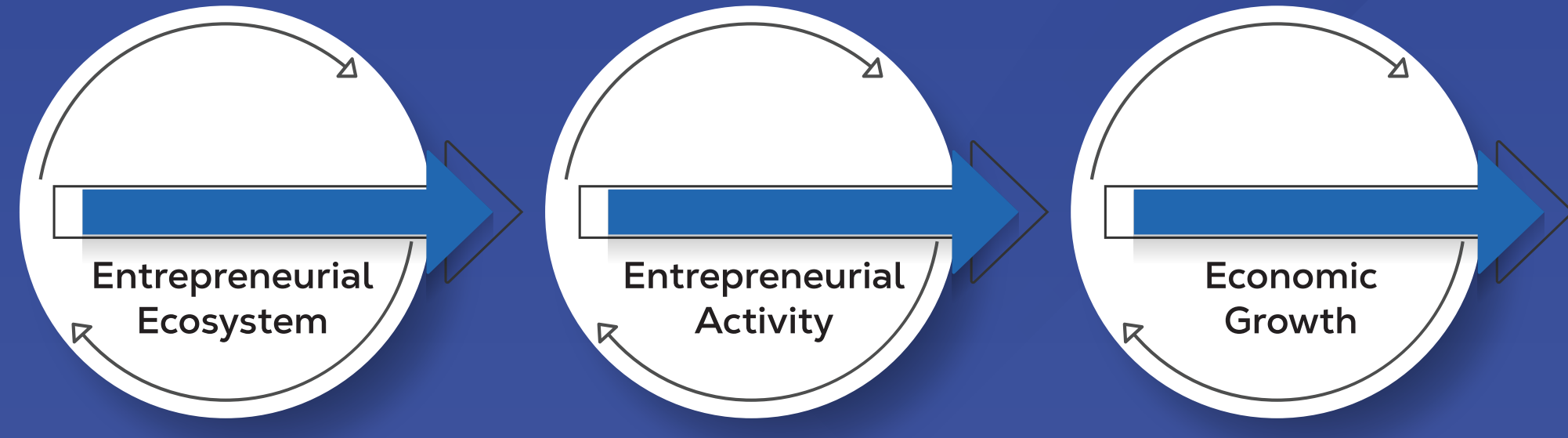




Who is Who in Munich's Artificial Intelligence Entrepreneurial Ecosystem?



What is an Entrepreneurial Ecosystem (EE)?

An EE is a set of agents, institutions, activities and surrounding culture that facilitate innovation and entrepreneurial activity.

