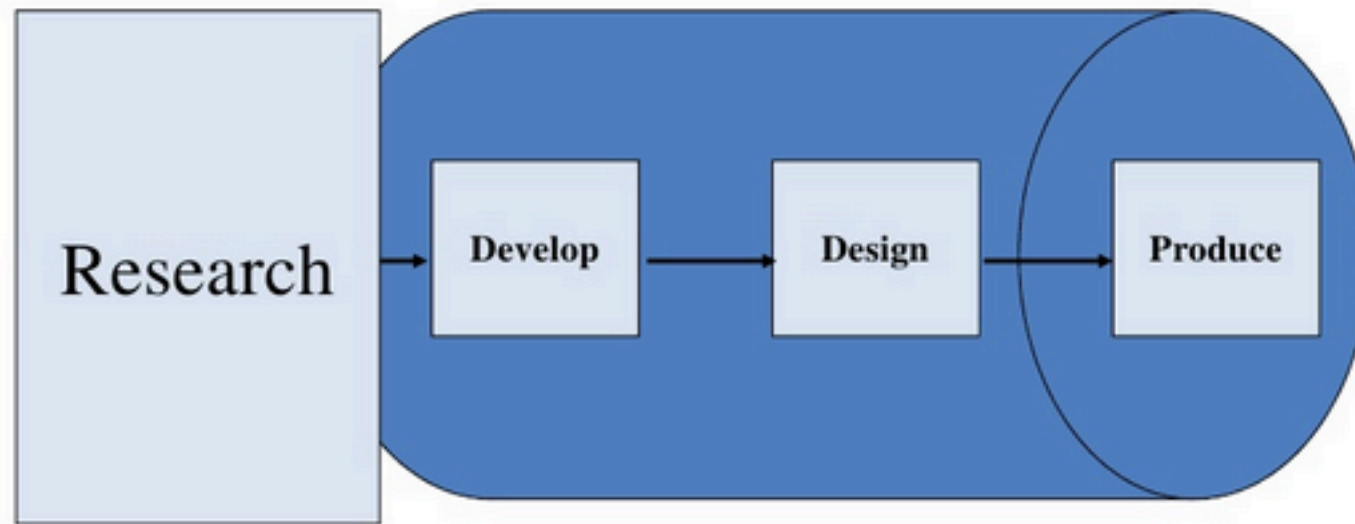
Unleash Future Boats



Sustainable Solutions for Mobility:
Fully electric, autonomous boats and green hydrogen.

HOW DOES INNOVATION HAPPEN?

INNOVATION – IS A PIPELINE?



IN THE PAST,
SOME BIG
INNOVATION
HAPPENED...



