Future Opportunities for SMEs: The Role of Innovation Ecosystems in Germany

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Innovation Park Artificial Intelligence
(IPAI Heilbronn)

IPAI

Future opportunities for SMEs: The role of Innovation Ecosystems in Germany

Dr. Benjamin Schiller

IPAI

OUR VISION

THE HOME OF HUMAN AI

WHAT WE‘RE CURRENTLY WORKING ON

IPAI AS INNOVATION PLATFORM

…ON WHICH ALL NECESSARY INGREDIENTS COME TOGETHER

IPAI

THE STATE BADEN-WUERTTEMBERG AS INITIATOR.

COMPETITION

Baden-Württemberg
MINISTERIUM FÜR WIRTSCHAFT, ARBEIT UND TOURISMUS

IW4.0

Innovationpark Artificial Intelligence Baden-Württemberg

50 M €

IPAI

INNOVATION PARK ARTIFICIAL INTELLIGENCE (IPAI)

THE INITIAL CONSORTIUM

DIETER SCHWARZ STIFTUNG

HN Heilbronn

SCHWARZ

IPAI

THE EMERGING TECH & EDUCATIONAL ECOSYSTEM IN HEILBRONN IS OUR BACKBONE

CAMPUS FOUNDERS

42 | HEILBRONN

DHBW Duale Hochschule Baden-Württemberg

Ferdinand-Steinbeis-Institut

HOCHSCHULE HEILBRONN

SCHWARZ

DIETER SCHWARZ STIFTUNG

Fraunhofer

AI Research Hub

experimenta Das Science Center

ETH zürich

TUM

IPAI AS A STRONG INNOVATION PLATFORM FOR APPLIED AI

~~EGOSYSTEM~~

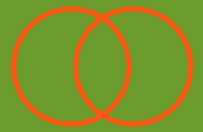
ECOSYSTEM!!!

OUR OFFERING

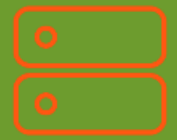
WE ENABLE YOU ON YOUR AI JOURNEY.

