

## Robert Bosch Start-up GmbH

Januar 2018

- ▶ **Established** Robert Bosch Start-up GmbH in December 2013
- ▶ **Opened** Ludwigsburg (LB) location, September 2014
- ▶ **Robert Bosch Start-up GmbH** Robert Bosch Start-up GmbH offers a professional limited-liability home for in-house Bosch start-ups. It offers the support they need with administrative tasks ranging from finances and controlling, to facility management, to methodology. The start-ups leverage Bosch technologies to develop new, sustainable, and profitable business for Bosch in new markets.
- ▶ **Associates** Roughly 200 associates are based in LB (Robert Bosch Start-up GmbH and – currently – nine innovation teams belonging to Bosch divisions).
- ▶ **Construction and expansion** All teams already in Ludwigsburg and new future start-ups will now work in new premises in the Weststadt neighborhood of LB. This approach should allow teams to interact more closely and create an optimum work atmosphere. Users, lessors, external architects, and artists helped plan and design this building. The first Bosch team moved into a section of the new building back in May 2016.

## Teams working at the Grönerstrasse site in LB

- ▶ **Start-ups in LB** The Bosch myScotty start-up is currently based at the location. MyScotty has developed a mobility app.
- ▶ **Other start-ups** Robert Bosch Start-up GmbH has two other start-ups in Germany (Deepfield Connect in Renningen and CERIX in Kempten), as well as Zenoway in Vienna, Austria, and the Silicon Valley-based Mayfield Robotics. This is a part of Robert Bosch Start-up Platform North America LLC.