

# Welcome to the Kickoff 2025

July 7th, Berlin

# Welcome to the Software Campus!

**CONGRATS!**



# Today's agenda

- 13:00** Welcome
- 13:15** How to unblock the funding money for your micro project
- 14:45** Coffee Break
- 15:15** Introduction to Communities of Practice & Workshop
- 17:15** Presentation of the group works
- 17:45** Group picture and end of event
- 19:00** Get Together at Zollpackhof

# A big Thank You to our host today!



Tim Kawalun

# General information: Contacts

## Software Campus

Dr. Natalia Teixeira Silva

Stefan Jazdzejewski

Tiziana Maglia

Susanne Kegler

Alina Zaslavska

 [softwarecampus.com/about-us/](https://softwarecampus.com/about-us/)

## DLR Projektträger

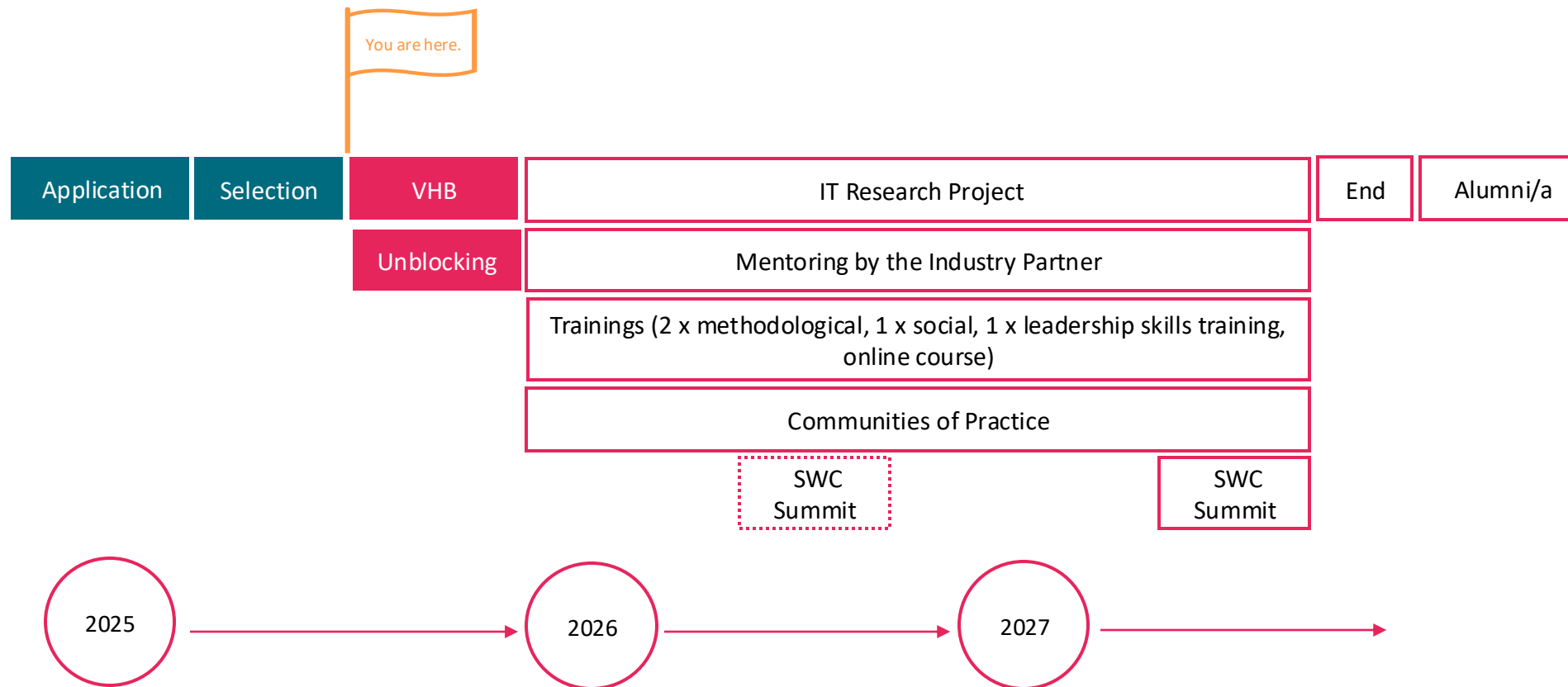
Holger Konle (today present)

Dr. Jens Totz

Daniel Schulz

 [softwarecampus.de/dlr-projekttraeger/](https://softwarecampus.de/dlr-projekttraeger/)

