



Would you like to explore innovative approaches with us at the intersection of research and practice?

We are currently initiating pilot projects with research institutions, companies, and scientists, and are looking for partners who would like to work together on solutions to complex challenges and questions.

MAX!mize

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BrightSync

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BrightSync

Synchronizing Academia with Industry and Society

We create new structures to give companies and organizations access to cutting-edge research — so that new insights can be applied where they have the greatest impact.

Making Scientific Expertise Available

Companies and public organizations are facing complex transformation processes — from digitalization and energy transition to data-driven innovation and regulatory adaptation. In all these areas, scientific expertise is crucial for competitiveness, innovative strength, and the ability to operate effectively in society. At the same time, especially small and medium-sized actors often lack structured access to this expertise.



Academic research offers outstanding expertise across a wide range of scientific disciplines — from basic research to application-oriented development. This knowledge holds enormous potential for innovation and value creation.

Yet this expertise often remains locked within academic structures: research activities are primarily oriented toward institutional goals and disciplinary boundaries, while missing interfaces with practical needs often prevent existing knowledge from realizing its full potential.

Economic and societal challenges are not disciplinary — they are systemic, interconnected, and complex.

This is exactly where BrightSync comes in: We bring scientific expertise from academia into application and develop tailored solutions for business and the public sector. We mobilize experts from a wide range of research areas and form teams that use scientific depth, fresh perspectives, and innovative thinking to address concrete questions and challenges.



How BrightSync Works

1. Problem definition by companies or organizations

Companies and public institutions approach BrightSync with specific questions — for example, technological development issues, process optimization, data-based analyses, or strategic transformation projects.

2. Project teams from the BrightSync talent pool

The BrightSync talent pool includes researchers from different disciplines and career stages who want to apply their scientific expertise to real-world fields of application. They come from leading research institutions and bring methodological depth, analytical thinking, and innovation competence.

3. Qualification through the BrightSync Academy

All talents are part of the BrightSync Academy: a structured program consisting of training, workshops, and coaching formats that prepare scientists for roles outside academia. The Academy also offers a platform for an active community in which researchers can network and share experiences.

4. Project implementation with measurable impact

BrightSync selects the right experts, assembles (interdisciplinary) project teams, can manage the entire project, and creates a clear legal and organizational framework.

