



**Startup Incubator Berlin  
Startup Center of the HWR  
Berlin School of Economics and Law**

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**1. About the [Startup Incubator Berlin](#)**

In the Startup Incubator of HWR Berlin, startup ideas are developed towards market maturity. To this end, the incubator supports academic founding teams with know-how, infrastructure and grants. As a lean incubator, the work with startup teams focuses on speed in developing and reviewing business models with the customer.

The startup center of the HWR has existed since 2009. Initially, its premises were on the Schöneberg campus of the HWR Berlin. In 2017, the Startup Incubator has moved to Rohrdamm 88 in Berlin-Siemensstadt as part of the location development at SIEMENS AG. Here, the new Siemensstadt is currently being built as a future innovation location. In 2018, a Design Thinking Lab and a prototype workshop were opened on site, and a modern multifunctional hall – the A32 – has been available to the startups as a co-working space and event location since December 2018.

**2. Lean startup methodology**

The focus of the Lean Startup Methodology pursued in the Startup Incubator Berlin is on constant feedback from potential customers. Products are not developed before being marketed, but enter a development process, the so-called build-measure-learn cycle.

In the Startup Incubator Berlin, this process is promoted through various offers – such as the monthly UX testing or the startup dinner – because in these event formats, feedback on product development is brought to the fore. In addition, the Startup Incubator offers a wide range of workshops, regular impulse panels, guest lectures and networking events.

**3. [Entrepreneurship](#) at the HWR Berlin**

At the Berlin School of Economics and Law, the two areas of entrepreneurship education and

startup incubation are closely interlinked. While the Startup Incubator Berlin in Siemensstadt promotes practical start-ups, the promotion of learning processes to develop entrepreneurial thinking and acting is anchored on the campus of the University of Economics and Law. This takes place in the form of various formats, such as the startup class offer. In addition, the Open Startup Academy takes place regularly - formats in which the HWR works hand in hand with regional businesses and places diverse offers to the students.

**4. Practical start-up support in two phases**

In the Startup Incubator Berlin, startups are supported in their start-up project in two phases. The Startup Now program represents the first development phase:

I. Basic program

At this stage, it's about helping startups take their first steps: building a team, developing an idea for the prototype and initial feedback from the market for the potential business model.

[Startup Now](#): entry at any time; aimed at founders at the early stages of their project; includes the use of the co-working space, participation in all events and workshops and individual support from coaches and mentors

II. Scholarship Programs

In a second phase, founders at Startup Incubator Berlin have the opportunity to receive full-time scholarships for the realization of their startup project:

[Berlin Startup Scholarship](#): Starting in January and July; aimed at founders who want to develop their start-up further; includes all offers of the Startup Now program plus € 2,000 per founding member per month (for 6 or 12 months)

[EXIST Startup Grant](#): For technologically advanced, innovative start-up projects; € 2,500 per founding member per month (for a maximum of one year).

As a founding university, the HWR Berlin is the only Berlin university with a focus on regional networking to receive four-year funding from the EXIST program of the Federal Ministry for Economic Affairs and Energy (BMWi) in order to sharpen its entrepreneurship activities and to strategically expand funding support.

## 5. Infrastructure

In the “Entrepreneurs Forum Berlin Siemensstadt” A32, the Startup Incubator Berlin is one of the first active players to help develop the traditional industrial area into an innovation campus. The rooms serve as an event area for up to 400 people and as a co-working space with 45 workstations. The offer is supplemented by a Design Thinking Lab for creative work processes, a well-equipped prototype workshop for additive manufacturing, a mixed reality lab (VR/AR) and a smartphone farm as a test bed for app development; a robotic lab is under construction.

## 6. Brief introduction to selected teams

Up to 20 startup teams at a time are supported in the funding programs with the goal of bringing their idea to market maturity.

Already successful on the market:

[Wonder](#) has developed a video conferencing tool that even works in large groups: It's a virtual space in which people can choose their conversation partners and freely navigate between people or discussions of interest - just like in real life.

[Lawio](#) is a legal tech startup that gives tenants an easy way to get their rights. Thanks to an intelligent algorithm and automated processes, tenants are relieved of the burdensome, bureaucratic, time-consuming and sometimes cost-intensive effort required to request a rent reduction.

[SunCrafter](#) upcycles discarded solar modules into free-standing solar generators. These can be set up anywhere, independent of the mains. In addition to use in rural areas and in development cooperation, SunCrafter creates solutions for the urban sector, such as charging stations for the event industry and the micro-mobility sector.

Current teams in the programs:

[Telemarie](#) is an all-in-one computer, which enables the communication between seniors and their families and friends in a simple way - without registration, without passwords and without social media. Telemarie features just one single visible on-off button and is operated remotely by a family member.

[Aam Digital](#) supports social organizations worldwide with a high-quality software solution to make their work much more effective and transparent. Aam Digital enables social workers and teachers to manage, share and analyze all necessary information with an intuitive digital

case file. This means that reliable impact data can be generated more effectively.

[Thing](#) uses robots to help older people live more safely and longer at home. Monitoring functions such as fall detection and support around the clock, as well as simple connections to the network and primary healthcare, are combined.

[We4All](#) offers web-based 3D printing capacities in real time for private and commercial customers. The printing capacities are provided through the intelligent connection of private and commercial machine owners in a public network.

[Brea](#) is the only breast cancer app that provides information, organizational and motivational content to patients and their relatives, as well as medical staff in the DACH region and thus provides long-term and comprehensive support to those affected and their closest relatives before, during and after the illness.

## 7. Contact / Key Persons

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