AI in Munich

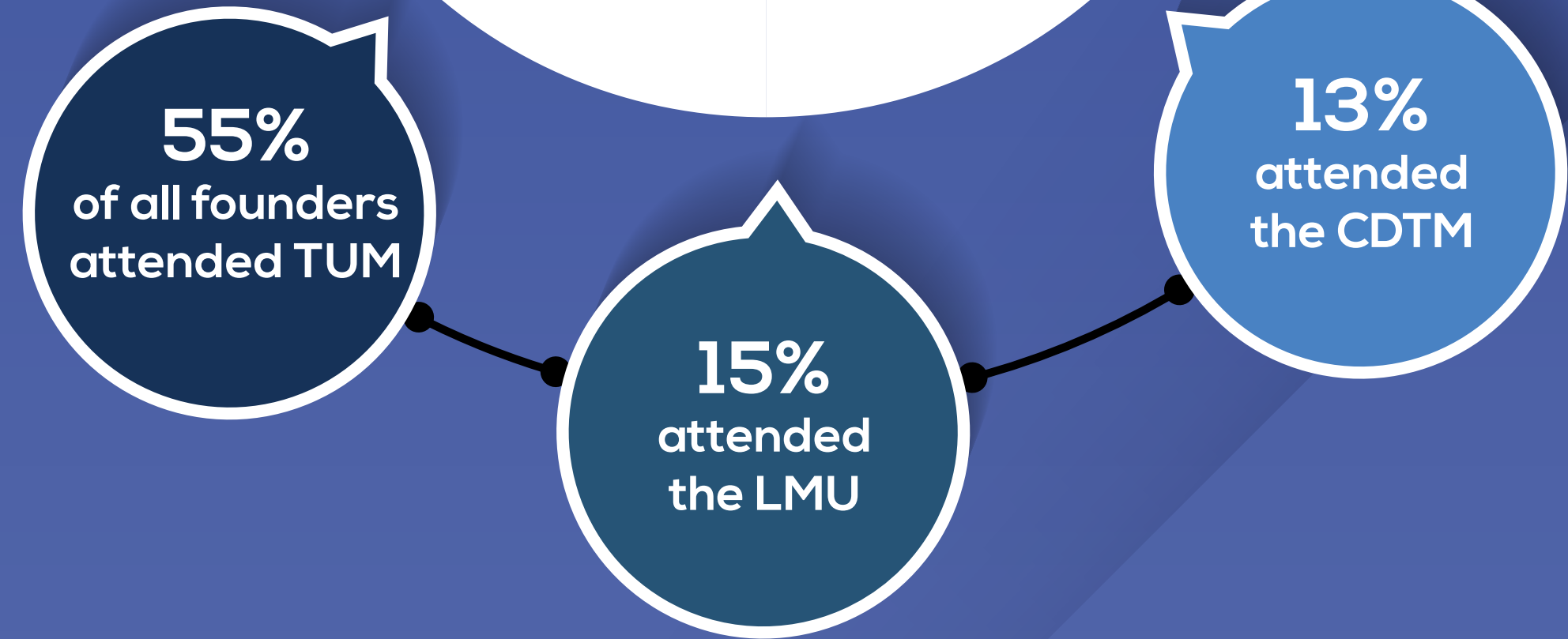
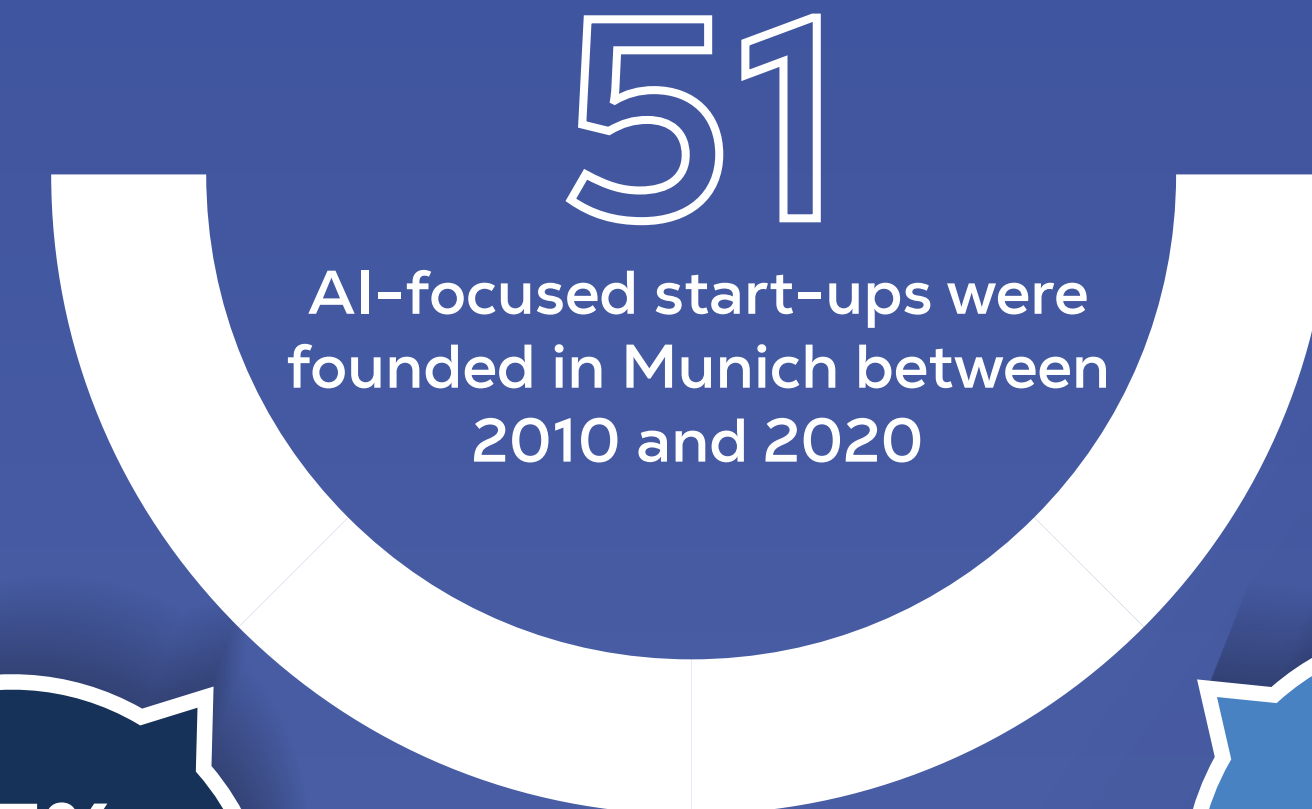
AI is the backbone for a new business model and a propulsive force of Germany's startup ecosystem (Ernst & Young, 2020). Munich is the #4 tech hub in Europe and Germany's #2 AI start-up city (Dealroom.co, 2020).