AI COMMUNITY + SPACES

EDUCATION & INSIGHTS



MATCHMAKING



INFRASTRUCTURE

AI TRANSFORMATION

OUR COMMUNITY: >60 MEMBERS & PARTNERS FROM >15 INDUSTRIES ARE COMMITTED TO IPAI

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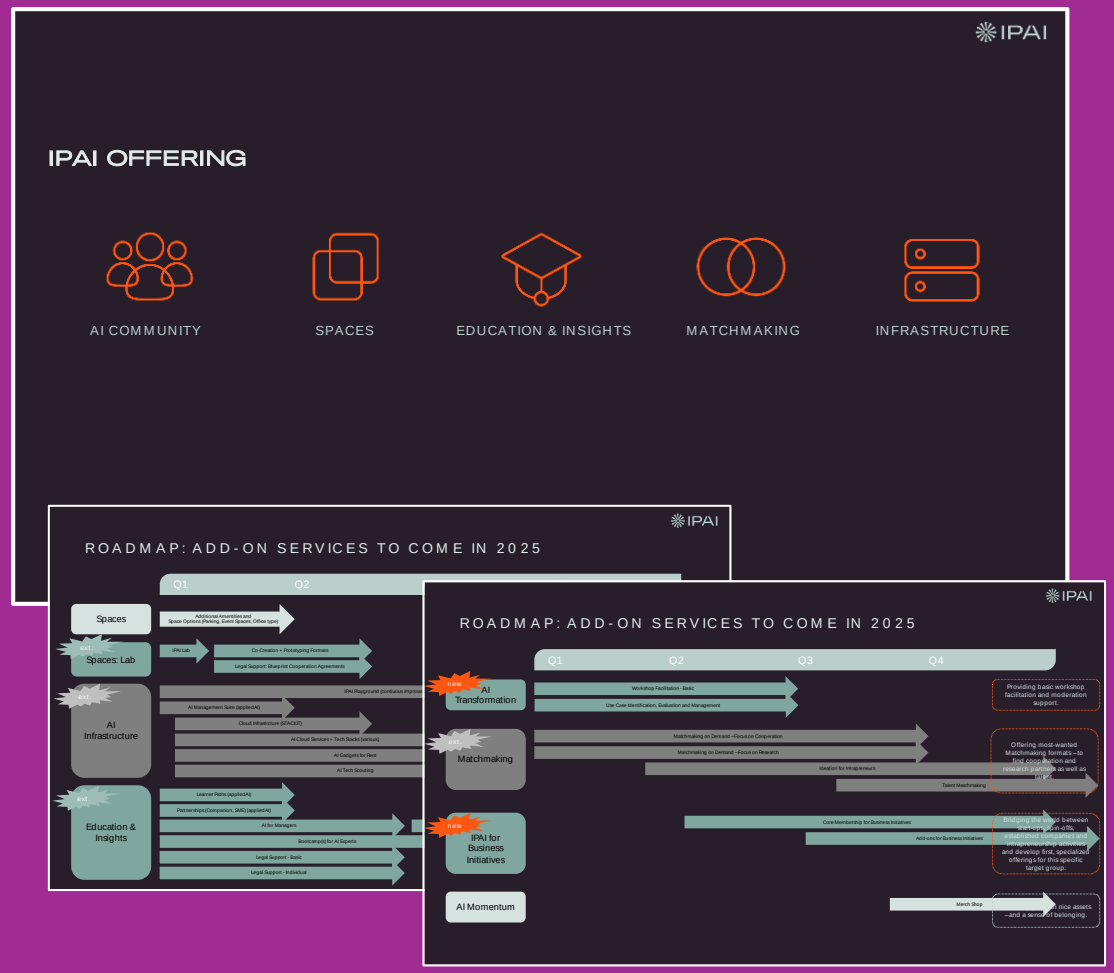
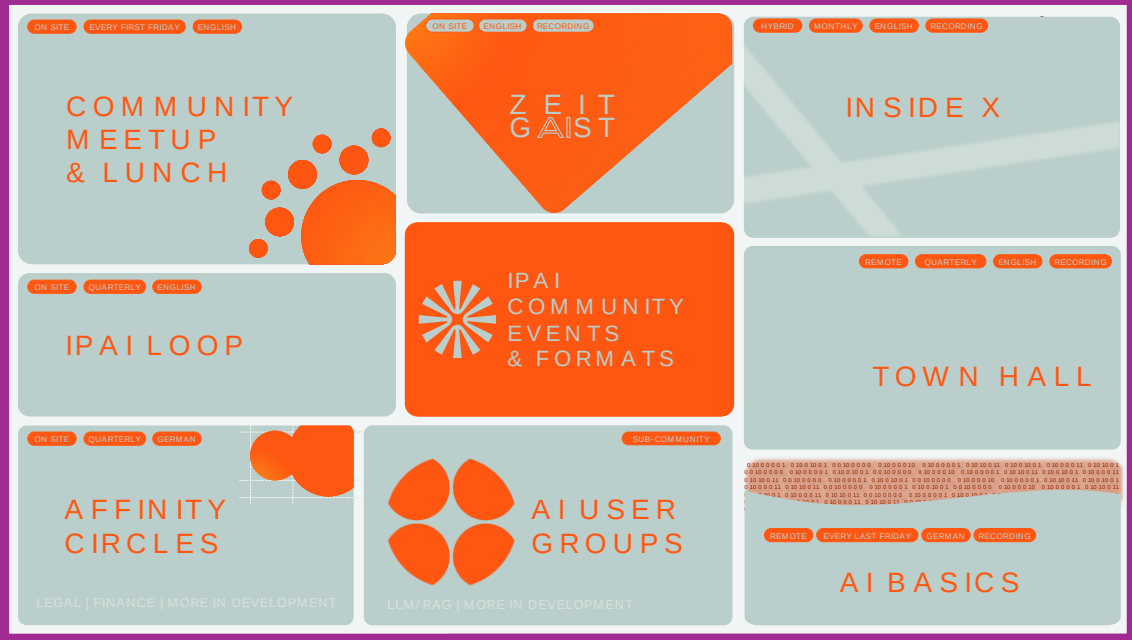
WE INVEST IN STRONG PARTNERSHIPS

IPAI

- COMMUNITY APPROACH

A STRUCTURED COMMUNITY APPROACH BASED ON THE PRODUCT & SERVICES STRATEGY





COMMUNITY EVENT FORMATS

ON SITE | QUARTERLY | ENGLISH | COMMUNITY & PROSPECTS

IPAI LOOP

IPAI Loop is an **evening networking event** designed to foster connections and knowledge sharing within the IPAI Community.

