

UnternehmerTUM **CUSTOMER** **STORY**

“WE TURN VISIONS INTO VALUE”

www.unternehmertum.de
Lichtenbergstraße 6, D-85748 Germany

SALESFORCE PRODUCTS: Sales Cloud, Salesforce Platform, Einstein Analytics

INDUSTRY: Entrepreneurship, Financial Services, Executive Education

ENGAGEMENT GOALS: Improve the creation of business synergies internally. Enhance the collaboration with the external partners and entrepreneurial ecosystem

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“InnoTrue advised and supported us in refining our company’s vision of Salesforce and in improving adoption issues after implementing the system.

From InnoTrue, we got a 360-degree feedback, with support on defining the implementation strategy, including pragmatic instructions for implementation.” – Lea Grass, Product Manager at UnternehmerTUM



ABOUT THE COPMANY

As the leading European Center for Innovation and Business Creation, UnternehmerTUM brings together a community that creates value for good, by driving technology beyond the status quo and empowering people through education to make a difference.

Through numerous programs, UnternehmerTUM provides outstanding, hands-on entrepreneurship training, by incubating technology-based start-up teams and by giving access to prototyping infrastructure.

UnternehmerTUM Venture Capital Partners runs a venture capital fund to finance cutting-edge technology start-ups with international market potential.

UnternehmerTUM Industrial Innovators LEC GmbH operates a European initiative supporting teams and early-stage start-ups that aims at funding up to 2,000 disruptive deep tech solutions until 2024 through fast funding instruments.



Key figures of the UnternehmerTUM activity

- 5,000+ Participants/year
- 50+ Scalable Start-ups/year
- 100+ Innovation Partnerships/year

BUSINESS PROFILE

UnternehmerTUM, with multiple teams and across five main pillars, runs 20+ programs supporting start-up companies and entrepreneurial initiatives:

- **The start-up programs** are geared towards individual founders and teams that pursue a technology-based venture, both in Germany and from abroad. They receive support from first idea all the way to IPO, including the stages of incubation and acceleration.
- With numerous formats in **entrepreneurship education**, UnternehmerTUM empowers dedicated students, founders, future leaders, intrapreneurs, and entrepreneurial minds. Hands-on learning, prototyping projects, collaborating with established companies, and (international) exchange opportunities are all part of this offering – as well as the Executive MBA program and tailor-made trainings for professionals, scientists, and companies.
- **Innovation for companies:** With expertise in business creation and technology, the center offers various programs for SMEs and corporates. These services range from developing sustainable business models through business design principles to digitalizing organizations and implementing Artificial Intelligence.
- UnternehmerTUM provides **funding** for promising entrepreneurial projects and start-ups, including venture capital, prototyping grants, and founder-friendly loans.
- At the Entrepreneurship Center, students, corporate customers, founders, start-ups, inventors, and makers can use the **high-tech workshop MakerSpace** to bring their projects to life.

BUSINESS DRIVERS

UnternehmerTUM aims to realize strong synergies across their multiple business and operational entities and teams, across the entire group, by sharing information and following similar processes.

Through the Salesforce solution, the 20+ program teams across UnternehmerTUM are able to collaborate, to share relevant information and to have meaningful interactions with their business partners and the start-ups they enable in varied ways.

UnternehmerTUM also closely collaborates with external entities: start-ups, corporations, universities and other entrepreneurship centres internationally.

UnternehmerTUM Venture Capital is managing the collaboration with the investors, start-ups and the funds available for investments. The collaboration portal enables the investors to view the portfolio of start-ups and to request more information and to connect with the founders in order to determine if they are potential investment opportunities.

COLLABORATION WITH INNOTRUE

The collaboration between InnoTrue and UnternehmerTUM focuses on multiple aspects: gain a deep understanding of the very diverse business initiatives of UnternehmerTUM, identify a common process layer, while also surfacing the differences and specific needs of each team.

In order to efficiently manage the business opportunities and activities, a wide adoption and usage of the Salesforce solutions is very important. Likewise, process consistency and data quality are also crucial to ensure reliable results.

Therefore, in parallel with a deep review of the existing Salesforce solution - which we aim to improve together from a technical and functional perspective - , a significant amount of time is dedicated to interviews and discovery sessions with each of the program teams.

The analysis of the common denominator helped streamline sales processes, define solution usage guidelines and establish synergetic data capture and management. The optimization of the underlying data structure, configuration, processes and the user interface are crucial elements for the wide adoption of the solution. By doing so, each team can view, enter and manage their relevant business partners with the corresponding contacts, manage their projects and initiatives, while at the same time have the ability to reference further information managed by other teams on a per-need-basis.

Reports and dashboards are other important aspects that got addressed. This is to ensure that the relevant reports and dashboards are in place for each of the teams to manage their own activity. At the same time a certain level of control and guidelines has been established in order to avoid that the sheer number of reports becomes overwhelming and/or confusing.

For the leadership team, being able to track the business relevant KPIs across the entire group is critical. The same applies to having the confidence that the insights provided by the solution through relevant, easy to access dashboards, is based on up to date, accurate and reliable data.

The broad diversity of UnternehmerTUM with its special nature being in the focus on entrepreneurship and leading edge technology, make our collaboration a very dynamic, extremely interesting and rewarding experience.