

BASTIAN HALECKER

YEAR 2022

# PIONEERING PROGRESS

A PROFESSOR'S JOURNEY IN TEACHING, RESEARCH,  
AND NETWORK PROJECTS IN DEEP TECH  
ENTREPRENEURSHIP

FIRST YEARBOOK

CENTER FOR  
DEEP TECH  
ENTREPRENEURSHIP



# MY FIRST YEAR AT XU

After my enriching experiences as an entrepreneurship professor at BHT University of Applied Sciences in Berlin and a year as a substitute professor for Innovation Management and Entrepreneurship at the University of Potsdam, I joined XU Exponential University in Potsdam in February 2022. Here, I am thrilled to lead my passion for entrepreneurship, deep tech, and innovation as the Professor for Deep Tech Entrepreneurship – the only professorship of its kind in the German-speaking world.

My first year at XU has been all about creating new teaching structures and ensuring a strong practical focus through excursions, hands-on projects, and collaborations with industry partners, particularly from the German Mittelstand. These connections between experienced companies and our tech-savvy students have led to exciting collaborations and valuable insights.

I invite you to explore this yearbook, highlighting my first year at XU. Enjoy discovering the projects and experiences that made this year special!

A handwritten signature in blue ink, appearing to read 'B. Halecker', with a long horizontal stroke extending to the right.

**PROF. DR. BASTIAN HALECKER**

# MY GUDING PHILOSOPHY

As a passionate entrepreneur and networker, I firmly believe that my role as a professor is to serve as the pivotal link that brings value to a wide range of stakeholders through what I call “**Connecting Intelligence**.” This philosophy is rooted in the idea that we are most successful when we unite the distinct strengths of different groups to address real-world challenges. On one side, we have the **German Mittelstand—companies** that are the backbone of the economy, each with its own niche expertise, well-honed over decades. These companies possess an in-depth understanding of their industries, from the granular day-to-day operations to the larger, more complex challenges they face in a rapidly evolving world. I see this wealth of knowledge and industry-specific awareness as an invaluable resource.

On the other side, we have the power of **digital and deep tech solutions**—tools that are transforming industries globally. My goal is to merge the practical, hands-on experience of the Mittelstand with cutting-edge technological advancements. By combining these two worlds, we can achieve a unique and precise problem-solution fit that doesn’t just address current issues but anticipates future needs. This is where my passion truly lies—**connecting the dots to foster meaningful, impactful innovation**.

However, realizing this vision requires more than just theoretical understanding; it demands an entrepreneurial mindset. I believe in pragmatically applying science-based technical solutions to real-world problems and crafting business models that are both innovative and sustainable. The essence of my philosophy is that entrepreneurship is not just about starting new ventures—it’s about fostering a mindset of continuous innovation within existing companies, ensuring that they adapt and thrive in an increasingly competitive and tech-driven world.

My approach is always **focused on action and impact**. Whether by encouraging students to engage in hands-on projects with industry partners or by guiding startups through the early stages of development, I strive to create environments where ideas are not just discussed but realized. Innovation, after all, is not an abstract concept; it’s a process of trial, error, and eventual breakthrough, and it requires collaboration across disciplines and industries.

Ultimately, my vision extends beyond individual companies or sectors. If we can successfully expand this model of **entrepreneurial technology transfer across Germany**, integrating the strengths of the Mittelstand with the transformative power of technology, we have the potential to secure the future of the German economy. More importantly, we have the chance to create solutions that can have a positive impact on society as a whole, making not just companies more resilient and successful but also contributing to a better, more innovative world.

In everything I do—whether in the classroom, the boardroom, or at the drawing board—I am guided by this principle of “Connecting Intelligence.” It’s about bringing together people, ideas, and technologies to create something greater than the sum of its parts. That’s my philosophy, and it’s what drives me every day.

