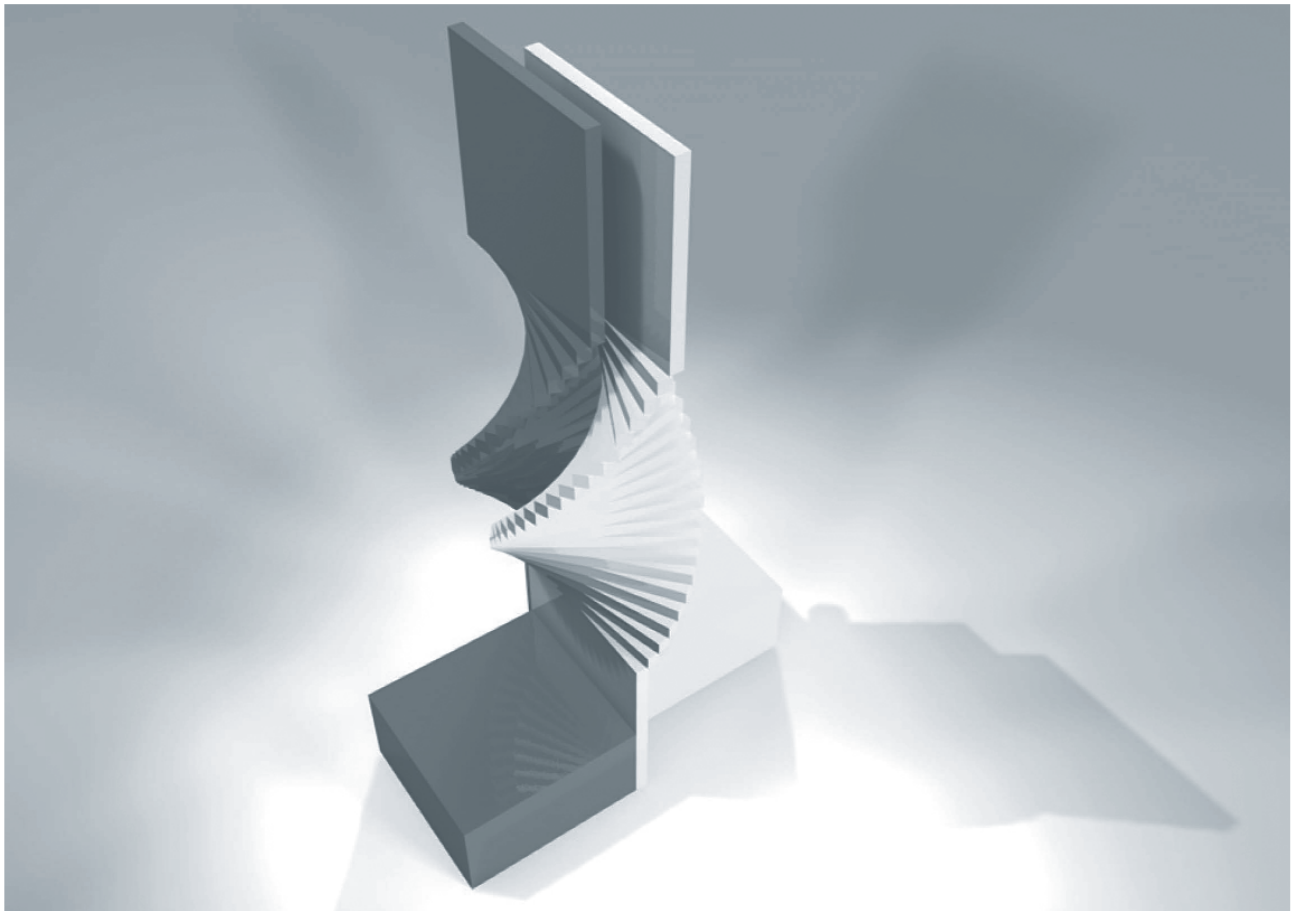




Steinbeis

Löhn Award – Steinbeis Foundation`s Transfer Award



Invitation for Application 2011



Löhn-Preis

Transferpreis der Steinbeis-Stiftung

Steinbeis Foundation

The Steinbeis Foundation of economic promotion (StW), a leading international service provider in the field of competitive technology transfer, has long been recognized for helping the business world meet the challenges of changing technological infrastructures. The extensive local network of Steinbeis Enterprises, which consists principally of universities and research institutions, is committed to adapting a broad spectrum of knowledge and technology transparently and flexibly to market requirements, and making it available for commercial purposes. With its demand-orientated and problem-solving approach, the Steinbeis Network builds on the latest developments in R&D to deliver a wide range of services for the entire value chain, from consulting, research and development through to the implementation and establishment of new processes and products. Other services include targeted evaluation reports as well as training and human resources development. The success of the work done by Steinbeis and of the transfer process hinges on three aspects: entrepreneurship, an awareness of how markets operate and a focus on the value of specific technology to the customer in terms of business success.

