



Reconnecting, Innovating, and Venturing Forward

Highlights from the BIOTEXFUTURE Spring 2025 Member Day



On May 15th, 2025, the adidas HQ in Herzogenaurach buzzed with energy as around 40 members from industry and research gathered for the **BIOTEXFUTURE Spring 2025 Member Day**. With the theme *“From Lab to Venture – Turning Research into Impact”*, the day was a vibrant mix of reconnection, fresh collaboration, and entrepreneurial inspiration.

On May 15th, 2025, the adidas HQ in Herzogenaurach buzzed with energy as around 40 members from industry and research gathered for the **BIOTEXFUTURE Spring 2025 Member Day**.

With the theme *“From Lab to Venture – Turning Research*



From Inspiration to Action

The event was co-hosted with **TUM Venture Labs**. **Nick-Marlon Loth** and **Lucia Lara Vargas** joined us for the day and played a major role in bringing it to life with an inspiring keynote and two engaging hands-on workshop sessions. Their insights into venture building, from abstract ideation to customer-focused



communication, provided our Member Day attendees with practical tools to shape and pitch their ideas. The workshops inspired participants to break out of their individual project boundaries, encouraging cross-project collaboration and fresh perspectives - an essential element of the BIOTEXFUTURE vision.

Showcasing Innovation: The Demonstrator Fair

Another highlight of the day was the **Demonstrator Fair**, curated by **WINT Design Lab**, where every project brought a demonstrator to the table. This hands-on showcase underscored a central message from the keynote: the power of making innovation visible, tangible, and concrete. Demonstrators not only sparked curiosity but also served as a catalyst for meaningful dialogue, allowing attendees to engage directly with the progress and potential of each project. The fair brought ideas to life—transforming abstract research into something participants could see, touch, and discuss.



Behind the Scenes: adidas Campus Tour

The day concluded with an **adidas campus tour**, offering a behind-the-scenes look at the brand's sports facilities and a peek into the **testing & quality department**, where attendees learned about some of the methods and processes behind footwear testing.

A Day of Connection and Impact

Whether reconnecting with familiar faces or meeting new ones, the Member Day was a celebration of community, creativity, and the shared BIOTEXFUTURE mission of turning research into real-world change.

