



## Press release

Berlin, February 19, 2025

# Creative Destruction Lab holds first next-gen computing session at TUM Campus Heilbronn

The French and German business schools [HEC Paris](#) and [ESMT Berlin](#) have joined forces with the aim of advancing innovative computing technologies, such as quantum computing, semiconductor technologies, advanced neural networks, unconventional computing, and high-performance computing. The international business schools are hosting their first joint “Next Generation Computing stream session” as part of the Creative Destruction Lab (CDL) – a nine-month program that supports seed-stage, science-based ventures working in cutting-edge areas – at the [TUM Campus](#) in Heilbronn, Germany.

The Creative Destruction Lab Next Generation Computing stream is a collaboration between the [Institute for Deep Tech Innovation \(DEEP\)](#) at ESMT and the [Innovation and Entrepreneurship Institute \(IEI\)](#) at HEC Paris and is supported by the Dieter Schwarz Stiftung.

The Heilbronn session will take place on February 20, 2025, and is organized with the support of the TUM Campus Heilbronn and Campus Founders. It will bring together ventures, mentors, and academic leaders to focus on advancing innovative computing technologies. A panel discussion for mentors and invited guests will include contributions from leading experts of Carl-Zeiss-Stiftung, Leibniz Supercomputing Center, PlanQC GmbH, TUM Venture Labs München, and the University of Waterloo.

The CDL program identifies promising early-stage, science-based startups from around the world, providing them with structured mentorship from experienced entrepreneurs, seasoned investors, and corporate leaders. The Heilbronn session will set key objectives for the upcoming eight-week sprint, foster peer-to-peer learning to accelerate the commercialization of groundbreaking innovations, and connect the cohort with potential business partners within the Heilbronn ecosystem.

“The hosting of this session in Heilbronn highlights the growing significance of the Heilbronn-Franconia region in the deep-tech sector. TUM is delighted to contribute to this dynamic ecosystem and to foster forward-looking collaborations,” emphasizes Professor Ali Sunyaev, Vice President of TUM Campus Heilbronn, who is co-hosting the event together with the Campus Founders and serving as its moderator.

“The collaborative efforts behind the Next Generation Computing stream embody our commitment to harnessing Europe’s strengths in science and entrepreneurship. Together, we are equipping ventures to unlock the immense potential of these new technologies,” states Eloïc Peyrache, director general and dean of HEC Paris.

“Next-generation computing, from quantum and high-performance computing to advanced AI, is unlocking new possibilities across industries. Through the CDL program, we support startups that

leverage these advancements to develop practical, high-impact solutions,” highlights Jörg Rocholl, president of ESMT.

“Our vision at Campus Founders is to become an international center of gravity for gravitational center for entrepreneurship and co-innovation. Through the Next Generation Computing program, we are expanding our network and bringing more outstanding startups to the region. We support the collaboration between startups and established companies to drive the application and commercialization of this cutting-edge technology,” explains Oliver Hanisch, CEO of Campus Founders.

The CDL Next Gen Computing stream is jointly operated by CDL-Paris and CDL-Berlin, in partnership with HEC Paris and ESMT, and in cooperation with the Technical University Munich in Heilbronn and Campus Founders. More information may be found [here](#).

### **About ESMT Berlin**

ESMT Berlin is a leading global business school with its campus in the heart of Berlin. Founded by 25 global companies, ESMT offers master, MBA, and PhD programs, as well as executive education on its campus in Berlin, in locations around the world, online, and in online blended format. Focusing on leadership, innovation, and analytics, its diverse faculty publishes outstanding research in top academic journals. Additionally, the international business school provides an interdisciplinary platform for discourse between politics, business, and academia. ESMT is a non-profit private institution of higher education with the right to grant PhDs and is accredited by AACSB, AMBA, EQUIS, and ZEvA. It is committed to diversity, equity, and inclusion across all its activities and communities. [esmt.berlin](http://esmt.berlin)

### **About HEC Paris**

Founded in 1881, HEC Paris is a leading European Business School. Its ambition is to positively impact both businesses and society thanks to its three-pronged approach “Think, Teach, Act” and thus to contribute to a more inclusive, sustainable and prosperous world.

With 167 research professors from all around the world producing and teaching unique knowledge to more than 4,500 students from 135 different countries, the HEC Paris campus serves as a real laboratory for innovation and exchange which is open to the world’s diversity and challenges.

Inspired by its 5 core values -Excellence, Curiosity, Entrepreneurial spirit, Diversity and Responsibility- HEC Paris offers a complete range of training courses for the leaders of tomorrow: Bachelor, the Pre-Experience Program, specialized masters, MSc, the Summer School, the MBA, the Executive MBA, the TRIUM Global Executive MBA, the PhD, as well as a wide variety of programs targeted to leaders and managers.

### **About TUM Heilbronn**

The Technical University of Munich (TU Munich) is one of the most renowned universities in Europe. More than 650 female professors conduct research in their respective disciplines, generating insights that have the potential to improve the world of tomorrow. TU Munich has a total student body of approximately 53,000. At the Heilbronn campus, more than 1,000 students are currently enrolled at the TUM School of Management (MGT) and the TUM School of Computation, Information and Technology (CIT), where they are taught by 22 female professors.

### **About Creative Destruction Lab**

Creative Destruction Lab (CDL) is a nonprofit organization that delivers an objectives-based program for massively scalable, seed-stage, science- and technology-based companies. Its nine-month program allows founders to learn from experienced entrepreneurs, increasing their likelihood of success. Founded by Professor Ajay Agrawal in 2012 at the University of Toronto’s Rotman School of

Management, the program has expanded and now has 11 sites across six countries: Toronto, Vancouver, Calgary, Montreal, Halifax, Paris, Madison, Seattle, Estonia, Berlin, and Melbourne. Learn more at [creativedestructionlab.com](http://creativedestructionlab.com).

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