

# IP2INVEST §

On May 21, **IP2Invest** brings founders, investors, and IP experts together in Tübingen for an afternoon focused on one key question: How can intellectual property increase investability, reduce risk, and accelerate funding decisions?

Starting at 3 p.m., Cyber Valley Tübingen will become a curated networking space for ambitious founders who want to strategically align their IP with investor expectations and increase their chances of securing funding.

The program also features a **Start-up BW Elevator Pitch**, giving selected start-ups the opportunity to present their business ideas to investors and receive direct feedback from experienced experts. Below you can find more information about this.

- Date: May 21, 3:00–7:00 p.m.
- Location: Maria-von-Linden-Straße 1, 72076 Tübingen
- Organizer: Medical Innovations Incubator, Cyber Valley & Hochschule Reutlingen

## REALIZED IN COLLABORATION WITH...



**You can join the event either as a guest or as a pitching startup for the Startup-BW Elevator Pitch. Below you can find more information.**

### Why You Should Not Miss This Event

- You build valuable connections with investors, mentors, and regional partners
- You gain first-hand insights from IP experts and investors
- You learn how to make your IP strategy investor-ready

### What You Get From Pitching

- You make your startup visible within the Startup BW community and beyond
- You receive direct and honest feedback from experienced experts
- You can qualify for the state final with a successful pitch

[Register as a Guest for the Event](#)

[Register for Startup-BW Elevator Pitch](#)

# PROGRAM & INFORMATION

Below you will find more information about our program, speakers and the Start-up BW Elevator Pitch. The entire event will be held in German.

Strong technology alone is rarely enough. Investors look for clear ownership, defensibility, and strategic IP positioning. At IP2Invest, we move beyond theory and explore how IP actually influences investment decisions and how an investor-ready IP strategy helps founders understand what investors are looking for.

## IP2INVEST EVENT PROGRAMM

**2:30 – 3:00 p.m. Check-In**

**3:00 – 3:15 p.m. Event Opening**

Welcome and introduction by the Medical Innovations Incubator, Textile Accelerator Reutlingen, and Cyber Valley Tübingen

**3:15 – 3:45 p.m. State IP Funding – Your Essentials**

Get a concise overview of government-funded IP programs: who can apply, what is funded, and how your startup can benefit.

**3:45 – 4:30 p.m. Deep Dive: Building an Investor-Ready IP Strategy**


Learn what investors look for, how to communicate the value of your IP convincingly, and which common mistakes startups should avoid when protecting their ideas.

**4:30 – 5:30 p.m. Start-up BW Elevator Pitch**

Preliminary round of the statewide start-up competition Start-up BW Elevator Pitch

**5:30 – 7:00 p.m. Get Together**

With drinks and buffet



Together with experienced experts, we will discuss how founders can communicate the value of their intellectual property convincingly, what investors focus on most, and which common IP strategy mistakes should be avoided.

Already confirmed speakers for the Deep Dive Panel::



**Corinna Jahn**  
Investor, Managing Partner,  
adjusted ventures GmbH



**Florian Malescha**  
Founding Partner & Patent Attorney,  
SKMIP



**Cornelius Baral**  
Investment Manager,  
MBG Baden-Württemberg



**Dr. Hartmut Schwahn**  
Patent Attorney,  
Schwahn IP CONSULT



**Annegret Schmid**  
Patent Attorney,  
PATENTCOACH BW



**Dr. Gerrit Hötzel**  
Lawyer for Information Technology,  
Copyright, and Media Law,  
VOELKER & Partner



These experts bring together investor, legal, and founder perspectives, offering practical, real-world insights while creating a unique opportunity for meaningful networking, strategic partnerships, and valuable connections that can accelerate founders' growth and investment readiness.



Another highlight is our regional preliminary round of the Startup BW Elevator Pitch. As part of the statewide competition organized by the Ministry of Economic Affairs, Labour and Tourism Baden-Württemberg. This format offers innovative startup ideas visibility, feedback, and access to the Startup community. Our event serves as a qualification round for the state final, the flagship event at the end of the competition year.

The Start-up BW Elevator Pitch state final will take place on July 16, 2026 at the SICK-ARENA at Messe Freiburg as part of the Kapsele Innovation Festival in Freiburg im Breisgau. At this final event, the winners of the regional preliminary rounds and special cups will present their business ideas live on stage in front of a jury and an audience, competing for the statewide title and prize money provided by the L-Bank.

Due to the high number of applications and to ensure a fair selection process, pitch slots will not be assigned on a first-come, first-served basis. Instead, applicants are asked to submit a pitch deck, which will be used to select the startups presenting on stage to an audience of experts, investors, and decision-makers.

**Applications for the Start-up BW Elevator Pitch remain open until May 01, and selected teams will be notified on May 14.**

[Register for Startup-BW Elevator Pitch](#)

[Register as a Guest for the Event](#)

# YOUR PITCH - OUR JURY

REGIONAL PRELIMINARY ROUND OF THE STATEWIDE COMPETITION



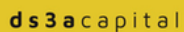
**Ingo Hämmerle**  
CEO Medical Innovations Incubator;  
Co-Founder Fysor



**Dr. med. Alexandra Liebmann**  
Physician, Investor, Medical Advisor,  
encourageventures



**Sana Piracha**  
Investor, Managing Partner,  
ds3a capital



**Prof. Dr. Maud H. Schmiedeknecht**  
Professor for Corporate Governance and Corporate Social Responsibility,  
ESB Business School of the Hochschule Reutlingen\*



**Dr. Jule Goike**  
Investment Manager,  
High-Tech Gründerfonds



**Paul-David Bittner**  
Head of Innovation & Economy,  
Cyber Valley



Foto von Thomas Kiehl für ESB Business School\*

We would be very happy to have you join IP2Invest, whether as a guest or with your own pitch.

If you have any questions, feel free to reach out at any time.

Contact: Elena Drammis,  
Marketing- & Event-Manager  
+49 152 52998535  
[drammis@mi-incubator.com](mailto:drammis@mi-incubator.com)