# How Software Campus works



# Our research partners

## Permanent research partners

DFKI  
FAU Erlangen Nuremberg  
Fraunhofer  
KIT  
TU Berlin  
TU Darmstadt  
TU Dresden  
TU Munich  
University of Stuttgart

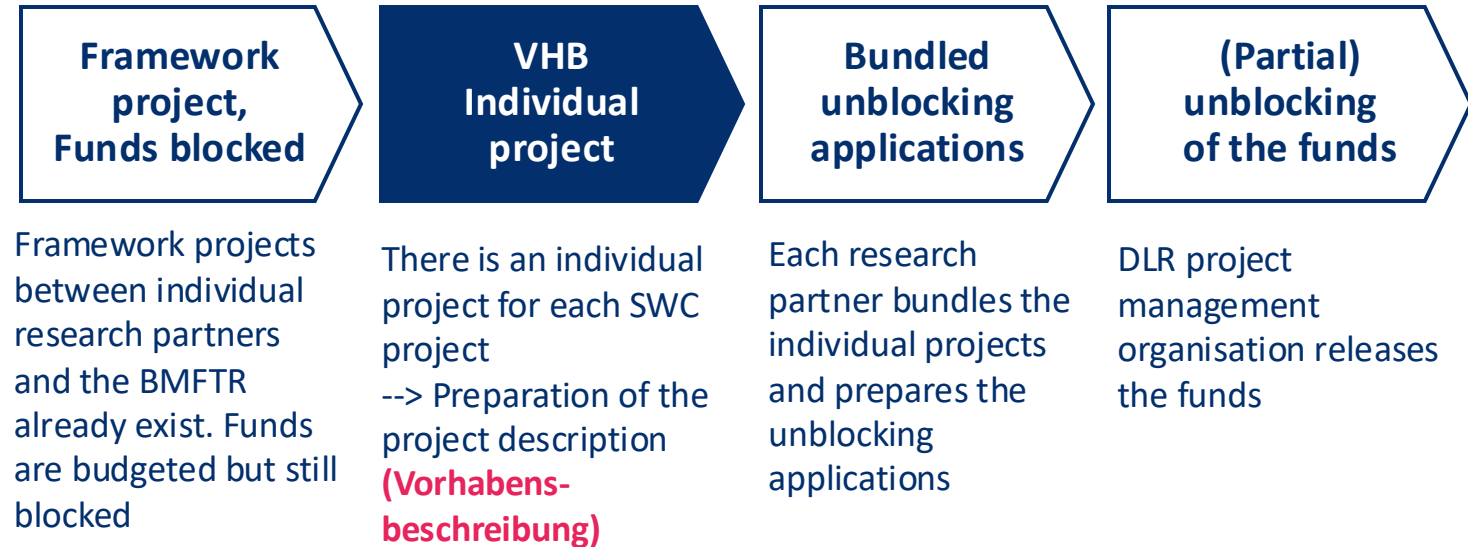
## Non-permanent research partners 2025

RWTH Aachen  
LMU Munich

# How to unblock the money for permanent research partners

Applies to participants from the following organisations:

DFKI  
FAU Erlangen-Nuremberg  
Fraunhofer  
KIT  
TU Berlin  
TU Darmstadt  
TU Dresden  
TU Munich  
University of Stuttgart



# How to unblock the money for non-permanent research partners

Applies to participants from the following organisations:

RWTH Aachen  
LMU Munich

## Joining the existing SWC contracts

Prerequisite for admission and application:  
Universities must officially join the SWC agreements

## Preparation of project description

There is an individual project for each SWC project  
--> Preparation of the project description  
**(Vorhabensbeschreibung)**

## Funding application Individual project

The participant prepares his/her own funding application with the support of the university's third-party funding office  
→ Submission of the application

## Authorisation

BMFTR examines and approves the funds for the individual project applications.

Contact DLR Project Management  
Organisation: Holger Konle

# Basic information on preparing the Software Campus project

- Each Software Campus participant leads his/her micro project and the team
- The BMFTR supports each project with up to 115,000 euros for:
  - **Mainly for personnel costs for scientific staff**
  - Travel costs to project meetings and conferences,
  - Material resources e.g. for hardware
- Your own position will **not be funded** except minor expenses for project management & participation in the Software Campus training courses (guideline: max. 1 PM/year).
- You cannot hire each other mutually
- Make your team members join Software Campus: master's students working on your project are invited to join some trainings, the online course, networking and mentoring in the communities of practice as well as Software Campus events

