

PARTICIPATION FEES

Participation fee €160*

Registration at;



Or send an email to:
info@asset-weihenstephan.de

* Net plus statutory value added tax.

The event will take place with a minimum of 30 participants. If it does not take place, you will receive a refund of the fee.

The number of participants is limited.

TUM VENTURE LABS | FOOD / AGRO / BIOTECH



Innovations Financing in the beverage industry – The future starts now!

Experience a day full of fresh ideas, innovative technologies, and sustainable concepts for the beverage industry. Our program ranges from scientific insights from the Technical University of Munich to bold start-ups that are rethinking milk from beer residues or innovative IoT monitoring methods. Prof. Dr.-Ing. Thomas Becker will showcase new processes and products, Dr.-Ing. Roman Werner will talk about the role of innovation in change, and Michael Rittenauer will discuss the use of spent grain as a sustainable raw material. Other topics include artificial intelligence in beverage development and new ways of financing, from investors to crowd funding. Whether in research, practice, or start-ups, this is where thought leaders from science and industry come together. Take advantage of this opportunity to network, join the discussion, and discover new ideas.

From research to taste: the future of beverages begins here.



Weihenstephan Entrepreneurship Day am 15th October 2025

Weihenstephan Entrepreneurship Day Program 15.10.25

MORNING

09:00 - 09:05

Welcome

09:05 - 09:50

Innovations in the beverage industry – alt. products, new processes, where is the industry headed?

Speaker: Prof. Dr.-Ing. Thomas Becker
Technische Universität München

09:50 - 10:25

Revolutionizing how we consume beverages

Speaker: Fabian Schlang
air up GmbH

10:25 - 10:45

Break

10:45 - 11:00

Why do we need innovation (especially now)?

Speaker: Dr.-Ing. Roman Werner
TUM Venture Labs Management gGmbH

11:00 - 11:15

New financing options for investment and acquisition – possibilities and opportunities

Speaker: Norbert Zierer
VBW Asset Trade Weihenstephan GmbH

11:15 - 11:50

Financing innovative startups – examples from food biotech and beverage innovations

Speaker: Dr. Friedrich Droste
Simon Capital Management GmbH

11:50 - 12:25

Why AI will also shake up the beverage world – more about the big picture, but how?

Speaker: Dr. Malaika Fischer
SCE gGmbH

12:25 - 14:00

Lunch break - on-site catering

AFTERNOON

14:00 - 14:30

Startupvorträge Panel

Gasvisor GmbH: IoT solution for CO₂ gas cylinder monitoring
Circular Grain: Milk substitute made from beer residues
My easy Farm: Digitization of precision agriculture

14:30 - 15:05

Beer & Beyond – Opportunity or risk for innovative brewers?

Speaker: Dr.-Ing Stefan Lustig
Lustig Beverage Consulting

15:05 - 15:40

Growth and financing opportunities for small and medium-sized enterprises

Speaker: Christian Fiederling
BayBG - Bayerische Beteiligungsgesellschaft mbH

15:40 - 16:00

Break

16:00 - 16:35

Establishment and development of a brewery with the support of crowdfunding

Speaker: Steffen Marx
Giesinger Biermanufaktur

16:35 - 17:10

Brewer's grains as a sustainable raw material for meat substitutes: experiences, potential, and challenges of upcycling, including tasting

Speaker: Michael Rittenauer
multiply GmbH

17:10 - 17:30

Final discussion

17:30

Drinks, tasting, and farewell!

LOCATION

TUM Campus Weihenstephan

Arrival by public transport

From Munich Central Station

Take the S-Bahn line S1 towards Freising (travel time approx. 40 minutes) or a regional train towards Regensburg or Passau (travel time approx. 20 minutes) to Freising station.

From Munich Airport

Take bus line 635, which runs every 20 minutes, to Freising train station (travel time approx. 15 minutes).

From Freising train station to Gregor-Mendel-Straße

Take bus line 638 towards Hohenbachern or Hittostaße and get off at the Weihenstephan stop. From there, it is about a 200-meter walk to your destination.

Arriving by car from Munich::

Take the A92 motorway towards Deggendorf and take the Freising-Mitte exit.

Follow the signs towards the city center and, after the Freising town sign, turn left at the fourth traffic light towards Weihenstephan.

After about 800 meters, turn right onto Gregor-Mendel-Straße. Park here and walk to Building 2 opposite the library.

Location: Maximus-von-Imhof-Forum 2, 85354 Freising

