

THE URBAN TECH REPUBLIC

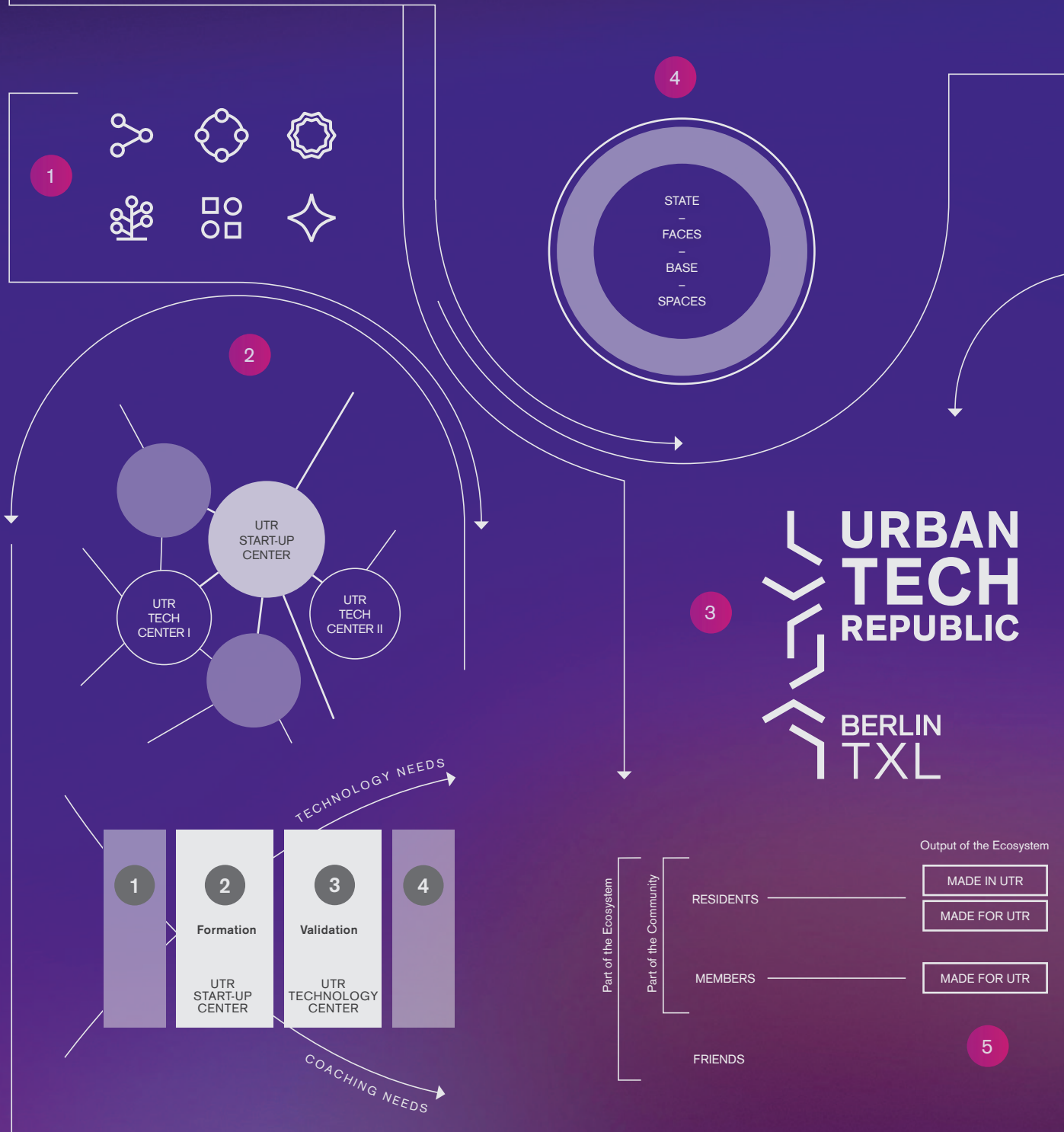
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Taking off into the Future

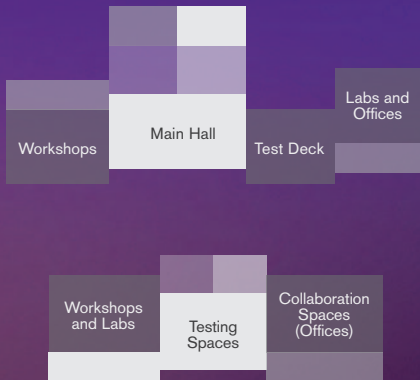
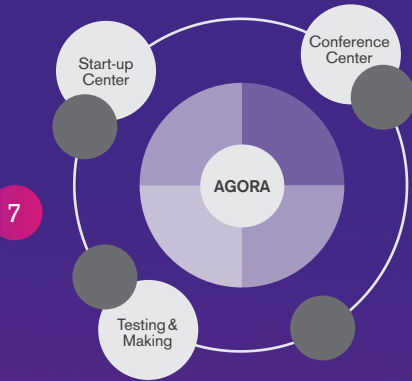


