

Development of the Danube Technology Transfer Centre Bratislava FEI STU

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Start-up best practices

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DTC source of experience

- **Steinbeis** foundation, since 1987
- Over 1600 Steinbeis centers among Germany
- Over 160 mil EUR turnover 2011
- Steinbeis **services** – brand, legal services, accounting, consultancy, best practices

DTC Strategic Target

New growth in industry through business model innovation

- Business model management as an integrative approach
- Business model aligning the Danube strategy goals but not interfering existing university know how transfer methods and pathways

Business model innovation

Innovation is the invention of **new ways doing business**, aimed to provide new

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increase the existing **values for the customers**, company and the stakeholders

Importance of BM innovation

- Forms major element of **differentiation** and sustainable competitive advantage
- Is fundamental to the subject performance
- **Means to adapt** to the rapidly changing environment and seize opportunities
- Key to the **commercialization** of new technologies

DTC Strategic directions

- **Universal coverage** and working radius
- Unique value proposition
- Very high **professional services**
- Long term activity
- **Potential of growth**
- High recognition

DTC Strategic goals

- **Rapid change and improvement of project management culture**
- **Demand based solutions and services for SMEs in region with support of university experts and utilising results of university R&D for benefits of industry**
- **Multiplication effect within the DTC network among EUDSR**

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