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# OUTLINE

**DEEP TECH ENTREPRENEURSHIP**

**TEACHING AND LECTURES**

**UNIVERSITY LIFE**

**RESEARCH**

**NETWORK AND CONNECTION**

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# COLLABORATORS ON THE DEEP TECH JOURNEY



**Prof. Dr. Bastian Halecker**  
Connector & Entrepreneur,  
specializing in Deep Tech  
Entrepreneurship



**Robert Henker**  
Researcher, Founder &  
Speaker passionate about  
Digital Assets



**Marius Dotzel**  
Doctoral Student

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# TEACHING & LECTURES

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# TEACHING OVERVIEW

Course	Kind of Lecture	Bachelor/Master
Startup Garage	Project	Bachelor XU (Business & Tech)
Cooperation and Collaboration	Seminar/Project	Bachelor XU (Business & Tech)
Digital Transformation	Lecture/Seminar	Bachelor XU (Business & Tech)
Company Research	Project	Bachelor XU (Business & Tech)
Bachelor Thesis Setup	Lecture/Seminar	Bachelor XU (Business & Tech)

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# UNIVERSITY LIFE

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SuSe 2022

YEAR 2022

# BASTIANS INTRO AS NEW PROFESSOR AT XU

POTSDAM

Bastian was holding his introductory event on the XU campus as part of his new position as Professor of Deep Tech Entrepreneurship.



SuSe 2022

# FIRST COURSE WITH BASTIAN AS PROFESSOR

POTSDAM

A new and exciting phase began not only for the students at XU, but also for Bastian in his first semester as a professor at XU and with his first chair. Special guest: the campus dog.



# FIELD TRIP TO STARTUP SCENE IN BERLIN

DIVERSE DEGREES - BERLIN

## JOVOTO BY TALENTHOUSE AG

JOVOTO WAS FOUNDED IN BERLIN IN 2007. THE START-UP FROM BERLIN IS A COMPETITION-BASED FREELANCER PLATFORM. THE COMPANY SPECIALISES IN PROVIDING OTHER COMPANIES WITH ACCESS TO A "TALENT POOL" OF FREELANCERS IN THE CREATIVE SECTOR. AFTER OUR VISIT, IT WAS ACQUIRED BY THE COMPANY TALENTHOUSE AG THE QUALITY OF LIFE.



Excursion with 30 students from different semesters and Bastian's colleague Petyo to the startup Jovoto. The focus was on the idea of innovation and the creation of the start-up.





SuSe 2022

YEAR 2022

# FOOD INNOVATION CAMP & PANEL

DIVERSE DEGREES - HAMBURG

Bastian with some students at a Food Innovation Camp in Hamburg. Bastian was also a panel participant and contributed to an exciting discussion

## FOOD INNOVATION CAMP

THE FOOD INNOVATION CAMP PROMOTES FOOD START-UPS AND CONNECTS THEM WITH THE MOST IMPORTANT DIALOGUE PARTNERS FROM THE INDUSTRY.



SuSe 2022

# INTRODUCTION OF HELLA AGLAIA

DIVERSE DEGREES - POTSDAM



Our project partner Hella Aglaia introduced themselves to the students, who later collaborated with the company on a project as part of their studies. You can read more about this later in the yearbook.

SuSe 2022

YEAR 2022

# PROJECT PRESENTATION FOR SCHOCK

BACHELOR'S DEGREE - POTSDAM

## SCHOCK GMBH

SINCE THE INVENTION OF THE QUARTZ COMPOSITE SINK MORE THAN 40 YEARS AGO, SCHOCK GMBH HAS BEEN A LEADER IN THIS CATEGORY. THE COMPANY HAS BUILT A REPUTATION AS A LEADER IN TECHNOLOGY, INNOVATION AND QUALITY BASED ON CONTINUOUS PRODUCT DEVELOPMENT COMBINED WITH TRADITIONAL CRAFTSMANSHIP.

In a practical case, the students developed solutions for the corporate partner Schock. They then went on to present these to their fellow students and to the company, helping them to become better at presenting.



