

TUM LECTURE SERIES WINTER SEMESTER 2021/22

INNOVATIVE ENTREPRENEURS



Michael Kobriger

Member of the Executive
Board Production & Logistics,
MAN Truck & Bus SE



Dr. Frederik Zohm

Executive Board
Member, Research
& Development (R&D),
MAN Truck & Bus SE



Göran Nyberg

Executive Board Member
Sales & Customer Solutions,
MAN Truck & Bus SE

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EVENTS

**BY
UNTER
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TUM**

Overview

Objective

The goal of this lecture is to inspire students and academics of various fields to take the entrepreneurial path, gain basic knowledge about establishing and leading technology- and growth-oriented businesses and learn from the experiences of entrepreneurial personalities.

Content and Structure

Each lecture of 90 minutes includes a presentation of a guest speaker and a Q&A session. In the first 60 minutes, outstanding managers, entrepreneurs and executives from a wide range of industry sectors give a speech on topics like founding and/or managing companies, recognizing opportunities, innovation management, growth and leadership as well as the facets of Entrepreneurship. In the last 30 minutes the participants ask questions and discuss with the speaker.

Target Group

Students and academics of all faculties of the Technical University Munich, who want to learn more about the challenges and opportunities of an entrepreneurial path.

Examination Performance

TUM students and researchers can get credit points. The examination is an individual project work. The start of the project work is a workshop on November 18. The project work lasts several weeks. At the end, the students reflect on their experiences and the learning process in a reflection paper. The ECTS-allocation varies in the different study programs.

Framework

Participants: approx. 300 Students and academics from various faculties of the TU Munich

Location: The lecture will be held online.

Time: The lecture will take place every Thursday from 5:30 pm to 7 pm.

Contact: seminare@unternehmertum.de

Thursday, 21.10.2021, 17.30 - 19.00

Silicon Valley and Munich – Magic Ingredients for leading Startup Ecosystems

Prof. Dr. Helmut Schönenberger, Vice President Entrepreneurship, Technische Universität München, Co-Founder and CEO, UnternehmerTUM

Ph.D., P.E., Sheri D. Sheppard,
Professor at Stanford University

TU Munich and Stanford University – Connecting the Dots (looking backward)

Adam Probst, CO-Creator and CEO, ZenML

Thursday, 28.10.2021, 17.30 - 19.00

Entrepreneurial Leadership

Claudia Liebenthal, Executive Director
Manage and More, UnternehmerTUM

Thursday, 04.11.2021, 17.30 - 19.00

Success Story air up – Developing Innovative Products for Tomorrow’s Generation

Lena Jüngst, CCO and Co-Founder, air up

Thursday, 11.11.2021, 17.30 - 19.00

Fostering Hardware intensive Startups - Insights from the Robotics Startup Scene

Daniel Straimer, Managing Director,
TUM Venture Lab Robotics/AI

Thursday, 18.11.2021, 17.30 - 19.00

Startup Yourself

Workshop by Manage and More
The Entrepreneurship Scholarship

Thursday, 25.11.2021, 17.30 - 19.00

Digital Transformation in Family Business: Innovation Ecosystems

Alexander Wottrich, CEO, Truma Group
Dr. Leopold von Schlenk-Barnsdorf, Senior Consultant,
UnternehmerTUM

Thursday, 02.12.2021, 17.30 - 19.00

To Be Announced

Karim Tarraf, Co-Founder & CEO, Hawa Dawa

Thursday, 09.12.2021, 17.30 - 19.00

Digital Transformation in Family Business: Intergenera- tional Knowledge Transfer

Anna Hörmann, Head of Strategy, Hörmann Gruppe
Dr. Christian Röhm, CEO, Röhm Medien

Thursday, 16.12.2021, 17.30 - 19.00

TUM Venture Labs – Hot topics that need to be addressed by New Technologies

TUM Venture Labs

Thursday, 13.01.2022, 17.30 - 19.00

How MAN creates the Future of Transportation

Dr. Frederik Zohm, Executive Board Member for
Research and Development, MAN Truck & Bus SE



Thursday, 20.01.2022, 17.30 - 19.00

MAN's Digital Transformation – Tomorrow's Commercial Vehicle Production

Michael Kobriger, Member of the Executive Board Pro-
duction & Logistics, MAN Truck & Bus SE

Thursday, 27.01.2022, 17.30 - 19.00

To Be Announced

Thursday, 03.02.2022, 17.30 - 19.00

Transforming MAN from a Vehicle Sales Organization to a Smart Transport Solution Provider

Göran Nyberg, Executive Board Member Sales
& Customer Solutions, MAN Truck & Bus SE