1. Expert Talk: Leading figures or experts in AI present cutting-edge insights, sparking inspiration and learning.
2. Community Insight: Members share their experiences, challenges, and successes, creating a sense of belonging and shared purpose
3. Networking Session: Post-talks, open forum for attendees to mingle, ask questions, and form connections:

ON SITE | ENGLISH | RECORDING | COMMUNITY

ZEIT GAIST

ZeitgAIst is an event series **exploring most current AI developments**.

Each session features **an expert sharing insights** on current trends (20 Min) with a 40 Min **discussion by all participants.**
It's aimed at professionals and enthusiasts interested in AI within the IPAI community. Participants can stay updated, engage in discussions, and bring expert knowledge back to their organizations.

ON-SITE | IRREGULAR | ENGLISH | RECORDING | COMMUNITY

INSIDE X

Inside x offers the IPAI community **bite-sized knowledge on current AI topics**.

These max. 45-minutes sessions occur irregularly and are flexibly scheduled. The speaker delivers a **20-minute talk**, followed by **audience engagement** through questions and discussions. This format encourages active participation and the sharing of insights, research breakthroughs, and practical applications.

AI BASICS

This short **45 Min lunch-break format** aims to improve AI skills and provide **basic knowledge** on current AI topics.
It's designed **for colleagues** with limited AI exposure who want to learn about its opportunities, challenges, and risks, and how to leverage or mitigate them for personal and company benefit.

REMOTE | EVERY LAST FRIDAY | GERMAN | RECORDING

COMMUNITY & COLLEAGUES OF COMMUNITY COMPANIES

REMOTE | QUARTERLY | ENGLISH | RECORDING | COMMUNITY

TOWN HALL

With this forum we invite our community to join us for our Town Hall Meeting.

Get the **latest updates on our progress**, celebrate key milestones, and **gain insights** into our team's activities.

Engage directly with leadership during our **„Ask Me Anything" session with the CEO**. This is the communities opportunity to stay informed and be an active part of our journey.

ON SITE | MONTHLY | ENGLISH | TECH EXPERTS

AI USER GROUPS

AI User Circles are **self-organized, interest-based groups** within our community that allow AI Experts and AI Managers to connect, collaborate, and innovate on specific topics of mutual interest.

These circles offer a flexible structure where members can **share knowledge, exchange experiences**, and work together on projects or publications.

LLM / RAG | MLOps | Agent Geeks | Data

COMMUNITY PEER ACTIVITIES

ON SITE | EVERY FIRST FRIDAY | ENGLISH | COMMUNITY

COMMUNITY MEETUP & LUNCH

This self-organized format involves monthly meetings where community members curate the topics and speakers.

The goal is **to get to know** each other, discuss AI focal points, and exchange ideas about use cases. Central to the meetings is an **open exchange**, where they talk about both **successes and challenges** to support each other and advance AI together.

After the Community Meetup we always organize a lunch gathering to **connect, share, and grow** with fellow members.

ON SITE | QUARTERLY | GERMAN | TECH EXPERTS

AFFINITY CIRCLES

Affinity Circles are **collaborative sub-communities** within the IPAI Community, bringing together individuals and teams **with shared interests in specialized areas** like AI in administration, product development, and sustainability.

They create a space for **knowledge exchange, co-creation, and mutual support**, focusing on a specific affinity.

These circles provide a structured environment for members to learn from each other, offer guidance, and collaborate on relevant and practical initiatives.

Legal | Finance | Marketing | HR

EXPERIENCE DAY: A VIBRANT COMMUNITY WITH MAKERS OF AI

IPAI

- OUR HOME OF AI

Our first „home of ai“ with >6.500 m²

OUR FUTURE HOME OF AI

IPAI CAMPUS

THE AI DISTRICT OF THE FUTURE.

IPAI CAMPUS

- Groundbreaking: end of 2025
- Total area: 23 hectares
- Space for >5,000 workplaces
- State-of-the-art AI infrastructure
- Mixed usage concept, e.g.: offices, startup spaces, communications center, living labs, data center, car-free mobility, temporary living, gastronomy & leisure areas

Restaurant
Communications Center
AI meets Agriculture
Living
Mobility Hub
Office
1. BA
Start-up Innovation Center
Park
Office Tower
KiTa
Living Lab – AI Factory

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