LARGELY IN
ISOLATION /
GARAGES

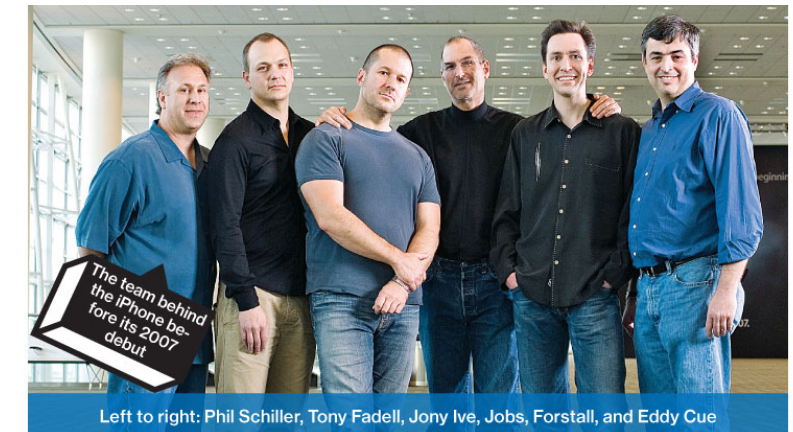
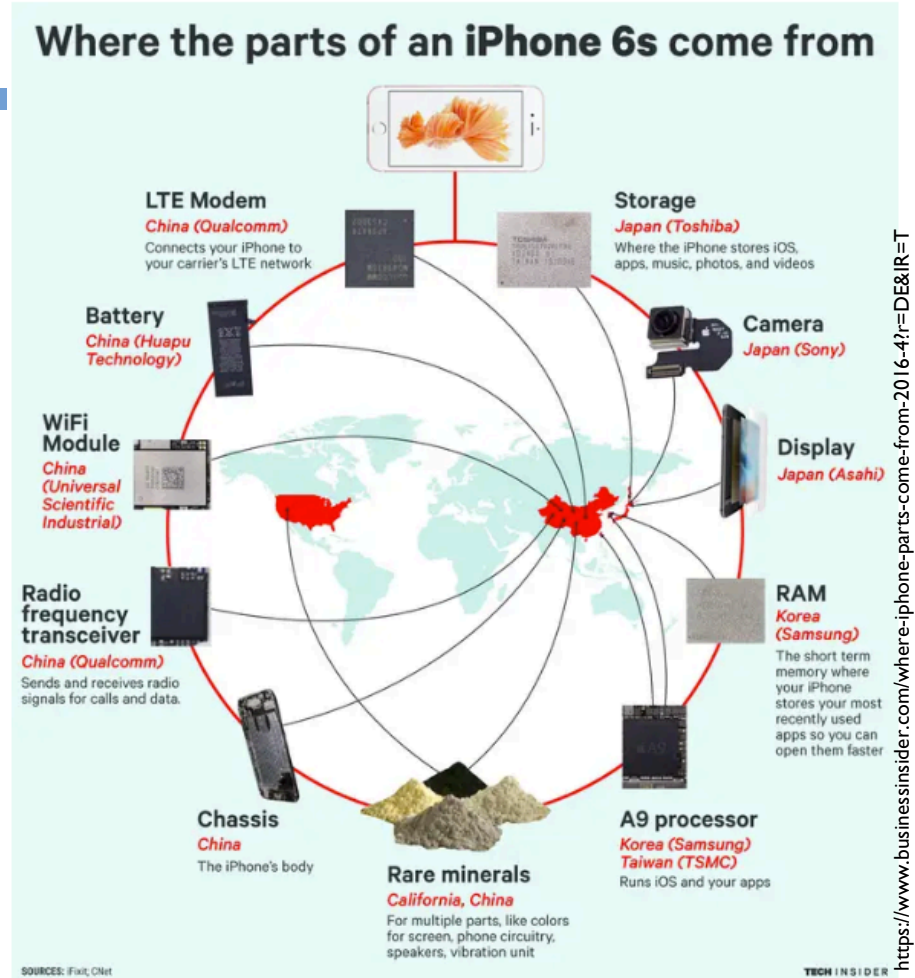