Who are the **key players** in the Munich Artificial Intelligence Entrepreneurship Ecosystem and how do they **interact** with each other to form formal and informal networks which keep this system running?

To answer this question

Mixed-Method Social Network Analysis

- Analyzing and quantizing mass-media items to uncover the network topology – actors and relationships
- Content analysis of mass-media items and interviews to determine the essence of the relationships



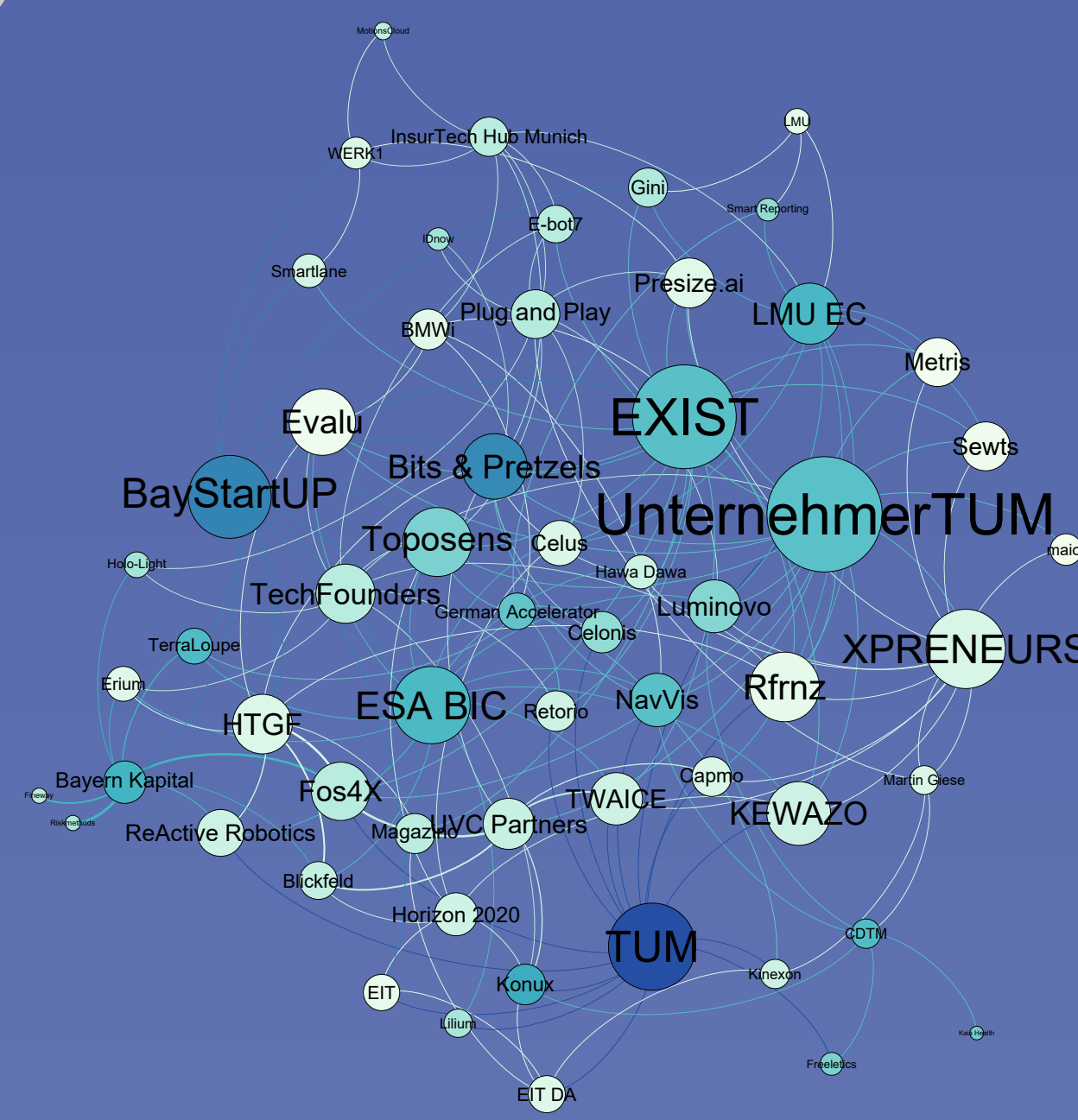
TUM at the forefront:

The Technical University Munich is the most involved in the Munich AI scene.

- Helps founders transform their ideas into action
- In exchange with industry giants, accelerators, incubators, startups etc.

It's the connections

Founders say one of their most valuable assets are their networks!



