

# From Lab to Launch – Unleashing Academic Startups



**25 June 2026 | TUM Campus Heilbronn**

Speakers



Stanford  
University

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PROF. GÜNTHER SCHUH



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PROF. ROBERT WILLE



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PROF. CATHERINE WANG



PROF. HANNS ENGELHARDT



PROF. VOLKER HERWIG



PROF. CHRISTOPHER JAHNS



PROF. SIMCHA JONG



PROF. HEINRICH LEONHARDT



PROF. SASCHA SPOUN



PROF. MATTHIAS NIESSNER \*



PROF. FRANK PILLER \*



PROF. MAXIMILIAN SCHIFFER \*



PROF. FLORIAN MATTHES



PROF. CHRISTOPHER TUCCI



PROF. JULIA SCHALETZKY



PHILIPPE SOUIDI

## Preliminary Agenda

09:30 – 10:00 | Registration & Coffee

10:00 – 11:00 | Why Innovation Fails and What Others Do Differently

Opening Remarks

Welcome & Introduction: Why „From Lab to Launch“ Matters Now

**Keynote: Everyone Wants Innovation - So Why Does Implementation Fail?**

*Identifying the real bottlenecks between research excellence and market impact*

**Keynote: What Works Elsewhere - And Why?**

*Learning from international innovation systems: what works, why it works, and what can be transferred*

11:00 – 11:20 | Coffee Break & Networking

11:20 – 12:30 | Making Innovation Work in Practice

**Keynote: Germany Can Do Better - If we Use What We Already Have**

*Unlocking existing instruments and outcome-oriented practice within the current system*

**Keynote: Innovation needs Legal Certainty and Courage to Decide**

*Law, administration, and political steering in innovation practice*

**Keynotes: From Lab to Launch - Experiences from Founding Within the University Ecosystem**

• *From Lab to Launch in Biomedical Sciences // Engineering // Computer Sciences*

12:30 – 13:30 | Lunch Break & Networking

13:30 – 14:10 | Aligning Actors and Scaling Innovation

**Keynote: From Idea to Impact – Why Scaling Fails After Promising Beginnings**

*The „valley after the valley of death“*

**Keynote: Different Logics, One Goal**

*Aligning incentives and decision-making across administration, academia, and entrepreneurship*

14:10 – 14:30 | Coffee Break & Networking

14:30 – 15:00 | Spin-Off Pitch Session: From Lab to Market

**Pitches:** *Four university spin-offs present their ventures, followed by questions and feedback from an expert jury*

15:00 – 15:15 | Coffee Break & Networking

15:15 – 15:45 | Policy Panel: What Must Change in Law and Regulation

*Cross sector panel on the legal and regulatory changes needed to unlock academic innovation, with a focus on actionable reforms and pilot opportunities for Bavaria*

15:45 – 16:45 | Fish Bowl: From Discussion to Action

• *Entrepreneurial Professorship // Global Network Professorship // Industry Bridge Professorship*

16:45 – 17:00 | Policy Wrap-Up & Next Steps

17:00 – End | Networking & Get-Together

## Details



**Technical University of Munich, Campus Heilbronn**  
Weipertstraße 8-10, 74076 Heilbronn



**June 25, 2026**  
09:30 – 17:00 CET

## Your Hosts



**PROF. CHRISTOPH KASERER**  
TUM School of Management  
Dean



**PROF. MARKUS GERHARD**  
TUM School of Medicine and Health  
Professor of Medical Mikrobiology  
& Immunology



**DR. PHILIPP GERBERT**  
TUM Venture Labs  
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**PROF. ISABELL WELPE**  
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