INNOVATION WORKS DIFFERENT TODAY



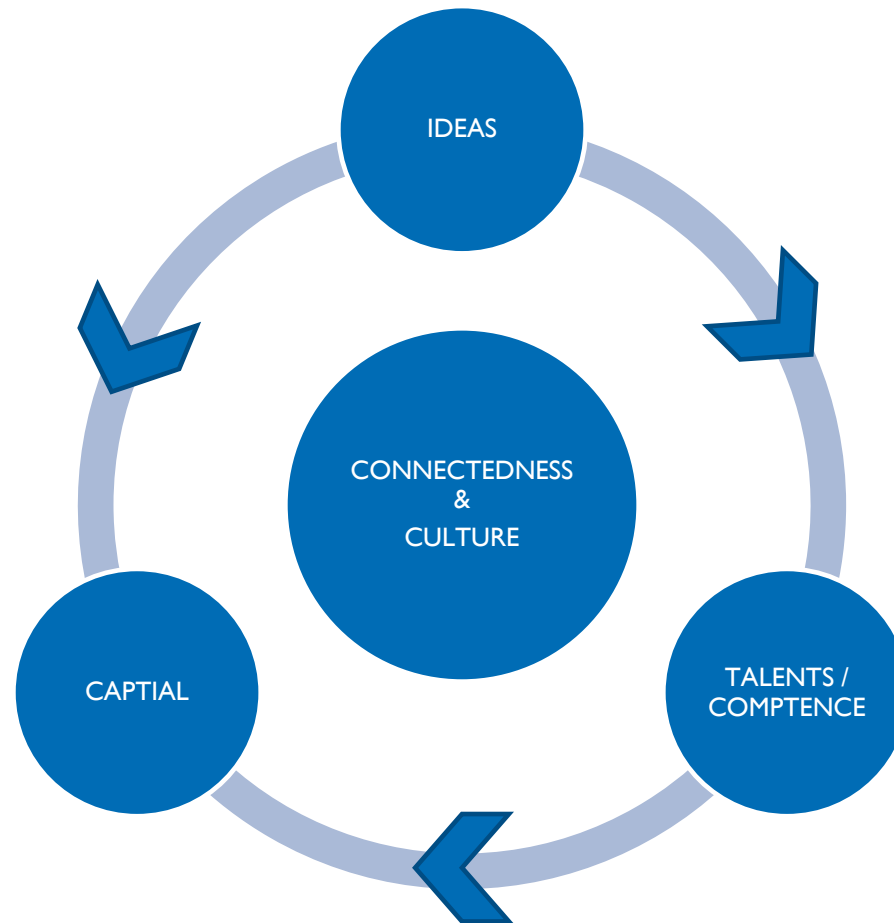
Modern Innovators are teams

- Innovation requires many types of expertise
- Includes financiers, consultants, designers... and partners.



HOW DO WE BUILD A CULTURE OF INNOVATION?

THERE IS A SIMPLE FORMULA FOR FOSTERING INNOVATION



THE INNOVATION ECOSYSTEM



BEST PRACTISE: GATEWAY49 – STARTUP ECOSYSTEM



SUPPORT

9-month coaching, mentoring,
and training programm



FINANCE

Support in the amount of 30,000
euros per team WITHOUT giving
up shares



INFRASTRUCTURE

24/7 access to the StartUp HUB
and prototyping support at
FabLab Lübeck



MARKET

Valuable contacts to universities,
companies ,other startups and
potential customers



GATEWAY49

EARLY STAGE ACCELERATOR SCHLSWIG HOLSTEIN

ACCELERATOR GATEWAY49 – OUR ECOSYSTEM

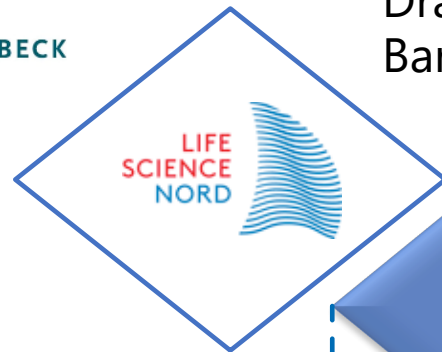


UNIVERSITÄT ZU LÜBECK



Dräger
Barmer

Possehl
IB.SH
Köln



GATEWAY 49 ACCELERATOR

- 12 Teams
- Coaching
- Mentoring
- Coworking
- FabLab
- Events
- 9 Months
- 30 000 Euro

Brüggen
Junge
Stadtwerke Holding
Mach AG



Spedition Bode
Postnord
Compunet



- LoRaWan
- AI, VR,
- 5G
- 3D-Print
- Robotic
- Sensoric



IHK
WiFö

Sparkasse
Volksbank



How can TZL/GDI
support my company?



Interreg
Deutschland - Danmark



**GERMAN
DANISH
INNOVATION**



<https://www.tvmovie.de/news/rowan-atkinson-ich-kann-mr-bean-und-johnny-english-nicht-leiden-102273>

GDI OFFERS YOU



ACCESS TO AN INNOVATIVE ECOSYSTEM



ACCESS TO NEW PARTNERS



ACCESS TO MARKT

IN
LÜBECK/
SCHLESWIG-HOLSTEIN/
GERMANY



DOING BUSINESS REPORT

Practical business information on
almost 190 countries.
Standard work.



Business opening

Procedure, duration, costs



Building permit

Electricity, registration



Investment Securities

Lending, transparency



<https://www.doingbusiness.org>

MARKET ANALYSIS

Federal economic development agency - with over 350 employees worldwide.