Thursday, 10.02.2022, 17.30 - 19.00

Academy for Innovators Workshop

Anastasia Myasnichenko, Program Manager of Tech
Challenge, UnternehmerTUM

Speakers

Thursday, 21.10.2021, 17.30 - 19.00

Silicon Valley and Munich – Magic Ingredients for leading Start-up Ecosystems

Prof. Dr. Helmut Schönenberger, Vice President Entrepreneurship, Technische Universität München, Co-Founder and CEO, UnternehmerTUM



Helmut Schönenberger studied aerospace engineering in Stuttgart and completed a postgraduate degree in business administration at the Technical University of Munich. In his diploma thesis on the comparison of Stanford University with the TUM, he recommended establishing an innovation center

in Munich. With the help of the entrepreneur Susanne Klatten, the UnternehmerTUM gGmbH emerged in 2002, today Europe’s largest business incubator and innovation center. Helmut Schönenberger’s passion is to lead promising start-ups to success and to inspire people for innovation and entrepreneurship. The goal of TUM Entrepreneurship and UnternehmerTUM is to support scalable high-tech start-ups, founders and scientists from the first idea to the successful product. Since January 2020 the TUM has appointed Prof. Dr. Schönenberger Vice President Entrepreneurship.

Ph.D., P.E., Sheri D. Sheppard, Professor at Stanford University



Sheri Sheppard teaches both undergraduate and graduate design-related classes, and conducts research on fracture mechanics and applied finite element analysis, and on how people become engineers at Stanford University. From 1999–2008 she served as a Senior Scholar at the Carnegie Foundation for the

Advancement of Teaching, leading the Foundation’s engineering study. In addition to publishing technical papers, reports, and textbooks, she has led or co-led several large, multi-institutional projects to build new educational research programs and related resources, such as the Center for the Advancement of Engineering Education (CAEE), The National Center for Engineering Pathways to Innovation (Epicenter), and a program on summer research experiences for high school teachers.

Her industry experience includes engineering positions at Detroit’s “Big Three” – Ford Motor Company, General Motors Corporation, and Chrysler Corporation. She earned her bachelors degree from the University of Wisconsin, and her PhD at the University of Michigan. At Stanford, she has served a chair of the faculty senate, as associate vice provost for graduate education, and is the longtime faculty founder of and adviser to the graduate student group MEwomen. Her work has been recognized with numerous honors and awards, including the Walter J. Gores Award, Stanford University’s highest award for excellence in teaching and the Chester F. Carlson and Ralph Coats Roe Awards of the American Society for Engineering Education in recognition of distinguished accomplishment in engineering education, and for outstanding teaching and notable contributions to the mechanical engineering profession.

TU Munich and Stanford University – Connecting the Dots (looking backward)

Adam Probst, CO-Creator and CEO, ZenML



In 2008 Adam Probst enrolled at TUM. As a first-year student, he was granted a scholarship from UnternehmerTUM and first came into contact with TUM’s Center for Business Creation. In 2012 he went to Silicon Valley and studied at Stanford University in California. After completing his Master’s degree

in 2014, he started as a trainee at Knorr-Bremse and quickly climbed the career ladder.

For three years he gained professional experience before he decided to launch his own start-up. He took part in various of TUM’s support programs and in 2017 he established ZenML. In the beginning, ZenML focused on damage prediction of large vehicles, such as buses and trucks, based on the application of artificial intelligence. Over the years, Adam Probst and his co-founder Hamza Tahir have changed the product. Today they offer a reproducible and scalable tool for all those who build products based on Artificial Intelligence.

28.10.2021, 17.30 - 19.00

Entrepreneurial Leadership

Claudia Liebethal, Executive Director Manage and More, UnternehmerTUM



Claudia Liebethal is Executive Director of the Manage and More program at UnternehmerTUM. Even beyond this program, the topic of good leadership is close to her heart. Her goal is to create ideal learning environments so that students can develop their entrepreneurial talents and become responsible leaders.

Thursday, 04.11.2021, 17.30 - 19.00

Success Story air up – Developing Innovative Products for Tomorrow’s Generation

Lena Jüngst, CCO and Co-Founder, air up



Lena is Co-Founder and inventor of air up, the world’s first drinking-bottle that flavors water just by scent – innovative, sustainable and without sugar or artificial additives. Originally, Lena developed the first prototype of air up in her Bachelor Thesis at the University of Schwäbisch Gmünd which led to

founding her own start-up in 2019. air up is the world’s first refillable drinking system that can add flavor to water through scent alone, by leveraging the physiological phenomenon of retronasal smell – without sugar, additives or any other ingredients. When drinking from the air up bottle, scented air bubbles are added to tap water, which pass through the throat to the olfactory center and manifest in the brain as taste. The founders want to reduce the excessive consumption of sugar in the form of soft drinks and at the same time save plastic and CO2. air up GmbH was founded in 2019 and has its headquarters in the heart of Munich. The Starter Sets and aroma pods are available at www.air-up.com, Amazon, and in selected retailers.

