



Max-Planck-Innovation

Connecting **Science and Business.**

Step by step to your start-up



**Do you have a business idea?
Are you interested
in founding a company?**

Then talk to us!

As your coach
and sparring partner
we will support you
through all stages of
the spin-off process.

Connecting **Science and Business.**

**We coach spin-offs
from the Max Planck Institutes**

Max Planck Innovation began professionally supporting spin-offs in 1990 and has since successfully coached more than 80 projects from the Max Planck Society. Our services span the entire spin-off process and subsequent setup phase as well as long-term support.

As your coach and sparring partner, we

- evaluate the scientific and commercial potential of your business idea
- assist you with financial planning and business plan development
- help you make the best use of support and funding programs
- give you access to our extensive network
- support your fundraising activities
- help you successfully implement your opportunity

Step 1: Pre-seed programs

“Innovation trifft Management”

The program was created by Max Planck Innovation as part of the “Good Practice to Facilitate Spin-offs” initiative of the German Federal Ministry of Education and Research (BMBF). It is specifically designed to integrate management know-how and industry experience into the spin-off process during the pre-seed phase:

- We can put you in touch with **industry experts** who plan the next steps in preparing the spin-off and the product development based on professional and industry-standard criteria together with your founding team.



- Selected **project managers** can join the team to exclusively concentrate on coordinating project progress and ensuring that predefined milestones are met.
- During the foundation process, **interim managers** can be hired to manage the transition into a company, to prepare the start of operations and to secure seed financing capital.

you in selecting the most suitable support option

“EXIST Forschungstransfer”

Forschungstransfer is a program by the Federal Ministry of Economics and Technology (BMWi) targeting high-tech ventures based on technologies that initially require further validation and maturation. In the first phase (pre-seed), it funds personal and labor costs over 18 months for up to three scientists to perform feasibility studies, demonstrate proof-of-concept, develop prototypes or draft a business plan at the Max Planck Institute. In addition, up to 50,000 euros can be granted to cover tangible expenses. After successful completion of phase I of the program, the start-up should be



founded and can apply for an additional 150,000 euros of seed financing to further advance their projects to market and to start operations.

Further information can be obtained from the following website: www.exist.de/exist-forschungstransfer/

“Life Science Inkubator”

Max Planck Innovation was instrumental in developing the Life Science Inkubator (LSI). The incubator was established to support selected spin-off projects from German universities and research institutions (e.g. Max Planck Institutes) in the fields of biotechnology and medical devices. LSI is unique in its approach to providing promising pre-seed ventures not only with significant funding, but also with administrative, managerial and fundraising support, lab and office space as well as dedicated industry expertise and interim management capabilities. With the help of LSI,



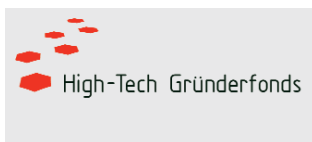
spin-off teams are thus able to optimally advance their projects and prepare the foundation of their company in a manner that meets the expectations of professional seed investors. LSI started operations in 2008 and plans to incubate three to four projects at a time. Please visit the website for further information:

www.life-science-inkubator.de

Step 2: Seed financing

“High-Tech Gründerfonds”

The High-Tech Gründerfonds (HTGF) was set up in 2005 with a total volume of 272 million euros to overcome the slump in the private equity seed financing market for high-tech start-ups. It provides technology and growth-oriented founders or companies, existing less than a year, with seed financing capital of up to 500,000 euros. Entrepreneurs can only apply in conjunction with an accredited coach, such as Max Planck Innovation. HTGF thereby aims to ensure that entrepreneurs also receive the support they need to master the founding process and successfully start operations.



For further information, please visit the HTGF website:
www.htgf.de





Other seed financing

While Max Planck Innovation does not offer seed financing itself, we provide access to our extensive network of investors. We support you in preparing your presentation, put you in touch with funds whose investment strategies match your business concept, and finally help structure the deal. We are familiar with all typical financing agreements. With numerous well known private and public investors and creditors, we have so far supported the negotiation and closing of numerous seed, start-up and follow-up financing deals for spin-offs of the Max Planck Society.

Our network includes contacts to

- Venture capitalists
- Business angels
- “Mittelständische Beteiligungsgesellschaften”
- Banks
- Public investors
- Mezzanine capital providers
- Public grant providers
- Other private and public investors



Max-Planck-Innovation

Selected pre-seed and seed funding as well as other support options

We ensure that you make the best use of support programs that are available to Max Planck founders and are compatible with your planned spin-off. Some of these were co-developed by our team. We support you in defining the optimum constellation for the programs detailed in this flyer, designed to get you started – step by step.



Max-Planck-Innovation

Your contact partners:



Company management:

Dr Jörn Erselius, MBA
Managing Director
erselius@max-planck-innovation.de



Ulrich Mahr
Member General Management
mahr@max-planck-innovation.de



Spin-offs:
Astrid Giegold
giegold@max-planck-innovation.de



Dr Florian Kirschenhofer
kirschenhofer@max-planck-innovation.de



Nupur Saxena
saxena@max-planck-innovation.de



Dr Dieter Treichel
treichel@max-planck-innovation.de

Max Planck Innovation GmbH

Phone + 49 (89) 29 09 19-0
Fax + 49 (89) 29 09 19-99
info@max-planck-innovation.de
www.max-planck-innovation.de