SuSe 2022

# FIELDTRIP TO MOBERRIES

BACHELOR'S DEGREE - BERLIN



Visit to the start-up Moberries and discussion with the founder and Head of Business Development Mo Moubarak.

## MOBERRIES

MOBERRIES IS AN ONLINE RECRUITING STARTUP FOUNDED IN 2015. THE COMPANY HELPS ITS CUSTOMERS TO BECOME MORE EFFICIENT IN DISCOVERING, HIRING AND ATTRACTING TALENT.



SuSe 2022

YEAR 2022

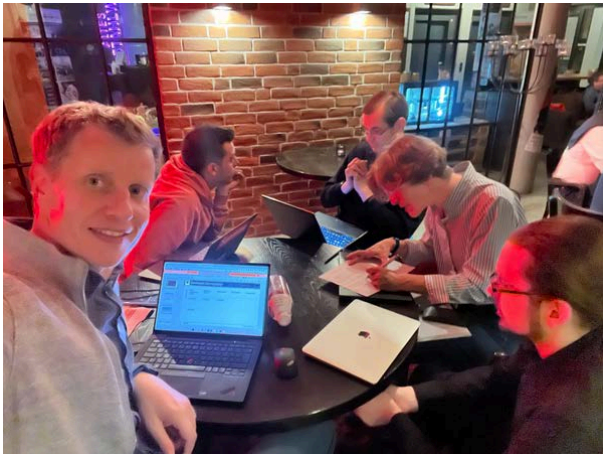
# STUDENT CONSULTING WEEK AT EDEKA NORD

B. SC. DATA SCIENCE - NORDERSTEDT

A team of XU Data Science students supported by Christin Schäfer and Bastian spent a sprint week at EDEKA Nord working on exciting location issues. [See the video.](#)

## EDEKA NORD

EDEKA NORD IS A TRADING COMPANY THAT SELLS EVERYDAY CONSUMER GOODS IN NORTHERN GERMANY. IT IS ONE OF SEVEN COOPERATIVELY ORGANISED REGIONAL COMPANIES WITHIN THE EDEKA GROUP.



# VISIT AT KEARNEY

BACHELOR'S DEGREE - BERLIN



Excursion with the 2nd semester to the top management consultancy AT Kearney. Initiated by Klara Hartman in the Communication course.

We gained exciting insights into the consulting world.

## A.T. KEARNEY GMBH

KEARNEY IS AN INTERNATIONAL STRATEGY CONSULTANCY. THE GERMAN SUBSIDIARY IS A.T. KEARNEY GMBH AND HAS OFFICES IN BERLIN, DÜSSELDORF AND MUNICH.



WiSe 2022/23

# FIELD TRIP TO ARCADIS GERMANY GMBH

M. SC. DTM - EUREF CAMPUS BERLIN

## ARCADIS GERMANY GMBH

ARCADIS IS THE LEADING GLOBAL PLANNING AND CONSULTING COMPANY FOR THE NATURAL AND MAN-MADE ENVIRONMENT. THEY ARE MORE THAN 36,000 PEOPLE IN OVER 30 COUNTRIES DEDICATED TO IMPROVING THE QUALITY OF LIFE.

At the start of the new semester, the Master's course visited the company Arcadis in Berlin and gained input in terms of project-based learning.





