

PRESS RELEASE

Thursday, November 21st 2017

HOCH.REIN INNOVATIONS GMBH AS A MOTOR OF NEW IDEAS AND FUTURE TOPICS

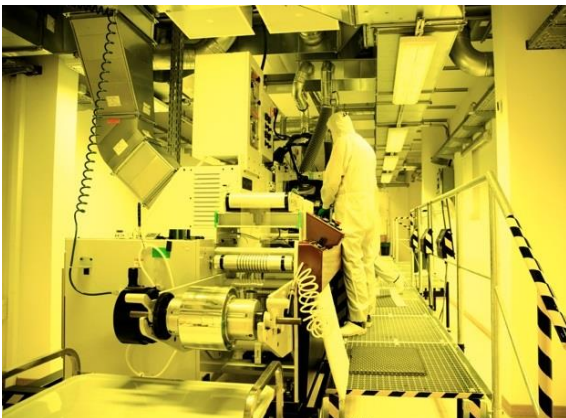
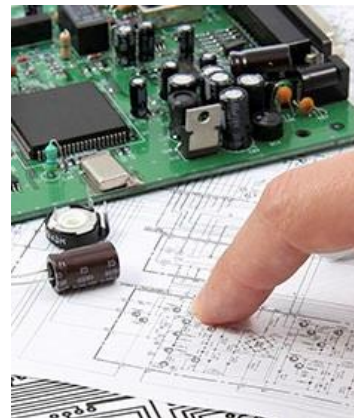
Kitzingen – Innovative ideas, clever minds and technologies of the future lie at the centre of attention of the newly-founded hoch.rein Innovations GmbH. Within the hoch.rein consortium, it has a clear focus: research and development of new technologies and products for the purpose of introducing innovations to the market within the framework of technology-based start-ups.

As a business incubator, hoch.rein Innovations GmbH concentrates primarily on the development of new, technology-oriented startups by promoting research and development. Subsequently, the appropriate financial support is provided. This is rounded off by comprehensive consortium services in the spheres of enterprise management, product development, distribution, finances and marketing. In this way, ideas should be developed jointly in order to introduce market-ready products to independent enterprises.

The ideal type of start-up looks as follows: hoch.rein Innovations prepares the underlying technology, develops it and brings it to a stage that permits a minimum business risk. In conclusion, the technology and the persons responsible are transferred to a new company and supplied with the relevant resources. In addition, these companies receive a comprehensive package of services to minimize the organizational risks and allow the founders to concentrate on operating business.

“The decisive point for us is the interlinking of persons, ideas, networks and possibilities. Therefore we seek people who bring their own brains and want to seize the opportunity to implement their ideas and visions. Innovative products and services shape our lives tomorrow, and we want to promote this together with new innovators. Moreover, we want to energetically promote future entrepreneurs and work with them on future-oriented issues,” says Dr. Ralph Paetzold, CEO of hoch.rein Innovations GmbH. The Kitzingen site plays an important role here. Thanks to its proximity to the university and college cities of Würzburg, Schweinfurt, Nuremberg and Erlangen, we can collaborate with students and graduates at an early stage and give them an opportunity to implement ideas creatively. The INNOPARK at Kitzingen offers the right conditions for this. Networking within the consortium and in existing networks should offer the young creative minds an additional dimension in which to fulfill their ideas.”

Here, the technological focus lies on the business segments which the hoch.rein consortium has defined as development objectives: energy, industry and the conversion to a digital society. Dr. Paetzold adds: “We are interested primarily in technology-driven topics that have a clear disruptive nature in the medium or long term. However, it is not our intention to compete with existing research establishments. With us, the commercial use of the results lies clearly in front. Therefore we are currently creating an addition to hoch.rein Innovations that is inviting further institutions and money-lenders to participate in the new start-ups. With this early linking of important stakeholders and our established management services, we wish to attain very high chances of success for our start-ups.”



The INNOPARK Kitzingen offers young, creative minds extensive possibilities for the development of innovative products and solutions.

About hoch.rein GmbH

hoch.rein GmbH is an international holding in the technology development and transfer sector. Its tasks include the provision of technical know-how to strategic partners as well as financial support and participation in innovative enterprises. An important cornerstone of company policy is the fulfillment of visions. Together with partners, hoch.rein develops new, creative ideas that are led to an innovative technical solution. The successful introduction of innovative products and/or processes to the market requires a number of development steps which fall back on various resources. With its partnerships, hoch.rein provides these individual links in the value added chain with sustainable strength and flexibility

Further information available online at www.hoch-rein.com.