

# Business and Innovation Centre (BIC) Zwickau GmbH

## General Information

Managing director	Melanie Kögler
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URL	<a href="https://bic-zwickau.de">https://bic-zwickau.de</a>
Year of foundation	2004
Number of employees	6
type of organisation	company
Aim/role	Identify relevant technologies (AI, IoT, automation) Translate them into business-relevant solutions Match: SME problems → technology provider. USP: Enable SMEs to turn innovation into real business value.
Main area of the organisation's activities	coaching founders, connecting startups with industry, production optimization, digital tool, automation, new business models

## main contact person

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## Offered transfer activities

### Identification and specification of the exploitable idea<sup>2</sup>

- BIC's role is very specifically helping companies move from a **raw idea** to a **structured, economically usable innovation concept**

### Establishment of contacts

- implementation of visits in research institutes or enterprises
- implementation of meetings, workshops, conferences (*e.g. for initiating and intensifying contacts between science and business, for discussing detail information about innovative ideas and technologies*)
- organisation of topic-specific workshops, fairs or similar activities in order to foster special ideas

### Preparation of the economic exploitation of innovative ideas/ technologies<sup>5</sup>

- boosting acquisition of financing or funding of the defined transfer (*e.g. consulting, bringing potential partners together*)
- initiation and supervision of the personnel exchanged between research facilities and enterprises

### Advancement of economically applicable and innovative ideas or research fields<sup>7</sup>

- initiation and implementation of tools that do not follow an institutional structure (networks, discussion groups, alliances, clusters)

### Geographical range of transfer activities

- Regional, Saxony

## Target groups

### Kind of organisation

- organisations offering or developing as well as organisations demanding innovative ideas/ new technologies and organisations demanding for innovative ideas or new technologies

### businesses your target groups

- Transportation and storage
- Information and communication
- Financial and insurance activities
- Education
- Human health and social work activities

### number of employees of target group organisation(s)

- 10 – 99