Eponym

Prof. Dr. Dr. h. c. mult. Johann Löhn is the Honorary Trustee of the Steinbeis Foundation. He was the Chairman of the Board of Trustees from 1983 until 2004 and the Government Commissioner for Technology Transfer until 2006. Löhn established the Steinbeis Foundation a worldwide acting Knowledge and Technology Transfer Concern on the basis of his LöhnMethod (L[°]) and the model of the so-called Transfer centers.

Objective

The Löhn Award – Steinbeis Foundation's Transfer Award is bestowed for outstanding projects involving competitive technology and knowledge transfer between science and business. Special consideration is given to projects that have been exceptionally well executed and completed. The success of a project is measured principally by the quality of the actual transfer process, the transfer result and the identifiable transfer potential. Key features of the transfer process are quality, speed, efficiency and effective collaboration between partners. The project's transfer potential and success determine the value of the project for all participants and thus decide the business success for both knowledge supplier and recipient (Steinbeis Enterprise and customer).

Application documents

Please complete the enclosed application form in full and include all additional documentation requested. For your transfer project to be properly assessed, it is important that you provide a detailed description of the processes, potential, success of the transfer and its outstanding unique selling propositions.

Basic information to be provided:

Transfer process:

- Tasks/project goals
- Duration, timeframe of project
- Level of innovation/differentiation from other projects
- Project management
- Distribution of tasks between knowledge supplier and recipient
- Problem-solving during project
- Communication between project members
- Personal commitment

Transfer potential:

- Project result
- Intellectual property rights/licences
- Indications of future collaboration
- Transfer of personnel

Transfer success:

- Economic success for the knowledge supplier
- Economic success for the knowledge recipient
- Opportunities and prospects

To make it easier for the panel to assess your application, please do not exceed the number of pages stated for each section. Submit your application in triplicate (an original and two copies) in German or English.

Participants

Those invited to apply are all Steinbeis Enterprises and their customers (companies/organizations and their employees) who have contributed to a transfer project.

Panel

The panel that will decide who should receive the award will comprise the Steinbeis Foundation Board of Directors plus the Chairman and Honorary Trustees of the Board of Trustees.

Prize money

Along with the Lohn Award – a unique sculpture – the winners (legal persons) will receive a prize money. The award comes with up to 60,000 Euro purse. The sum, which is shared equally between the knowledge supplier and recipient, is awarded for single or multiple projects and should be used

for projects that are innovative and transfer-orientated. The panel can also award one or more special prizes for projects, achievements and services of particular merit – if they meet the criteria transfer process, potential and success.

Award ceremony

The awards will be given within the annual Steinbeis-Day. You will find further information on www.steinbeis-tag.de

Applications

Please send your completed Lohn Award application by April 30, 2011 (date of postmark) to

Steinbeis-Stiftung, Postfach 10 43 62, D-70038 Stuttgart

If you have any questions, please contact the office of

Dipl.-Ing. (FH) Elke Zimmer

Phone: +49-711-1839-5

Fax: +49-711-1839-700

E-Mail: loehn-preis@stw.de

Further information and the application documents for download are available on www.loehn-preis.de.

The documents will remain with the Steinbeis Foundation. All applicants receiving an award from the Steinbeis Foundation consent to the publication of their projects.

The panel's decision is final.



Steinbeis

Steinbeis Foundation

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Internet: www.stw.de, E-Mail: stw@stw.de

www.loehn-preis.de

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Löhn-Preis

Transferpreis der Steinbeis-Stiftung

Please complete the form below
and send it to:

Steinbeis Foundation, Postfach 10 43 62, D-70038 Stuttgart
Closing date for entries is **April 30, 2011**.

Application for the Löhn Award 2011

Project title

Project content

Transfer process:

Transfer potential:

Transfer success:

Company/organization

Name

Address (street, town, postcode, country)

Contact person

Phone

Fax

E-mail

Website

Steinbeis Enterprise

Name

Address (street, town, postcode, country)

Contact person

Phone

Fax

E-mail

Website

Accompanying documents

Please enclose the following information with your completed application form. Any application failing to contain these particulars will not be considered for assessment.

- Brief description of transfer project (e.g. tasks/project goals, project duration/time-frame, level of innovation/differentiation from other projects etc.), max. two pages
- Description of transfer process and its outstanding unique selling propositions (e.g. project management, distribution of tasks between knowledge supplier and recipient, problem-solving during project, communication between project members, personal commitment), max. three pages
- Description of transfer potential and its outstanding unique selling propositions (e.g. project result, intellectual property rights/ licences, indications of future collaboration, transfer of personnel), max. three pages
- Description of transfer success and its outstanding unique selling propositions (e.g. economic success for knowledge supplier, economic success for knowledge recipient, opportunities and prospects), max. three pages
- Short profile of company/organisation and participants (industry, sales, headcount, products/services, profile of participating employees), max. one page
- Short profile of Steinbeis Enterprise and participants, max. one page
- Concrete documentation of project contents, project scope and project duration with offer copies, order confirmations, project invoices or similar

By signing below, I/we agree to the conditions of participation of the Lohn Award as stated in the application invitation.

place, date

Signed on behalf of company/organization

place, date

Signed on behalf of Steinbeis Enterprise