

About atene KOM

atene KOM from Berlin accompanies the public sector in project development in the areas of digitalisation, energy, mobility and education. We bring municipalities, counties and companies together and jointly develop the infrastructure for the future. Strengthening rural areas is the focus of our work. We are a strong partner for our customers for subsidy consulting, regional development, the establishment of goal-oriented networks and organisational development. Together with German and European partners, we work on funding projects, for example for the digitalisation of rural areas, develop smart mobility concepts for local and regional transport or intelligent strategies to promote sustainable development.

We accompany projects with effective communication and efficient marketing, organise workshops for further training and, if required, also take over event management. We see ourselves as a neutral moderator between business and the public sector. We solve the changing tasks of our customers – fast, effectively and agile.

atene KOM employs more than 300 experts from different fields such as IT, law, economics, communication, administration or geography. In this way, we generate the necessary know-how to ensure finding the right solutions for our clients' numerous missions.

In addition to its Berlin headquarters, atene KOM has seven regional offices in Germany: Bonn, Leipzig, Munich, Osterholz-Scharmbeck near Bremen, Schwerin, Stuttgart and Wiesbaden. We also operate an office in Brussels and in Kyiv.

The adherence to the highest quality standards is one of atene KOM's key goals. That's why we're currently certified to the 9001:2008 standard.

atene KOM

Digital hubs – drivers of your smart regions

Networking. Collaboration. Knowledge Transfer.

In a target-oriented organisational framework and stimulating environment, these processes can lead to smart innovations for the future. Digital hubs embody such an environment. As a place for exchange and development, digital hubs accelerate interdisciplinary and multidisciplinary collaboration and, by allowing networking with investors, pave the way for innovative ideas to reach the market.

As a reliable partner on the way to your Smart Region, atene KOM supports you through all phases of the conceptual design and establishment of your digital hub.

Contact

atene KOM GmbH
Invalidenstraße 91
DE-10115 Berlin

Phone +49 (0)30 22183-0
Fax +49 (0)30 22183-1199

info@atenekom.eu
www.atenekom.eu



www.atenekom.eu



Digital hubsdrivers of your smart regions

What is a digital hub?

A digital hub is a networking and cooperation platform tailored to regional and thematic needs. One of the main goals of a digital hub is to connect innovative actors with each others and thus enable the realisation of groundbreaking ideas and foster the launch of new products and companies on the market.

There is generally no defined structure for a digital hub because there are many possible types of interpretations: a hub can be a co-working space, a start-up incubator, an accelerator, a MakerSpace (or FabLab) or even a hacker space. In reality, the boundaries between the types of hubs are often blurred.

Depending on needs and objectives, a hub can be regional or thematic focusing for example on mobility, health or media issues. A hub may serve as an information platform for:

- Funding possibilities and subsidies for start-ups and project ideas
- Investment opportunities
- Knowledge of the regional structures, particularities, challenges and opportunities

- Training opportunities (coaching, mentoring, start-up consulting)
- Networking opportunities (pitching, networking events, etc.).

A digital hub brings together key stakeholders, entrepreneurs and start-ups, companies, scientists and investors, who can foster innovations through meaningful interaction and contribute to the establishment of new products and services. Regional and local governments are often also involved in a hub to ensure coherence with the political goals of the region.

A hub offers a wide range of services, such as the ability to lease flexible work places, access to highspeed facilities or high-tech equipment, counselling and coaching services (e.g. start-up, legal, financial advice) and the organisation of networking and training events.

Ideally, a hub is well-connected with local and regional structures, and thus, can also serve as a meeting space for experimenting, training and exchange.

Our services

Strategy and concept development

Hand in hand with you, we develop the right strategy to establish a digital hub that is tailored to your needs. We carefully examine your objectives, evaluate your required competencies and identify your target groups and stakeholders. On this basis, we elaborate upon an initial service catalog for your hub, including a plan for suitable venues and necessary resources.

Feasibility study

On your behalf, we explore various ways in which you can achieve your goals, develop implementation scenarios and evaluate additional aspects, such as the short-term and long-term financial feasibility of your project and interests of your stakeholders. On this basis, we develop detailed recommendations for the implementation of your hub.

Implementation plan

Things are getting real! We now work out in detail all the elements required to create your hub. This includes:

- Development of the (initial) portfolio
- Space allocation plan
- Staff requirements
- Funding (needs and resources)
- Detailed timeline.

Set up of the hub

In this phase, we support you in the search for suitable locations and the recruitment of staff, and in setting up the technical infrastructure of the hub (e.g. servers, computers, other software and hardware). We can also develop initial marketing and communication activities, oversee the training of staff and initiate the management of the hub.

Hub management

Depending on your needs, our competent and well-trained team can also take care of the operational management of the hub. This includes financial management, marketing and public relations as well as the further development of the portfolio and general administrative matters.



The benefits

Digital hubs are powerful institutions when it comes to bringing together innovators with specialists and investors. The hub helps founders and developers, for example, identify collaboration potential for funding and implementing their new projects.

When it comes to supporting the creation of innovative business models, products and services – and the development of „smart regions“ – an effective cooperation between experts from business and science with start-ups is key. In this way, knowledge and innovation potential remains firmly anchored in the region and can provide positive boosts to local economies.

For a successful hub to be established in a goal-oriented and future-oriented manner, the foundations must be laid in advance and various parameters must be clarified.

We accompany you through this process with our expertise.

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