Economic data

GDP, inflation, population



Development projects

Project announcements for D



Law

Contracts, taxes, labor

<https://www.gtai.de>

Dänemark

Die wichtigsten Informationen auf einen Blick

Wirtschaftsumfeld

Branchen

Recht

Zoll

Ausschreibungen

Entwicklungsprojekte

Top Produkte aus der Rubrik "Wirtschaftsumfeld"

Wirtschaftsdaten kompakt

Wirtschaftsausblick

Feiertage

Kaufkraft und Konsumverhalten

Lohn- und Lohnnebenkosten

Transport und Logistik



DIGITAL MARKET RESEARCH

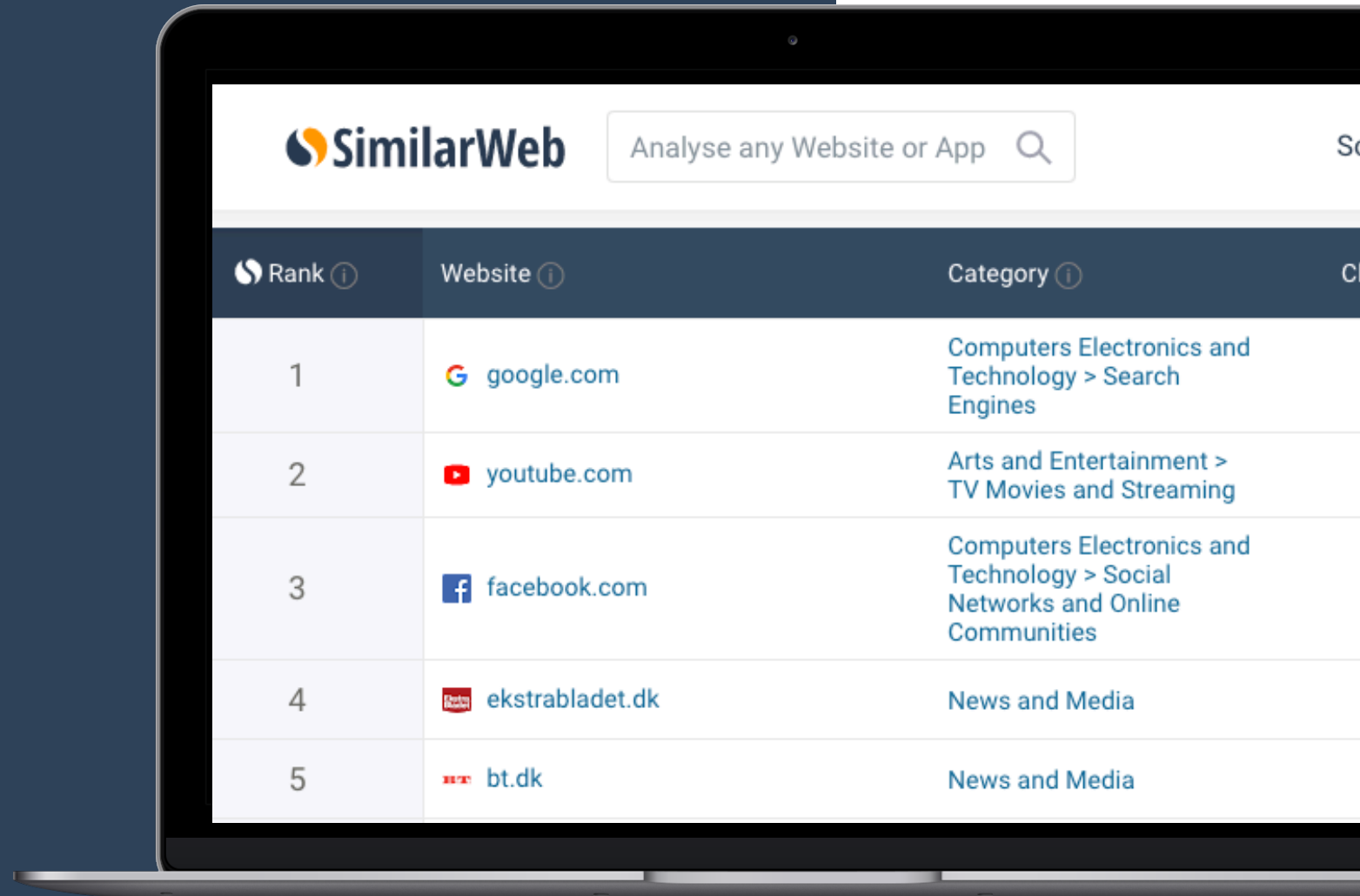
Web analytics tool for business






 Customer search

 Competitive analysis

 Market analysis

<https://www.similarweb.com/>



Rank	Website	Category
1	 google.com	Computers Electronics and Technology > Search Engines
2	 youtube.com	Arts and Entertainment > TV Movies and Streaming
3	 facebook.com	Computers Electronics and Technology > Social Networks and Online Communities
4	 ekstrabladet.dk	News and Media
5	 bt.dk	News and Media

