

TUM LECTURE SERIES WINTER SEMESTER 2022 / 23

# INNOVATIVE ENTREPRENEURS

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**EVENTS**

**BY  
UNTER  
NEHMER  
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 17. 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](mailto:seminare@unternehmertum.de)

Thursday, 20.10.2022, 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

**Jack Fuchs**, Director of Principled Entrepreneurship  
and Adjunct, Stanford University

## Founders' Keynote

**Maria Sievert**, Co-Founder and Managing Partner,  
inveox

Thursday, 27.10.2022, 17.30 - 19.00

## Entrepreneurial Leadership

**Dr. Claudia Liebenthal**, Executive Director Manage and  
More, UnternehmerTUM

Thursday, 03.11.2022, 17.30 - 19.00

## Bosch Building Technologies - Working together for sustainability

**Dr. Henrik Siegle**, CTO and Member of the Management  
Board, Bosch Building Technologies

Thursday, 10.11.2022, 17.30 - 19.00

## Driving (Deep-)Tech Entrepreneurship

**TUM Venture Labs**

Thursday, 17.11.2022, 17.30 - 19.00

## Start-up Yourself

**Workshop by Manage and More** - The Entrepreneurship  
Scholarship

Thursday, 24.11.2022, 17.30 - 19.00

## Transforming MAN into a Resilient Company

**Inka Koljonen**, Member of the Executive Board,  
Chief Financial Officer, MAN Truck & Bus SE

Thursday, 08.12.2022, 17.30 - 19.00

## Revolutionizing the Legal Sector

**TUM Venture Labs**

Thursday, 15.12.2022, 17.30 - 19.00

## Old Economy vs. New Economy - How MAN Sales & Customer Solutions deals with Digital, eMobility and Autonomous

**Friedrich Baumann**, Member of the Executive Board  
Sales & Customer Solutions, MAN Truck & Bus SE

Thursday, 12.01.2023, 17.30 - 19.00

## MAN on the road to CO<sub>2</sub>-free mobility

**Dr. Frederik Zohm**, Member of the Executive Board  
Research & Development (R&D), MAN Truck & Bus SE

Thursday, 19.01.2023, 17.30 - 19.00

## Navigating regulated spaces: when “move fast and break things” doesn't work

**Léonie Rivière**, Co-Founder & CEO, fina

Thursday, 26.01.2023, 17.30 - 19.00

## Accelerating the Transformation to a Circular Economy

**Maximilian Zott**, Co-Founder, kooky  
**Dr.-Ing. Anne Lamp**, Co-Founder and CEO, traceless  
**Niclas-Alexander Mauß**, Program Manager,  
UnternehmerTUM

Thursday, 02.02.2023, 17.30 - 19.00

## Innovation in Additive Manufacturing: future applications and potential

**TUM Venture Labs**

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Thursday, 09.02.2023, 17.30 - 19.00

## What's next? Entrepreneurial journey with the Academy for Innovators

**Anastasia Myasnichenko**, Project Leader in Innovation Education, UnternehmerTUM

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# Speakers

Thursday, 20.10.2022, 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.

**Jack Fuchs**, Director of Principled Entrepreneurship and Adjunct, Stanford University



Jack Fuchs is an investor, global entrepreneur, and lecturer. His current roles include VC Partner, Board representative, CFO, and advisor positions with IT, Med-Tech, and CleanTech businesses. Jack is an Adjunct Professor in Entrepreneurship at Stanford University, an Affiliate Professor with ESCP

Europe, and a contributor to entrepreneurship at the Technical University of Munich. He mentors entrepreneurs and conducts workshops in entrepreneurship around the world. Over the past 10 years, he has invested in and advised over 20 companies in Europe, Asia, Latin America, and the US. His investments include Brex, Meituan Dianping, Motiv Power Systems, Pylot, Artemys Foods, and Kyte. He aspires to help global entrepreneurs establish the best version of Silicon Valley

wherever they are through mentoring, lecturing and speaking at companies, conferences and universities throughout the world.

## Founders’ Keynote

**Maria Sievert**, Co-Founder and Managing Partner, inveox



Driven by the mission to automate histopathology, Maria Sievert co-founded the Munich-based med-tech, inveox, in 2017. Inveox has won several awards, was listed on the 2018 Forbes list of “most promising startups,” and took part in accelerator programs such as the Texas Medical Center Accelerator in

Houston, USA and the German Accelerator Life Sciences in Boston, USA. The company has also been a member of the World Economic Forum since 2019. Maria was included in Capital magazin’s “Young Elite Top 40 Under 40” list, selected as one of the best innovators under 35 by Technology Review, was named one of the “25 Women Whose Inventions Change Our Lives” by Edition F magazine and was a finalist for the Woman Leadership in Entrepreneurship Award by the European Institute of Innovation and Technology. In addition to her advocacy for female leadership, Maria is a member of the TUM School of Management Advisory Board and has maintained a close relationship with the university as an UnternehmerTUM Manage and More alumna.