# Information on how to write your project proposal (VHB)

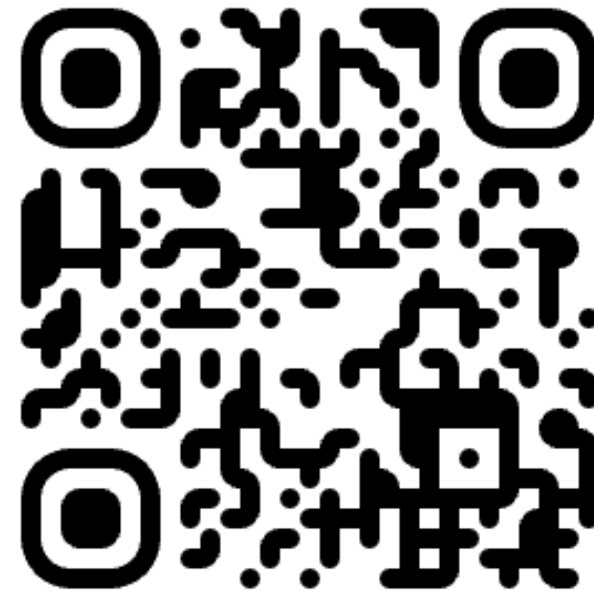


**DLR Projektträger**

Holger Konle

If you like to follow this in english, please visit:

[https://tin.al/SWC\\_2025](https://tin.al/SWC_2025)



# Project description and application for funding

## The application process consists of several steps

1. Preparation of the project description (Vorhabensbeschreibung)
2. Obtain and incorporate feedback from the industry partner (and the research partner) on the VHB
3. Send VHB to DLR-PT and (after possible iterations) submit a final VHB to the DLR PT
4. Formal application via your research partner
5. The DLR-PT then checks the application and issues the notifications (release of funds)

# Timing - just for orientation

Action	At / Until
Preparation using sample project descriptions and best practices. Coordination with industry partner	Starting now
Info call from the project organiser for questions about creating VHBs	Tbd
Draft VHB by participant	Beginning of Sept
Feedback VHB from industry and research partners	End of Sept
Finalisation of VHB by participant & VHB sent to DLR PT	Mid of Oct
Final VHB ready after clarification/iteration with DLR PT	Nov
Formal application by research partners	Nov-Dec
Unblocking funding	Q1 2026
Project start	Q1 2026



# Support with your application for funding

We provide you with important documents to help you prepare the project description and application.

- You can find the following documents at <https://softwarecampus.de/dokumente-zum-kickoff/>:
  - Examples of previous VHBs that can serve as a template (German & English)
  - Information from the DLR PT on the application (slides from the kick-off)
  - Notes from Stefan on the programme schedule (slides from the kick-off)
  - Guidelines on reporting
- FAQ on the application platform at: <https://bewerbung.softwarecampus.de/WikiParticipants.aspx>

# Contact persons at the research partners

Research partner	Project management	Administrative contact person
DFKI	Prof Antonio Krüger   <a href="mailto:Krueger@dfki.de">Krueger@dfki.de</a>	Dr. Stefan Schaffer   <a href="mailto:stefan.schaffer@dfki.de">stefan.schaffer@dfki.de</a>
FAU Erlangen-Nuremberg	Prof Dirk Riehle   <a href="mailto:dirk.riehle@fau.de">dirk.riehle@fau.de</a>	Anna Sielski   <a href="mailto:anna.sielski@fau.de">anna.sielski@fau.de</a>
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# Networking & Communication

## Slack

- Workspace [softwarecampus2025.slack.com](https://softwarecampus2025.slack.com)
- Can be used via app (laptop, smartphone) or browser, the invitation will be sent promptly
- Exchange among you participants in the following channels:
  - # general
  - # loc\_yourcity

## Software Campus Website

Be present on our website e.g. <https://softwarecampus.de/teilnehmer/>

In autumn, Susanne and Tiziana will contact you via e-mail for input

# Outlook for next year



Book your trainings in January 2026



4 trainings onsite at the industry partners sites

Trainings are expected to be done in 2026



Exchange with your industry partner to get a mentor



Make sure to join the Communities of Practice



Participation is mandatory



Take part in the online course

# What you have to do during the next month...

- You're the project lead of the Software Campus project → you're responsible for driving the project
- You have to reach out to your industry partner to get the info you need
- You have to make sure that industry partner's feedback is added and that your university is well informed about your project, the application and its timeline
- You have to finalize the VHB – with iterations with DLR PT
- You have to make sure that your university is preparing and submitting the papers (Antrag)
- Find team members early