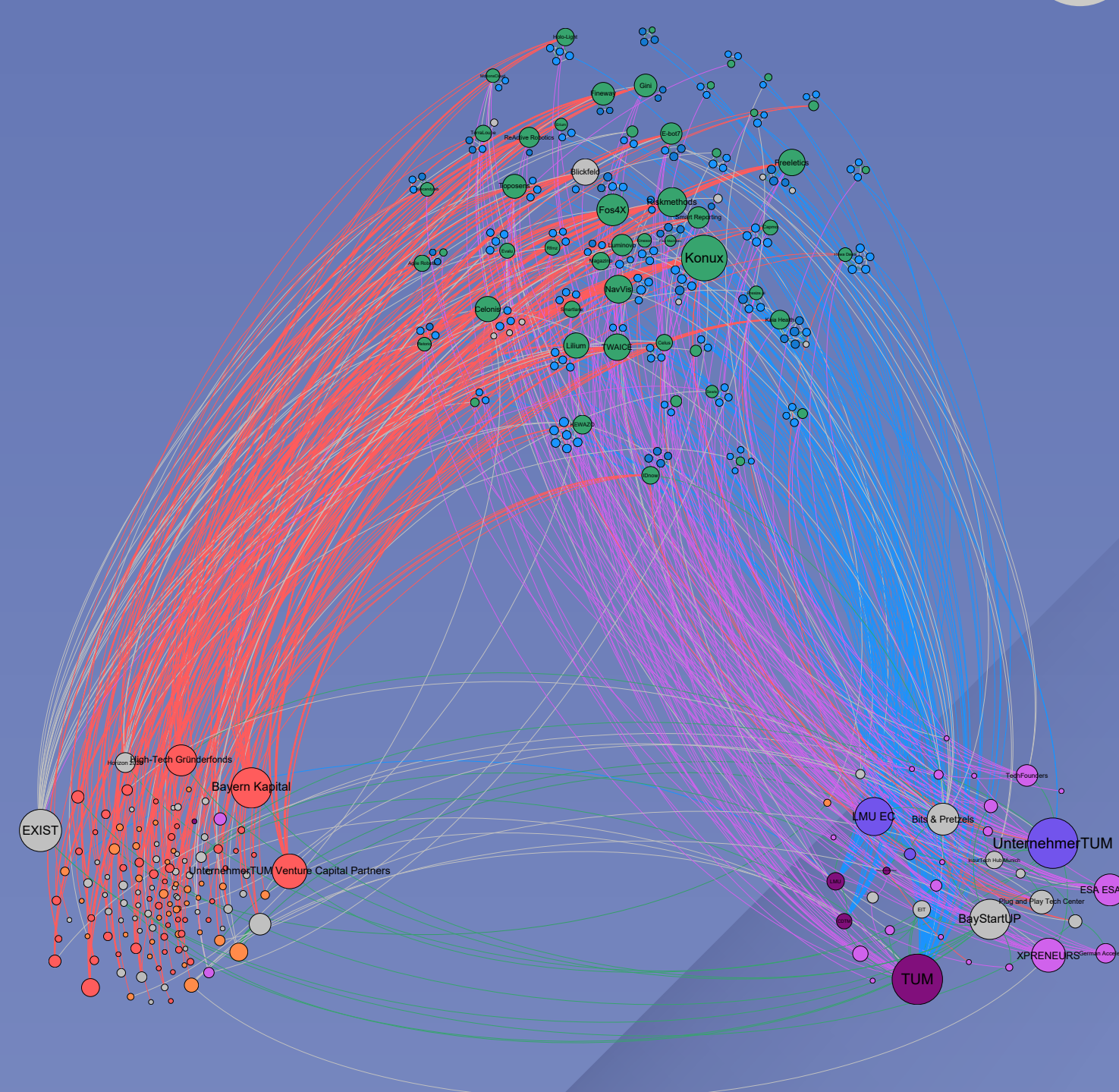
Betweenness centrality: Influence over the flows in the network. Eigenvector centrality: Connectedness to important nodes.

What are the networking hotspots?

- UNIVERSITIES: Many founding teams were born at TUM and LMU
- UnternehmerTUM, LMU EC and CDTM: Educating and empowering the Munich's startup elite
- XPREENEURS, TechFounders, Plug and Play Tech Center, German Accelerator, ESA BIC: Accelerate and incubate Munich's startups by supplying them with practical knowledge, support and most importantly – contacts
- BayStartup, Bits & Pretzels and Digital Hubs: Connect startups, founders, investors and corporates

Where is the money coming from?

- EXIST and Horizon 2020: The German government and the EU are promoting innovation and entrepreneurship
- Bayern Kapital, UVC Partners, High-Tech Gründerfonds, MIG AG, Target Partners: There are 45 VC firms active in the Munich AI EE providing money, guidance and contacts
- Business angels and family offices: 36 angels and 5 family offices provide capital and mentorship to the Munich founders



Actors	Relationships
VC Firm	Cooperation
Angel Investor	Studied
University	Investment
Accelerator/Incubator	Support
Entrepreneurship Center	
Startup	
Entrepreneur	

Recommendations

- Founders**: Exchange knowledge and experience at the networking hotspots
- Successful ventures and founders**: Step into the public eye and motivate future generations of entrepreneurs
- Supporting institutions**: Make successful start-ups more visible to domestic and foreign investors and help them get access to government funding

- Corporates**: Establish a close exchange with startups
- Financing institutions**: Cooperate more closely with supporting institutions and keep an eye out for exciting new startups
- Government**: Reduce bureaucracy and make your funding programs more accessible