The Magazine for Residents, Members, and Friends of the UTR
Issue #1

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This first issue of the magazine for Residents, Members, and Friends showcases The Urban Tech Republic as a visionary location, a space for collaboration, a network, an ecosystem, and a community; outlines its unique platform; and highlights the key features of UTR's brand experience. Feel free to share and reproduce the "UTR Constitution" entitled "Taking off into the Future," which is published on pages 12 and 13.



TAKEOFF TIME

Hello!
Let's found a republic
where good ideas
for the future
will always be welcome.

How will we live together? How will we organize ourselves as a group? Which roads will we take and which means of transport will we use? How will we produce goods and services? What resources will we use to do so? And which things can even serve as a resource exactly? What will urban nature look like? How is the air quality?
We, as individuals and society, need to find answers and solutions to all these questions.

The Urban Tech Republic was founded to provide innovators with the right atmosphere, important points of contact, the necessary space to develop, and the right facilities and equipment to work on forward-looking solutions for a prosperous and healthy (urban) life. It stands for an idea not seen anywhere else in the world that comes to life and is expressed in a variety of ways:

THE URBAN TECH REPUBLIC AT A GLANCE



A COMPELLING MISSION

The Urban Tech Republic is based on the powerful fundamental principle of a community that delivers urban tech innovations to the world for the benefit of all. Freedom of thought and open-mindedness are deeply rooted in the Republic's philosophy – from the Latin *res publica*, meaning “public cause” or “public affair,” usually in the sense of “commonwealth.” For more on this, see page 4.



BRAND ENVIRONMENT AND COMMUNITY

The Urban Tech Republic – as an ecosystem and umbrella brand – will encompass different groups. Whether as a Resident, a Member, or a Friend, everyone who belongs to the community also helps create its unique brand environment. For more on this, see pages 24 and 25.



ECOSYSTEM AND UMBRELLA BRAND

The Urban Tech Republic is being developed as an ecosystem with the qualities of an umbrella brand. As a result, a memorable overall image will gradually form that represents and permanently solidifies the identity of the brand worldwide. For more on this, see pages 20 and 21.



SEAL OF QUALITY

The Urban Tech Republic should also be recognized as the brand behind the ideas that originate here. Careful brand building activities will ensure that the brand establishes itself as a reliable indicator of excellence and an internationally respected seal of quality that is recognized and valued both within and outside the community. For more on this, see page 12.



PLATFORM

The Urban Tech Republic platform – STATE/FACES/BASE/SPACES – encompasses its core characteristics and therefore constitutes its greatest recognition factor. It stands out due to its specific composition of attributes, structures, areas of expertise, and resources. For more on this, see page 8.



INTERNATIONAL FACE OF THE COMMUNITY

The brand also embodies the image and is the face of all those who belong to The Urban Tech Republic ecosystem. A stable and inspiring brand identity makes it possible to build strong relationships and promotes the creation and growth of an international community that is familiar with and values the brand. For more on this, see page 14.



EXPERTISE, COLLABORATION, FREE SPACE, VIBE

A new culture of interaction



Supporting innovative minds
seeking forward-looking
solutions for our harmonious
and healthy coexistence in
cities and societies – **this is
something that concerns
us all!**

The Urban Tech Republic enables innovators to find their calling and grow – as residents they can help shape the future field of urban technologies, flesh out their ideas, find their team, and build partnerships. Here they can access the advice they need, expand their network, and recruit supporters. They can form, professionalize, and grow. They can collaborate, test, optimize, and yes, even fail. They receive access to technical expertise, to hardware and facilities, to office and laboratory space. And to the right atmosphere and equipment that will allow them to find solutions that will allow us to live together in the cities of the future, which we as a society will soon need.