# Questions?

# Now: Coffee Break, have some cake!

**Participants from LMU & RWTH:**

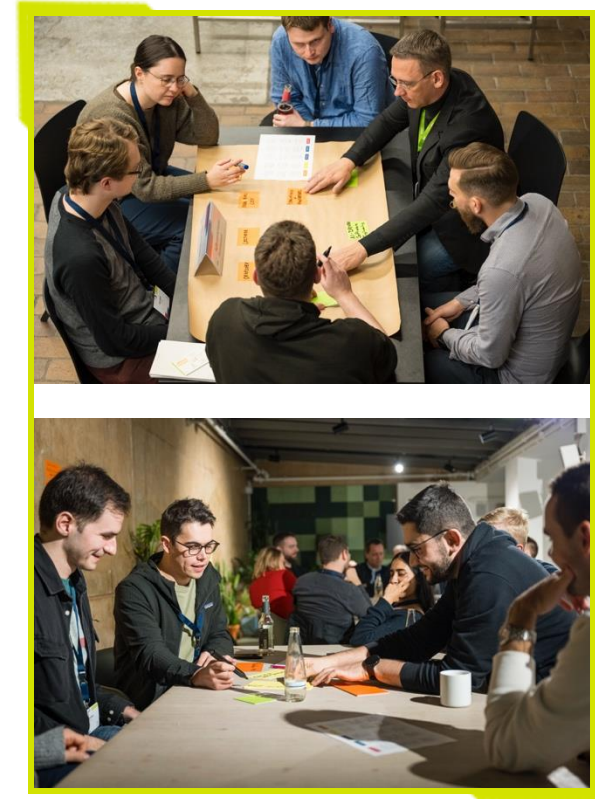
Please meet Holger Konle and Stefan aside!

Maybe spontaneous: Showroom tour

We continue at 3:15

# Why do we have Communities of Practice?

- Encourage **exchange**
- Expand **networking**
- Create a **sense of community** among participants
  
- An opportunity to meet colleagues from other classes
  - Multiple projects across different German institutions
  - Collaborate with other Industry Partners on your topic
  
- Increase knowledge sharing and exchange of experiences in the same technical area



CoP Workshop @ Software Campus Summit 2025  
©Stefanie Loos

# How does it work?

- What activities do we offer?

- CoP Survey, CoP Onboarding event
- Project Discussions (peer feedback)
- Specialist Talks (IP, RP)
- Career Talks (Alumni)
- CoP Workshop at the Summit (team challenge)
- Community Article (Behind the Code series)

- Decisions on the activities are based on consensus, communication, and shared commitment

# Which are your options?

-  Natural Language Processing
-  Computer Vision
-  Cybersecurity and Privacy
-  Hardware and Systems Engineering
-  Data Science and Analysis
-  IoT and Distributed Systems
-  Agile and Software Development
-  Interdisciplinary ML
-  [Entrepreneurship and Career]

You can select the **one CoP** that better represents your project via the SWC Platform!

We communicate via email and Slack. The channels are open, but the events are tailored!

# The SWC Creative Promptathon

Class of 2025

# The challenge

Use GenAI to create a video showing how your project's superpowers can make the world a better place

We know you can prompt a short story, and AI will provide you with a video in minutes, but... will this video show what you want beyond the audio description? That's your challenge!

# Directions and Guidelines:



Form groups of up to 6 participants

Choose one of the 8 Communities of Practice that better represent your project's focus

Check our table signs to team up



Exchange with your community and align a character and a story that will let all your projects shine

The story is NOT your individual project; it is a combination of your team's "superpowers"



You can choose a known character to be your superhero or create a completely new one

# Our Rules:



Use our suggested tool, as you'll have a Premium Subscription

Check the back of your CoP table sign to access your **team's account at LTX Studio**  
When logging in with the email, we will receive the code and share it with you individually



You will have 90 minutes to complete the task and be ready to present the video

We'll let you know when 30 and 60 minutes have passed



Maximum video duration: 2 minutes

When you are done, **download your final video and save it** to our shared folder (CoP name)  
Select one team member to introduce the group and play the video (max. 3min w/ intro)  
There's no right or wrong, have fun! Share your team experiences if you wish

# Tips and tricks

Define clear objectives: outline key features and expected reactions (the “mood”)

Provide detailed instructions: voice, tone, video length, goal, target audience

Provide visual descriptions: desired imagery, color, aesthetics, art direction

Use the text GenAI functionality if you need help to transform descriptive text into visual storyboards

Check the handout we prepared for you, the tool is quite intuitive and easy to use