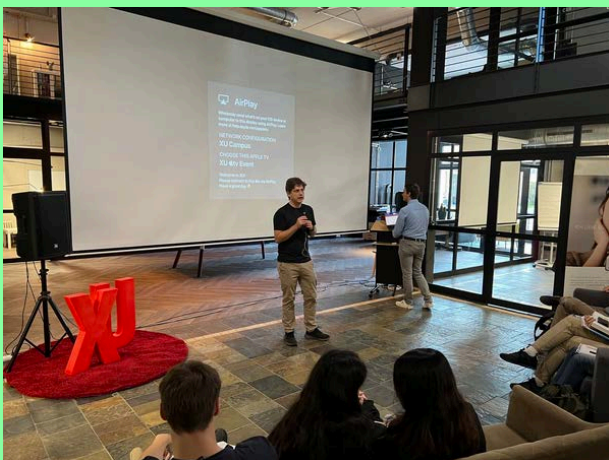
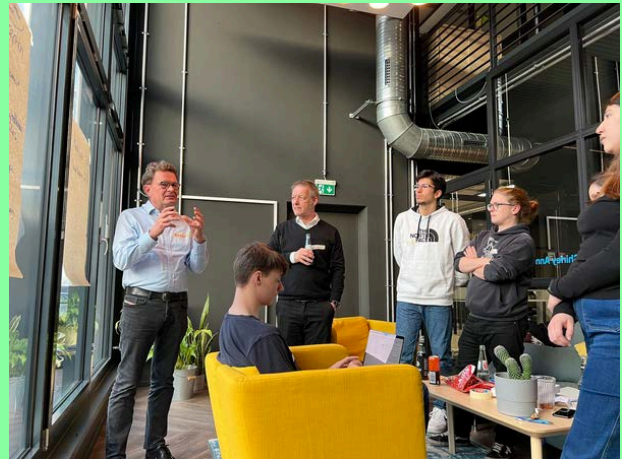
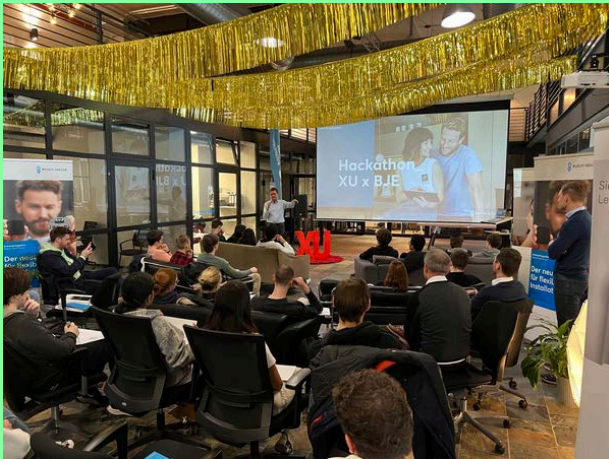
WiSe 2022/23

YEAR 2022

# HACKATHON MIT BUSCH JAEGER

ALL DEGREES - POTSDAM

The theme of the hackathon was Market Intelligence and many of our students were enthusiastic about it. The joint exchange with the company greatly enriched the quality of the results. For more impressions [click here](#) for the aftermovie.



## WHAT IS A HACKATHON?

A HACKATHON (A PORTMANTEAU OF "HACK" AND "MARATHON") IS A COLLABORATIVE SOFTWARE AND HARDWARE DEVELOPMENT EVENT. THE AIM OF A HACKATHON IS TO JOINTLY PRODUCE USEFUL, CREATIVE OR ENTERTAINING SOFTWARE PRODUCTS OR, MORE GENERALLY, TO FIND SOLUTIONS TO GIVEN PROBLEMS WITHIN THE DURATION OF THE EVENT.