In the interest of sustainable regional economic development, the Urban Tech Republic offers technology-focused founders and start-ups the right package to successfully develop ideas and bring them to market. In this context, the program takes into account that the needs of young companies change according to the respective stages in which they find themselves. While they are initially dependent on consulting and coaching services in the course of and shortly after their founding, the tangible day-to-day need for technological infrastructure and highly specific hardware takes precedence in their validation and growth

stages – as soon as their entrepreneurial skills have increased. These stages in the evolution of a tech start-up are reflected in the layout of the start-up and technology centers. Thanks to the UTR's extensive networking structures, which encompass not only founders and start-ups but also established (industrial) companies, incubators, innovators, scientists, and technology enthusiasts, all of the ecosystem's members remain in a constant productive transfer of knowledge and expertise – the perfect atmosphere for turning good ideas for the future into reality.

Collaborative work is the way business will be done in the future. We offer unlimited access to networking opportunities in the field of urban tech!

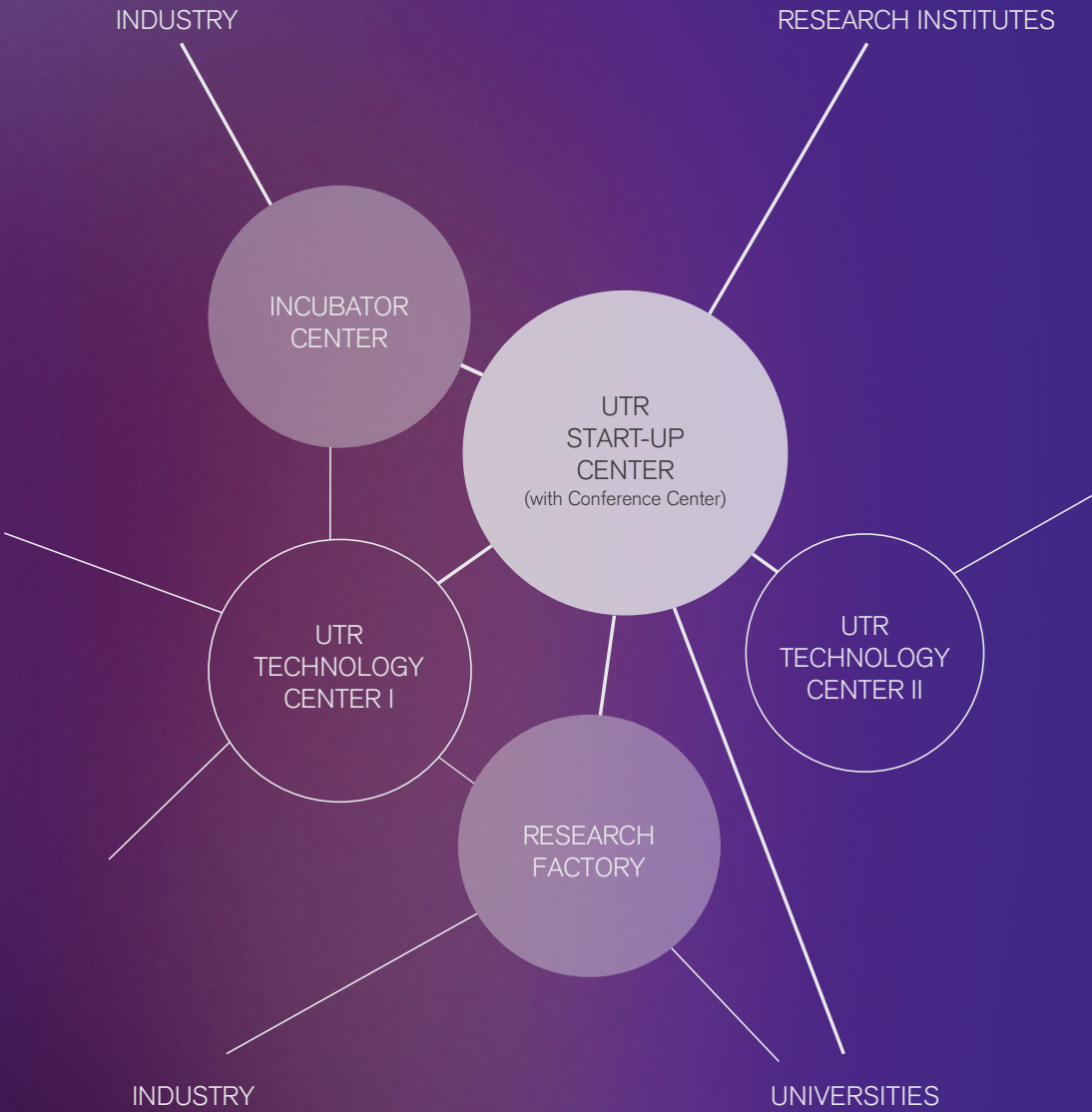
Leading scientists and economists agree that collaboration will become the most important method of working in the future. New digital and information structures are spawning new forms of working, innovating, and consuming. The Urban Tech Republic, as an ecosystem and center of innovation, will become home to the next generation of innovators, whose main driver will be collaborative work.