# Dos and Donts

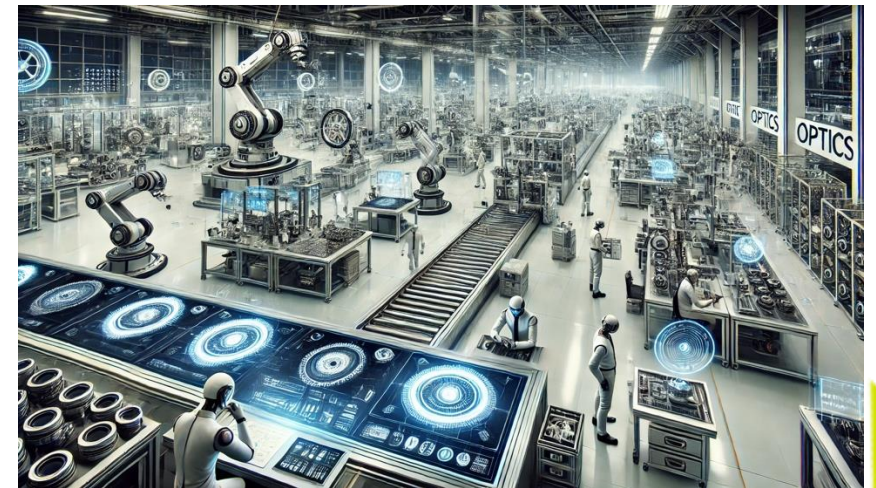
⚠ Be aware of data privacy!

Do not share any **personal information** or **research details** you'd like to keep **private**!

Do not use business names!

Suggestion:

Use creative pseudonyms or abbreviations if Industry Partners and Unis are mentioned



Voting!

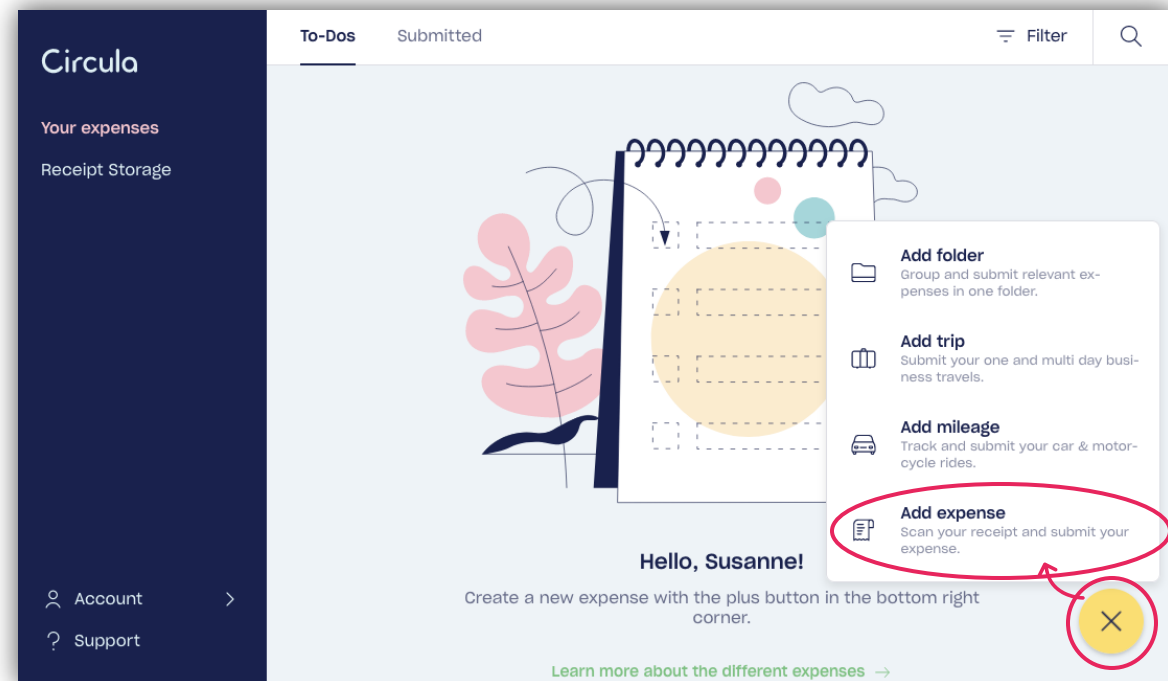


# Reimbursement of your travel costs

Valid for all universities (for DFKI & Fraunhofer Institutes the billing is centralised)

## Billing via Circula, invitation by e-mail will follow

- Upload digitised documents, e.g. hotel bill, train ticket, public transport ticket
- Important / Wichtig: Enter your IBAN in user profile
- Important II: send us the original receipts by post





# Get Together at 7 p.m.



See you soon at

**Zollpackhof**

Elisabeth-Abegg-Str. 1

10557 Berlin



Tables are reserved for

„Software Campus“



You are invited

(1 Maincourse, 2 Drinks, wristband!)

