

UNIV.-PROF. DR. ANDREAS KUCKERTZ

UNIVERSITY OF HOHENHEIM • ENTREPRENEURSHIP RESEARCH GROUP (570c)
WOLLGRASWEG 49 • 70599 STUTTGART • GERMANY • ANDREAS.KUCKERTZ@UNI-HOENHEIM.DE
WEB: [HTTPS://ENTREPRENEURSHIP.UNI-HOENHEIM.DE](https://entrepreneurship.uni-hohenheim.de) • LINKEDIN: WWW.LINKEDIN.COM/IN/ANDREAS-KUCKERTZ

PROJECT PORTFOLIO (JULY 2025)

PROJECTS SUMMARY

I have initiated, led, or contributed to more than a dozen publicly funded projects that connect entrepreneurship research with practical impact. These include applied research studies, international collaborations, and programs that strengthen the entrepreneurial capacity of universities. Many of these projects were supported by the European Union, the German Federal Government, and regional ministries in Baden-Württemberg. I have developed accelerator programs, designed innovative teaching formats, and contributed to building institutional infrastructure for science-based entrepreneurship. Across all projects, I aim to combine rigorous academic thinking with relevance for entrepreneurial ecosystems and innovation policy.

PROJECTS

INSPIRE2Start | Ministry of Science, Research and the Arts Baden-Württemberg | €285,798 share of €1.60M | 2024–2028

INSPIRE2Start is a regional alliance of five universities in the Stuttgart area—University of Stuttgart, University of Hohenheim, Stuttgart University of Applied Sciences, Esslingen University, and Nürtingen-Geislingen University—aimed at positioning the region as a leading hub for sustainable and impact-driven entrepreneurship. The initiative promotes entrepreneurial awareness, supports the development of business models, and encourages cross-institutional collaboration. Particular emphasis is placed on diversity, female entrepreneurship, and the formation of interdisciplinary startup teams. The University of Stuttgart coordinates the hub, while the University of Hohenheim contributes its expertise in science-based innovation and sustainable entrepreneurship.

FoodBRYCKE – Accelerator for Food Startups in Baden-Württemberg | Ministry of Economic Affairs, Labour and Tourism Baden-Württemberg | €154,000 share of €364,000 | 2024–2025

FoodBRYCKE is a regional accelerator that supports early-stage food sector startups. In cooperation with the City of Stuttgart's economic development agency and Crowdfoods – Food Entrepreneur & Startup Association, the University of Hohenheim offers a structured program comprising intensive workshops, individual coaching, and a final Demo Day. The initiative helps food entrepreneurs validate their ideas, refine their products, and prepare for market entry. Hohenheim leads the academic contribution and startup mentoring, drawing on its deep sectoral expertise at the intersection of food, science, and innovation.

PureCircles – Integrated Water and Resource Management in Mediterranean Agriculture | PRIMA Programme | €16,000 share of €2.78M | 2023–2026

The PureCircles project aimed to develop and validate integrated water and resource management (IWRM) systems in Egypt, Tunisia, Morocco, Portugal, and Spain. It combined hydroponic water rehabilitation, AI-supported irrigation and fertilization, and agrophotovoltaics to boost crop yields and resource efficiency. As part of the consortium, we supported project researchers through a tailored hackathon held in Cairo using Lego Serious Play and Design Thinking to transform scientific results into viable business models.

UNIV.-PROF. DR. ANDREAS KUCKERTZ

UNIVERSITY OF HOHENHEIM • ENTREPRENEURSHIP RESEARCH GROUP (570C)
WOLLGRASWEG 49 • 70599 STUTTGART • GERMANY • ANDREAS.KUCKERTZ@UNI-HOHENHEIM.DE
WEB: [HTTPS://ENTREPRENEURSHIP.UNI-HOHENHEIM.DE](https://entrepreneurship.uni-hohenheim.de) • LINKEDIN: WWW.LINKEDIN.COM/IN/ANDREAS-KUCKERTZ

FOEBE – Fostering Entrepreneurship for the Bioeconomy | Erasmus+ KA2 | €53,000 share of €439,000 | 2021–2023

FOEBE aimed to equip Master's and PhD students in the bioeconomy with sustainable entrepreneurship skills to accelerate the sector's contribution to the European Green Deal. Involving seven leading universities under the European Bioeconomy University (EBU) umbrella, the project developed flexible, blended learning modules tailored to the needs of future bioeconomy entrepreneurs. These add-on courses complemented existing curricula and promoted market-oriented innovation through interdisciplinary, practice-oriented teaching. The University of Hohenheim contributed to curriculum design and implementation, leveraging its strong links to the bioeconomy sector and related innovation ecosystems.