This is why the start-up and technology centers' interior design and occupancy concept has been structured in such

a way that collaboration and communication is possible at any time in spaces that can be used in a flexible manner that also have just the right vibe. In addition to connecting the innovation centers, which facilitates the transfer of knowledge and technology between the start-ups in the UTR, the relocation of further key players from the fields of research and business to the UTR will create a collaborative network that will unlock additional innovation potential and production opportunities within the ecosystem.



THE URBAN TECH REPUBLIC
COLLABORATION AND NETWORKING SYSTEM





THE URBAN TECH REPUBLIC AS A BRAND

Our platform is essential

If you want to know what the essence of a brand is, you should ask yourself this question: Why is this brand relevant? This makes it clear whether the brand promise is important to the target audience and whether it differs from others.

The essence of the Urban Tech Republic brand is its STATE/FACES/BASE/SPACES platform, which is systematically aligned with its target audience. It meets the needs of technology-focused start-up companies and will hold the UTR firmly together all the way down to its core – wherever it appears. This means that the ecosystem can also exist completely independent of any specific location. The only thing that matters is how this platform is implemented and practiced on a daily basis. It will find its first home at the former Berlin TXL airport and will be fully expressed there – in interaction with the local environment and opportunities.

The essence of the Urban Tech Republic is its platform, it holds the brand environment together down to its very core – wherever it appears and comes alive.

Our STATE/FACES/BASE/SPACES platform stands out due to its specific composition of attributes, structures, areas of expertise, and resources.



STATE: THE FOUNDATIONS
OF THE REPUBLIC

FACES: A TECH-LOVING
COMMUNITY



BASE: EVERYTHING NEEDED FOR
INNOVATIVE WORK



SPACES: THE PERFECT
VENUES FOR FLEXIBILITY
AND COLLABORATION





STATE

THE FOUNDATIONS OF THE REPUBLIC

STATE

FACES

BASE

SPACES

TAKING OFF INTO THE FUTURE: THE UTR CONSTITUTION MANIFEST

Based on the GRAFT Innovation Study (2017)



Article 1: CONNECTED INTELLIGENCE IS THE CAPITAL OF THE FUTURE.

Developing, designing, and realizing ideas, innovations, and visions must be understood as a societal and collective undertaking. This means creating environments, development spaces, and atmospheres that promote knowledge sharing and a meaningful use of technology is of paramount importance. Intelligence knows no bounds and technological possibilities are theoretically unlimited. In order to meet the complex challenges of the future and to form strong (including international) alliances, we should be prepared to embrace new and collaborative forms of cooperation.

Article 2: INNOVATION REQUIRES FREEDOM.

Within the scope of technology-focused innovative work, the finished product is often not yet clearly defined for quite some time during the development and testing stage. And this often extends to its field of application or the extent to which it will even be used in the future. Flexibility and freedom – in creative, entrepreneurial, spatial, and staff-related respects – are therefore essential to founders and innovators with a deep love of technology. In order for their ideas to flourish, they need to be offered freedom, opportunity, and a protected space to create.



Article 3: TECHNOLOGY SERVES THE ENVIRONMENT AND HUMANKIND.

Urban technologies increase and enhance our well-being, so pioneers, innovators, and creators deserve substantial support. By investing in their ideas for the future, we make sure that both the environment and mankind, all of us, will one day be able to benefit from the intelligent solutions they develop.



Article 4: EVERYTHING IS A RESOURCE.

The optimization of nutrient and waste cycles, sustainable eco-productivity, the increasing awareness for the (re)use of resources, adaptive systems, interest in material quality and the traceability of manufacturing processes, energy efficiency, and environmental protection – all of these areas are of immense societal relevance and the potential for innovation in the field of urban technologies is enormous. “True sustainability does not mean consuming less, but making the best possible use of existing resources and maintaining the quality of the resource for its next phase of use. (...) This often means first viewing the materials and energy sources that are naturally present around us as resources and finding ways to harness them.” (see GRAFT Innovation Study, 2017)

Article 5: ADAPTABILITY IS MORE POWERFUL THAN PLANNING.