Thursday, 27.10.2022, 17.30 - 19.00

## Entrepreneurial Leadership

**Claudia Liebenthal**, Executive Director Manage and More, UnternehmerTUM



Claudia Liebenthal 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, 03.11.2022, 17.30 – 19.00

## Bosch Building Technologies – Working together for sustainability

**Dr. Henrik Siegle**, CTO and Member of the Management Board, Bosch Building Technologies



Henrik Siegle was born 1970 in Stuttgart. After his studies and PhD in solid-state physics in Berlin, he started his career 1999 as Management Trainee in Research and Development (R&D) at Robert Bosch GmbH in Stuttgart. Following his passion for technology, he then held various management positions

in R&D and Product Management. In 2009, Dr. Siegle joined Bosch Thermotechnology where he led Engineering for gas boilers, before assuming the Engineering responsibility for the entire Bosch Thermotechnology division. From 2016 to 2021, he acted as Board Member for Bosch Thermotechnology as CTO. Since 2021, Henrik Siegle has been Member of the Management Board of Bosch Building Technologies in Munich. As CTO, he is responsible for Engineering, IT and Digital Business, Manufacturing, Quality, and the Business Unit Access and Intrusion.

Thursday, 10.11.2022, 17.30 – 19.00

## Driving (Deep-)Tech Entrepreneurship

### TUM Venture Labs

The TUM Venture Labs are entrepreneurial innovation hubs by TUM and UnternehmerTUM. We support founders developing deep tech innovations at the interfaces of engineering, natural, life and data sciences and medicine.

In three deep dive breakouts for life & natural sciences, advanced computing and urban futures, several founders will talk about their personal journeys and experiences in working on (deep) tech projects. Let's discuss how to shape our future.

Thursday, 17.11.2022, 17.30 – 19.00

## Start-up Yourself

**Workshop by Manage and More** – The Entrepreneurship Scholarship

The workshop “Start-up 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, 24.11.2022, 17.30 – 19.00

## Transforming MAN into a Resilient Company

**Inka Koljonen**, Member of the Executive Board, Chief Financial Officer, MAN Truck & Bus SE



Inka Koljonen was born 1973 in Prague. After obtaining her diploma in Business Administration from the Ludwig-Maximilians-University of Munich in 1998, she started her career at MTU Aero Engines, at that time a division of DaimlerChrysler Aerospace. After the takeover of MTU by private equity investor KKR,

she headed a restructuring program in preparation to the IPO and was then appointed Head of Investor Relations. In 2011 Mrs. Koljonen joined Siemens AG and was appointed CFO for the region Russia / Central Asia, where she spent four years. From 2015 through 2020, Mrs. Koljonen acted as Business Unit CFO for the Catalyst business unit of Switzerland-based Clariant AG. Before joining MAN Truck & Bus SE, Mrs. Koljonen served as CFO of the publicly listed commercial vehicle supplier SAF Holland SE. Since February 2022, she is Executive Board member at MAN Truck & Bus SE, with the responsibility for Finance, IT & Legal matters.

Thursday, 08.12.2022, 17.30 - 19.00

## Revolutionizing the Legal Sector

### TUM Venture Labs

Finally, time has come for software and artificial intelligence to revolutionize the legal profession - and Bavaria is determined to play a leading role in this transformation. But, what are the most innovative solutions? And especially, how can start-up teams help to revolutionize? Let's learn from founders and how the Venture Labs, with their new Legal Tech Colab, are supporting emerging start-ups!