InnoGreenhouse | EXIST-Potenziale Programme (BMWK) | €1.57M | 2019–2025

InnoGreenhouse was a strategic project aimed at establishing a visible and lasting entrepreneurship hub at the University of Hohenheim. At its core, it created a dedicated space on campus that continues to foster entrepreneurial thinking and activity. Structured around three pillars — Academy, Service, and Events — the initiative empowered students and researchers to transform sustainable ideas into innovation. Driven by the mission to build an ecosystem for impactful thinking, InnoGreenhouse promoted a value-driven culture of responsibility, curiosity, and courage in the face of uncertainty.

Startup BW ASAP – Academic Seed Accelerator Program Baden-Württemberg | Ministry of Science, Research and the Arts Baden-Württemberg | €55,000 share of €294,000 | 2019–2020

This applied research project supported and evaluated the early phase of the statewide accelerator program “Startup BW ASAP,” which aimed to motivate students from universities in Baden-Württemberg to take their first entrepreneurial steps. Our role was to design and implement the scientific evaluation, assessing program outcomes, participant progression, and the effectiveness of different support formats across higher education institutions.

Entrepreneurship for Food Product Innovation (EIT Food Summer Schools) | EIT Food | €127,000 share of €299,000 | 2018–2020

Over three consecutive years, we co-organized and co-taught the international summer school “Entrepreneurship for Food Product Innovation,” funded by EIT Food. The programs were designed to equip master's and doctoral students with entrepreneurial skills in the context of sustainable food innovation. Each year, participants worked on real-world challenges, combining input from academia, industry, and design thinking experts. The 2020 edition focused specifically on climate-friendly and convenient food, reflecting an increasing emphasis on sustainability and market relevance.

UNIV.-PROF. DR. ANDREAS KUCKERTZ

UNIVERSITY OF HOHENHEIM • ENTREPRENEURSHIP RESEARCH GROUP (570C)
WOLLGRASWEG 49 • 70599 STUTTGART • GERMANY • ANDREAS.KUCKERTZ@UNI-HOHENHEIM.DE
WEB: [HTTPS://ENTREPRENEURSHIP.UNI-HOHENHEIM.DE](https://entrepreneurship.uni-hohenheim.de) • LINKEDIN: WWW.LINKEDIN.COM/IN/ANDREAS-KUCKERTZ

HOMA! – Hohenheim macht! (Hohenheim in Action!) | Ministry of Science, Research and the Arts Baden-Württemberg | €757,000 | 2017–2020

HOMA! was a university-wide initiative to strengthen and expand the culture of entrepreneurship at the University of Hohenheim. Building on prior efforts and embedded in all three faculties, the project encouraged self-directed student action, interdisciplinary collaboration, and a stronger connection between entrepreneurship education and the university's focus on the bioeconomy. It included structured mentoring for student initiatives, the expansion of the Startup Garage Hohenheim, the development of the extracurricular format Student2Patents, and large-scale outreach events such as Biopreneurship Day and Startup Weekend Bioeconomy. HOMA! was a key step toward institutionalizing entrepreneurial thinking across disciplines and academic levels.

INEF - Innovation, Entrepreneurship and Finance | DAAD Thematic Network | €986,000 | 2015–2020

INEF was a strategic international network led by the Faculty of Business, Economics, and Social Sciences at the University of Hohenheim. Supported by the German Academic Exchange Service (DAAD), the network connected five leading universities: Université de Strasbourg (France), Università Ca' Foscari Venezia (Italy), Université de Liège (Belgium), Texas A&M University (USA), and Southwestern University of Finance and Economics in Chengdu (China). The project aimed to strengthen joint activities in entrepreneurship, innovation, and finance by expanding on the HERMES double degree network. It promoted shared research initiatives, joint programs, and academic mobility while supporting Hohenheim's profile in the bioeconomy and advancing the European positioning of the HERMES network in its core fields.

Gute Fehler, schlechte Fehler (Good Failures, Bad Failures) | Karl Schlecht Foundation | €22,000 | 2014–2015

This project investigated how the German public perceives entrepreneurial failure, based on a representative national survey. It aimed to uncover prevailing sentiments around risk, resilience, and the cultural acceptance of failure in entrepreneurship. The findings sparked widespread media attention and public debate, contributing to a broader conversation about the need for cultural change in how failure is viewed within Germany's society. The study also served as a basis for more nuanced entrepreneurship policy.

ENOVA – Developing Entrepreneurship & Innovation Minor Programmes | Erasmus+ KA2 | €55,000 share of €227,000 | 2014–2017

The ENOVA project aimed to bridge the gap between university-level innovation and entrepreneurship education and the real-world needs of businesses. Led by Yaşar University (Turkey), the consortium included the University of Hohenheim and others across Europe. Together, we co-developed a university-level “Entrepreneurship & Innovation Minor” featuring interactive, theory-plus-practice modules and scenario-based learning. Our focus was on designing pedagogical frameworks and evaluation tools to ensure quality, impact, and alignment with European qualifications and entrepreneurship standards.