Siemens
Technology-to-Business Center
Berkeley, California

Siemens’ innovations have changed the world

Industry
From the first electronic controls – to fully automated factories

Energy
From the invention of the dynamo – to the world’s most efficient gas turbines

Healthcare
From the first views inside the body – to full-body 3D scans
Siemens University approach

Strategic alignment of university\(^1\) cooperation management

- University cooperation: tiered approach
- CKI\(^2\)
- Ambassador
- Universities
- Business related Universities

Selection criteria

- Leadership in at least 2 for Siemens' relevant future research areas: strategic and / or business-/ application-oriented
- Broad and excellent infrastructure and professors: opportunity to long-term-cooperation in these fields
- International research reputation; high status in international rankings
- Proximity to relevant markets for Siemens
- Access to regional / national funding programs
- Strong political and academic network
- Global top university for talent acquisition

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8 Centers of Knowledge Interchange (CKI) worldwide

- **Ambassador:** Paul Camuti
  **University:** Berkeley
  **University:** MIT
  **Ambassador:** Tom Miller

- **Ambassador:** Jukka Pertola
  **University:** DTU
  **Ambassador:** Roland Busch

- **Ambassador:** Mei-Wei Cheng
  **University:** RWTH Aachen
  **Ambassador:** Hermann Requardt

- **Ambassador:** Siegried Russwurm
  **University:** TUM
  **Ambassador:** Peter Herweck

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- **Research:** Siemens as global benchmark in technology transfer from academia
- **Recruiting:** Siemens becoming the employer of choice with a strong employer branding
TTB and SVC cover the whole life cycle of Venture Investments

The “Technology-to-Business” model
Two approaches to outside-in technology innovations: spin-ins

Spin-ins

Example: Industrial automation WLAN

Start-ups

Example: Wireless traffic sensor

31 new products and businesses created in 10 years...
3 Things to remember about TTB

**What we do:**
Bring innovation from *outside* into Siemens
From universities, seed stage companies, research labs

**How are we different:**
*Flexible* approach allows us to focus on innovation
We don’t skip innovations if they fail to match a certain approach
Hire, invest, contract, license: we apply the best approach for each opportunity

**Our mission:**
Create real *business*

    New, or radically improved, products or solutions