Thursday, 11.11.2021, 17.30 - 19.00

Fostering Hardware Intensive Startups – Insights from the Robotics Startup Scene

Daniel Straimer, Managing Director, TUM Venture Lab Robotics/AI



Daniel leads the TUM Venture Lab Robotics & AI and supports startups who are trying to leverage emerging technologies such as machine intelligence for embodied AI. He is eager to share his experience as the former head of a corporate incubator at an engineering company and help founders to commercialize their ideas. His goal is to build up a strong robotic community and network in Munich and to inspire robotics researchers and students to found.

His goal is to build up a strong robotic community and network in Munich and to inspire robotics researchers and students to found.

Thursday, 18.11.2021, 17.30 - 19.00

Startup Yourself

Workshop by Manage and More - The Entrepreneurship Scholarship

The workshop “Startup Yourself” is the official kick-off for your graded project work. Therefore you will receive detailed information, technical and methodological input and support material so that you are optimally equipped and prepared to start the project work. Be excited to get to how to lead yourself as a fundamental requirement for leading other people as future founders, managers or leaders.

Thursday, 25.11.2021, 17.30 - 19.00

Digital Transformation in Family Business: Innovation Ecosystems

Alexander Wottrich, CEO, Truma Group



Alexander Wottrich is CEO and part of the owner family of the Truma Group and Truma Gerätetechnik GmbH & Co. KG, one of Europe's leading manufacturers of leisure products for caravans and motor-homes. Truma is an internationally renowned system supplier for heating, air conditioning, water heaters,

maneuvering aids and gas supply in motor homes.

What is particularly exciting is that Truma is very much involved in the digital networking of everyday camping, which means that the company is increasingly focusing on the search for innovative ideas.

Dr. Leopold von Schlenk-Barndorf, Senior Consultant, UnternehmerTUM



Leopold is senior consultant and family business expert at UnternehmerTUM (Business Creators). He has a PhD on “Business model innovation and digital transformation in the family business context” and is himself part of a 5th generation industrial family. The company was founded in 1879 and is a leading

international manufacturer of metal powders, metal pigments and metal foils.

Thursday, 02.12.2021, 17.30 - 19.00

To Be Announced

Karim Tarraf, Co-Founder & CEO, Hawa Dawa



Karim is the CEO and co-founder of Hawa Dawa, a Munich-based company named one of the Top 10 Innovations in Germany and Top 35 in Europe by the MIT Technology Review. Forbes named it one of the 100 most innovative companies in Germany in 2018. For its pioneering use of satellite data to track and

analyze traffic and logistics movements, the company was honored by the German Federal Ministry of Transportation and the European Space Agency's Copernicus Masters Programme in 2018. Before founding Hawa Dawa, Karim worked for several years at the Frankfurt-UNEP Collaborating

Centre for Climate and Sustainable Energy Finance. There he worked on climate change mitigation in Southeast Asia and the MENA region. He is a frequent guest of stakeholder consultations on matters of climate change and air pollution organized by the World Health Organisation (WHO) and UN Environment. Next to his work on Hawa Dawa, Karim is also a startup mentor at the FEPS Incubation Center of Cairo University.

Thursday, 09.12.2021, 17.30 - 19.00

Digital Transformation in Family Business: Intergenerational Knowledge Transfer



Anna Hörmann, Head of Strategy, Hörmann Gruppe

After completing her master's at the Technical University of Munich in Business and Mechanical Engineering, Anna worked in management consulting at goetzpartners for a few years before joining the family

business in 2018. As head of strategic development, she is responsible for corporate strategy, including the recent launch of a corporate digitalization pilot. Hörmann Gruppe is a mid-cap industrial holding with 27 affiliates operating in the automotive sector, engineering, communication technology and industrial services. The group offers a diverse range of products and services, from sheet metal components for utility vehicles to complex logistic concepts as well as solutions for critical infrastructure and industrial services for manufacturers.

Christian Röhm, CEO, Röhm Medien



Christian joined Röhm Medien in 2017 as a publisher after his studies in business administration and five years in management consulting at The Boston Consulting Group. The publishing house Röhm Medien is a family business founded in 1890 and located in Sindelfingen, Baden-Württemberg with 350

employees. Business is based on two daily newspapers and additional operations in advertisement newspapers, magazines, logistics and retail. Christian focuses on increasing Röhm Medien's digital business, targeting 30% revenue share by 2025 up from 10% in 2021 - a key lever being the growth of paid digital subscriptions.