CUSTOMER RESEARCH

Biggest B2B-Plattform in Germany



Customer research

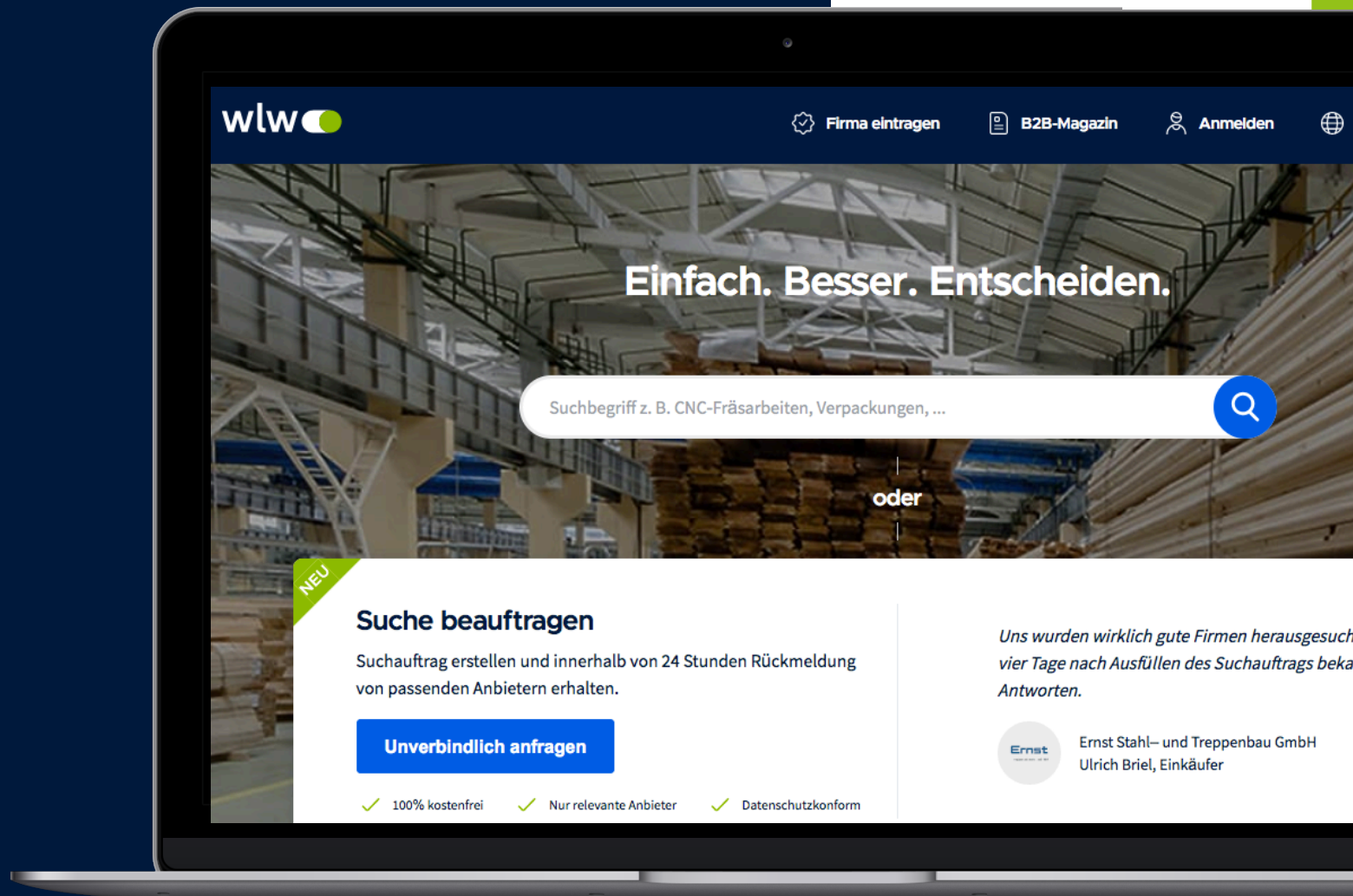


Competitive analysis



Market analysis

<https://www.wlw.de>





Insert

Golden Rule

**Business Development is not
about Transactions;
its about Relationships!**





**GERMAN
DANISH
INNOVATION**



**Thanks so much
for your attention!**

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