Thursday, 15.12.2022, 17.30 - 19.00

## Old Economy vs. New Economy - How MAN Sales & Customer Solutions deals with Digital, eMobility and Autonomous

**Friedrich Baumann**, Member of the Executive Board Sales & Customer Solutions, MAN Truck & Bus SE



Friedrich Baumann was born 1965 in the town of Rees on the banks of the Rhine. He studied business administration with a focus on technology at the University of Stuttgart, graduating with the degree of “Diplom-Kaufmann (T.O.)”, as well as management studies at Portland State University, graduating with a

Master of Business Administration (MBA). After several years with a world-renowned management consultancy firm, in 1993 he joined Daimler Trucks North America in Portland, Oregon, where he held a variety of management positions in controlling, purchasing and used vehicles. Friedrich Baumann was President of Detroit Diesel Remanufacturing LLC in Detroit, Michigan, from 2006 to 2008. In 2009, Baumann moved to Daimler AG in Stuttgart, where his roles included head of global strategy for trucks, buses and vans, and working with Rolls-Royce as managing director of Engine Holding GmbH. He shifted his professional focus back to the USA in 2012, where he headed the aftermarket business for Daimler Trucks North America and also served as a member of the local operating committee until 2017. Friedrich Baumann was appointed to the board of north American commercial vehicle manufacturer Navistar in April 2018, where he was initially responsible for group strategy and planning. Shortly after that, he took on leadership of the aftersales organisation, including the Parts & Service, Uptime, Warranty and Dealer Network Management departments. His most recent role was Executive Vice President of Sales,

Marketing and Aftersales. Since April 2022, Friedrich Baumann has been a member of the board of MAN Truck & Bus SE with responsibility for Sales & Customer Solutions.

Thursday, 12.01.2023, 17.30 - 19.00

## MAN on the road to CO<sub>2</sub>-free mobility

**Dr. Frederik Zohm**, Member of the Executive Board Research & Development (R&D), MAN Truck & Bus SE



Frederik Zohm was born 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, 19.01.2023, 17.30 - 19.00

## Navigating regulated spaces: when “move fast and break things” doesn't work

**Léonie Rivière**, Co-Founder & CEO, fina



Léonie is the co-founder and CEO of fina, a crypto app focused on beginners and educational content. She holds an Msc from the University of Oxford and has previously worked in Venture Capital after founding her first Fintech through Entrepreneur First.

Thursday, 26.01.2023, 17.30 – 19.00

## Accelerating the Transformation to a Circular Economy

**Maximilian Zott**, Co-Founder, kooky



Maximilian (Max) Zott, 33, is an entrepreneur and the idea behind kooky. As co-founder of kooky, he develops new business models, builds up the operational business field and is responsible for international expansion. The topic of sustainability runs like a thread through his professional career and is his

passion. Before Max founded kooky in May 2021, he was responsible for setting up the delivery service Gorillas at the Munich location. Already during his studies, Max founded his first company: BE Support GmbH. The company develops concepts for sustainable energy supply. Max has also invested in Naki Power and Plug-in Festivals and helped to build up these two providers of mobile charging stations.

**Dr.-Ing. Anne Lamp**, Co-Founder and CEO, traceless



Anne is co-founder and CEO of the Hamburg-based bioeconomy start-up traceless materials. She has developed the technology for the production of the novel, natural-based plastic alternative traceless materials. Anne holds a PhD in process engineering and has extensive experience in commercial product

development and process scaling. She is also a recognized industry expert in life-cycle assessment and Cradle to Cradle.

**Niclas-Alexander Mauß**, Program Manager, UnternehmerTUM



Niclas Mauss is a program manager at UnternehmerTUM and parallelly works as a doctoral researcher at TUM. As a trained engineer, he thereby focuses on the transformation of incumbent manufacturing firms from a linear operating model to circularity and initiated the CirculaTUM research alliance, which

bundles the diverse CE-related expertise within TUM across all disciplines and locations in order to provide a scientific contribution to industrial and societal transformation. Before taking up his current roles, Niclas gained experiences in management consulting, the

automotive industry and TUM's presidential staff. For years, he's been working as executive assistant to the CEO of an award-winning CE pioneer in the manufacturing industry, among others honored with the renowned German Innovation Prize for Climate and Environment.

Thursday, 02.02.2023, 17.30 – 19.00

## Innovation in Additive Manufacturing: future applications and potential

**TUM Venture Labs**

Additive Manufacturing (AM) will fundamentally change the way we produce goods in the future. But did you ever ask yourself, what are the next big AM-powered innovations? Where exactly can start-up teams add value and solve current challenges? In the TUM Venture Labs, we are building our incubator for start-up teams working in the field of additive manufacturing and providing support to all entrepreneurs regardless of their domain to solve the great challenges of our times by leveraging the full potential of AM. Let's discuss!

Thursday, 09.02.2023, 17.30 – 19.00

## What's next? Entrepreneurial journey with the Academy for Innovators

**Anastasia Myasnichenko**, Project Leader in Innovation Education, 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.