Thursday, 16.12.2021, 17.30 - 19.00

TUM Venture Labs – Hot topics that need to be addressed by New Technologies

TUM Venture Labs

The TUM Venture Labs are new entrepreneurial innovation hubs directly located at the interfaces of engineering, natural, life and data sciences and medicine. They support entrepreneurial talent from research to business creation with domain-specific knowledge and contacts, offering an entire ecosystem with the necessary development environments. They will present the current hot topics from their respective areas that urgently need to be solved by new technologies and creative entrepreneurial talent.

Thursday, 13.01.2022, 17.30 - 19.00

How MAN creates the Future of Transportation

Dr. Frederik Zohm, Executive Board Member for Research and Development, MAN Truck & Bus SE



Frederik Zohm was born on January 6, 1973 in Melle. In 2003 he completed his postgraduate studies at the Technical University of Aachen where he had previously completed his studies in production technology and industrial engineering. In 2005, he obtained an Executive MBA from the University of St. Gallen. Dr. Zohm

started his career at a university-related consultancy firm in Aachen and was Head of the Company Development unit by the time he left. In 2005, he switched to Procurement at the Daimler Trucks subsidiary EvoBus GmbH. From 2009 through 2012, Dr. Zohm led Procurement at Mitsubishi Fuso Truck and Bus Cooperation in Tokyo. From 2012 through 2016, Dr. Zohm was responsible for global sales and Powertrain Product Planning at Daimler Trucks. From 2012 through 2014, he also held a managerial position at Rolls-Royce Power Systems Holding in which Daimler AG held a stake at the time. In 2017, Frederik Zohm switched to Volkswagen Truck & Bus AG and led alliance management of the strategic partnership with U.S. Truck manufacturer Navistar. Since July 2017, Frederik Zohm has been the Executive Board member for Research and Development at MAN Truck & Bus SE (formerly MAN Truck & Bus AG).

Thursday, 20.01.2022, 17.30 - 19.00

MAN’s Digital Transformation – Tomorrow’s Commercial Vehicle Production

Michael Kobriger, Member of the Executive Board Production & Logistics, MAN Truck & Bus SE



Michael Kobriger was born on 17th July 1971 in Nuremberg, Germany. After completing his studies in mechanical engineering at the Technical University of Munich, he started his career as a project engineer in the truck production facility at MAN Truck & Bus in Munich in 1997. Since 2000, he has held several management positions there, including as Bodyshop Manager and Supply Chain Manager.

From 2004 to 2006, Michael Kobriger managed the plant in Starachowice (Poland), after which he served as Chief Technical Officer at MAN FORCE Trucks Pvt. Ltd. in India from 2006 to 2008. Since 2008, he has held several positions at MAN Truck & Bus. Initially, he managed low-floor production in Poland, before assuming responsibility for the entire Bus production network in 2010 as Senior Vice President of Bus Production with plants in Germany, Poland, Turkey and South Africa. From 2014 onwards, he also managed the restructuring of the bus business and, in 2016, took on the role of spokesperson for the bus business at MAN Truck & Bus. Since 2018, Michael Kobriger has been a member of the Executive Board at MAN Truck & Bus SE (formerly MAN Truck & Bus AG) and is responsible for the production & logistics division.

Thursday, 27.01.2022, 17.30 - 19.00

To Be Announced

Thursday, 03.02.2022, 17.30 - 19.00

Transforming MAN from a vehicle sales organization to a smart transport solution provider

Göran Nyberg, Executive Board Member Sales & Customer Solutions, MAN Truck & Bus SE



Göran Nyberg was born in Sundsvall, Sweden, on May 16, 1961. He completed his studies as a mechanical engineer, which was followed by other extra-occupational programs for management and leadership at European level. After graduating he began his career in product development and was a regional

sales manager before becoming managing director of various commercial vehicle companies. In 2003 Nyberg joined Volvo, initially as Managing Director of Volvo Sweden. International positions in management in Malaysia, Thailand, and the UK followed. From 2012 to 2018 Nyberg was President of Volvo Trucks in the USA. Since September 2018, Göran Nyberg has been Executive Member for Sales and Customer Solutions at MAN Truck & Bus SE (formerly MAN Truck & Bus AG).

Thursday, 10.02.2022, 17.30 - 19.00

Academy for Innovators - Workshop

Anastasia Myasnichenko, Program Manager of Tech Challenge, UnternehmerTUM



Anastasia Myasnichenko is focused on team experience and digital product management at the UnternehmerTUM Academy for Innovators. Using her knowledge in the areas of psychology, business management, and computer engineering, she supports student teams in finding the right resources at every point

of their journey at the Academy for Innovators. So, she is fully into making your teamwork more fun! She is inspired by courageous people striving to bring their ideas to life and by instantly emerging digital co-working tools. She will be happy to get in touch with you anytime when you feel you have something she can help you with or you have feedback on your experience with the Academy for Innovators.
