

# Brandenburg – Syntheses of SWOT

## Road Map to Orchestrate Potsdam-Golm as an Innovation Hub



## SWOT Synthesis

### Strength

- High density in research institutions
- Highly skilled, international labor force
- Internationally recognized research
- Good start-up activities
- Willingness to cooperate, technology transfer
- Support infrastructure (Science Park Management, Task Force, Start-up instruments)

### Weaknesses

- Lack of laboratory and office space
- Low density in companies
- Missing meeting spaces (how to bring Science, civil society, businesses together)
- Low attractiveness as a living space
- Support infrastructure (innovative

### Opportunities

- Good location (part of Berlin-Brandenburg Berlin Capital region)
- Growing need for research / innovative solutions
- Economic growth
- Dedicated population (students, researchers, families, strong civil society)

### Threads

- Competition situation in the region
- Physical infrastructure (connections to Berlin / connections within Potsdam)
- Support infrastructure (financing of support infrastructure)
- General setback in willingness to cooperate