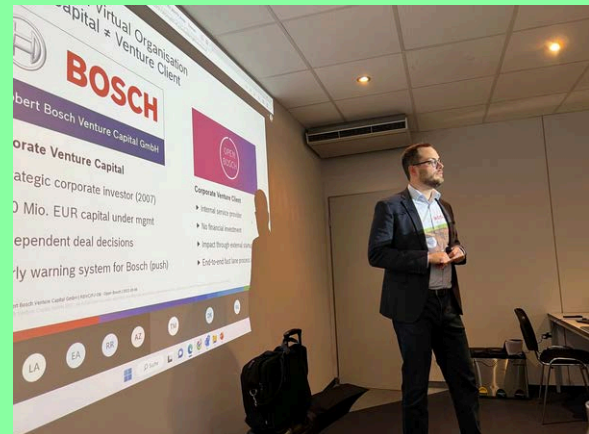
WiSe 22/23

YEAR 2022

# GUEST LECTURE FROM BOSCH

BACHELOR'S DEGREE - POTSDAM

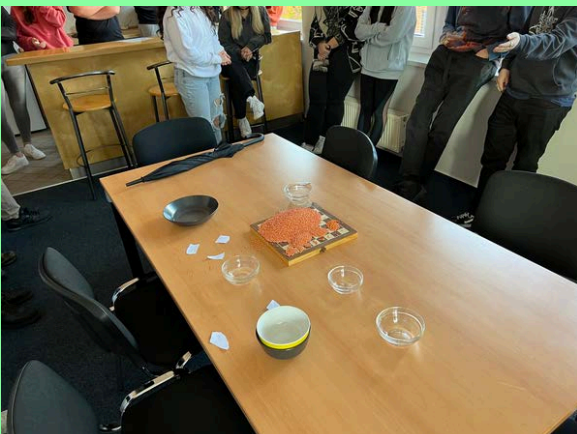
Christian Hüttenheim, Head of Open Bosch gave a guest lecture for the students of the XU.



WiSe 22/23

# EXPONENTIAL THINKING WITH THE CHESSBOARD GAME

B. SC. (COURSE DIGITAL TRANSFORMATION) - POTSDAM





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# RESEARCH

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# ZIM PROJECT PO-NST

The project aims to drastically simplify the application of advanced NST-based transformation and design algorithms from a user perspective by using machine learning to compute a prediction of optimal design and configuration parameters for a given input image. The process to be developed will significantly enhance and simplify the IT for automatic transformation and interactive design of digital images using artificial intelligence methods for end users, and enable the underlying highly innovative IT modules to be used in third party IT solutions. The predicted optimal parameter configurations will enable a significantly more efficient application of NST-based transformation and design processes, the implementation of fully automated one-click applications in the B2C sector, the optimisation of existing and future state-of-the-art processes, as well as the provision of fully and partially automated B2B solutions.



**Prof. Dr. Bastian Halecker**  
**(Supervising Professor XU)**



**Robert Henker**  
**(Research Manager XU)**

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YEAR 2022

# NETWORK AND CONNECTION

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YEAR 2022

# VISITATION AT INKULABS BERLIN

TU BERLIN

Bastian has been a guest at the Inkulab at TU Berlin (Martin Rahmel). A new innovation centre for ChemTech is being created here. We are looking forward to work together.



# EXCHANGE WITH SME CEOS

MÜNSTER

Bastian at the regular meeting of his SME CEO round table. This is where exciting discussions and exchanges take place at eye level with CEOs from various medium-sized companies.



YEAR 2022

# BERLINER DEEP TECH AWARD

BERLIN



Bastian has been invited to the Berlin Deep Tech Award and gave the opening keynote speech at these event.

# VISIT AT ELI LILLY

BERLIN

Bastian visited some of the employees in a Berlin co-working space to talk to them about current trends and challenges.

## LILLY DEUTSCHLAND GMBH

ELI LILLY AND COMPANY (LILLY FOR SHORT) IS AN INTERNATIONAL RESEARCH-BASED PHARMACEUTICAL COMPANY. THE GERMAN SUBSIDIARY HAS BEEN OPERATING SINCE 1971 AND HAS ITS HEADQUARTERS IN BAD HOMBURG.





YEAR 2022

# GDTI VISITS LAUSITZ

LAUSITZ

Trip to Lausitz with Bastian and his colleague Sören Ladig from the German Deep Tech Institute to meet the mayor and investors. Here at breakfast in the beautiful Schloss Drehna.



# TEAM LUNCH

HPI POTSDAM





# KEYNOTE AT THE GOTTLIEB DUTTWEILER INSTITUT

SWITZERLAND

Bastian has been invited to the GDI in Switzerland as a keynote speaker. It was essentially about trade in transition and the opportunities that arise from it. The combination of SMEs with startups (dinosaur and unicorn) and the latest (deep) technology played a crucial role in this context.



# IMPRESSUM

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