

## Berlin-Brandenburg Capital Region Innovation Camp

### Challenge 2:

#### How to develop a science park into internationally attractive science and innovation location / innovation center?

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Development of science and academia is no longer happening on its own, but increasingly through triple or even quadruple helix approach, where universities are part of the ecosystems with industry, government and civic society. Universities strive to become entrepreneurial, while innovation and commercialization of academic research are now an integral part of the university governance (Krishna 2013). On the structural level, this means that science and innovation parks are being used to transition to become entrepreneurial university.

Potsdam Science Park is very well connected to the international research and science community. Their scientific solutions are renowned worldwide and spin offs are created regularly. The research profile ranges from biotechnology to gravitational physics, trainings for young researchers and research-based production are combined at the location with extraordinary potential for innovation in the heart of the fast-growing region of Berlin-Brandenburg. Spread over an area of more than 50 hectares, the science park offers not only ready-developed premises but also excellent infrastructure and ideal conditions for famous scientific research institutes, technology-oriented and research-based companies and innovative entrepreneurs.

The main objective is to position and create a profile for the Science Park that matches its main scientific activities in health and biotechnology, smart solutions and circular economy and climate change (renewable raw materials).

Potsdam-Golm aims to promote mutually-beneficial increased interaction between scientists and companies. The task is to keep start-ups in Potsdam-Golm during their growth phase, while at the same time attracting new science-based start-ups and established companies from the region and abroad.

#### Key questions:

- What are key factors for a strategy that transports the parks potential and options to relevant interested companies?
- What kind of formal and informal channels could be used to promote Parks' potential?
- In what ways could research Institutions, universities, students and local companies support the strategy?
- How to create a recognizable profile (a "brand") for regional, national and international levels? Describe critical factors for attracting science-based companies.

#### Challenge 2 group outputs:

- 2.1 A proposal on how to market the science park internationally to science-based companies
- 2.2 An action plan on how to attract start-ups to settle in the science park.