Nothing is as uncertain as the future, and the technical possibilities to shape it are theoretically unlimited. Thus, centers of innovation should also always remain open to new developments and advancements. The Urban Tech Republic will be home to technology-loving innovators, a dynamic environment, a flexible space, an adaptive range of products and services, and a vibrant ecosystem that is open to grow with the ideas, input, and needs of those who are committed to discovering, exploring, and testing what is essential to the process of creating a bright and prosperous future for us all. The Urban Tech Republic will be just as adaptable as the innovations, products, and designs created in its ecosystem are ambitious.



Article 6: PEOPLE MAKE THE CITY.

A hopeful future is essential to a stable social equilibrium. Just as important as the freedom to lead a self-determined life is the interest in the well-being of all, in the creation of common spaces, and in managing shared resources. The visions and solutions for an enriching, harmonious coexistence in cities must come from the members of society itself, a society in which everyone can participate and contribute. As long as people and their interactions are at the center of the discussion on future developments, a bright future awaits us as urban communities.

**We cannot allow
“who we say we are”
and “who we really
are” to drift apart.
We prevent this from
occurring through
the brand’s design and
communications.**

A brand consists of far more than just a name, logo, and corporate colors. On the contrary, it is an object of projection for all those who come into contact with it, and is therefore not a static construct, but a rather complex structure. Lasting and valuable relationships are created through all of the experiences the community

has with the brand environment. Positive experiences turn into positive stories that can be told to others. As such, when creating a brand, the point of view of the people who move within its sphere of influence and communication and interact with it (or in the name of the brand) is crucial.



The more often people come into contact with a brand, the stronger their relationship with it becomes. This is referred to as the “brand experience.” This occurs at various different locations and touchpoints, in a variety of different moments and moods.

Designing a brand in line with its values is a dynamic process. Translating these brand values into design attributes ensures that the UTR’s characteristic features are also communicated visually, are memorable, and can be easily recognized.

This brand identity forms the basis for all those who strategically manage, design, and market the Urban Tech Republic’s brand. The values and attributes serve as important guides to help create a coherent and inspiring brand experience.

The Urban
Tech Republic’s
brand identity
creates
**a strong
overall
image of a
multifaceted
brand
environment**

BRAND VALUES

- COLLABORATIVE
- CAPTIVATING
- INTERNATIONAL
- DIVERSE
- TECH-LOVING
- CREATIVE

DESIGN ATTRIBUTES

- EXCITING, INVITING, FRIENDLY
- ACTIVE, COMMUNICATIVE, DYNAMIC
- CONNECTED, ORIGINAL, ATTRACTIVE
- VARIED, LIVELY, COLORFUL
- PROGRESSIVE, EXPRESSIVE, CLEAR
- AVANT-GARDE, PASSIONATE, UNCONVENTIONAL



We work collaboratively: We are aware of the power to create value inherent to ideas and solutions developed together. That is why we do everything we can to work collaboratively and promote collaboration within the ecosystem.



We are internationally active: We work hard to promote our fundamental idea and platform internationally and to inspire, connect, and support the growing community around the world.



We have a captivating effect: We want to create an atmosphere that motivates people to develop both personally and professionally and of which they are proud to be an active part.



We offer diversity: We want to offer all those with a desire to help shape the future precisely the developmental space they need to prosper.



We stand for a love of technology: We view the current and future technological possibilities as motivation to create the very best future possible. Whatever it takes to make society "smarter" – we will play a key role!



We enhance creativity: We do everything in our power to bring innovations, future technologies, and designs to life that promote the common good and ultimately enrich our lives together.

The Urban Tech Republic's brand values describe the essential features of its character. In other words, **how the brand would behave if it were a person.**

BINDING – INFORMATIVE – RELIABLE

The Urban Tech Republic's values clearly express what the brand fundamentally stands for and is committed to. This binding commitment is important so that the community can develop trust and fully identify with the brand – in line with individual convictions and expectations. As a compass that points the way, the values reliably indicate the direction the UTR is taking and how it wants to inspire and support people.

UTR STYLE GUIDE

CMYK 85/50/09/00
RGB 21/113/170
PANTONE 300



CMYK 100/08/00/05
RGB 33/147/201
PANTONE Pro Blue C



CMYK 90/98/05/00
RGB 62/42/126
PANTONE 273



CMYK 71/100/00/00
RGB 87/36/127
PANTONE 2603



CMYK 30/100/06/00
RGB 181/00/119
PANTONE 241



CMYK 03/100/00/00
RGB 201/09/114
PANTONE 226



CMYK 05/76/92/00
RGB 224/90/37
PANTONE 179



CMYK 05/60/94/00
RGB 231/127/30
PANTONE 717



CMYK 26/00/92/05
RGB 208/206/29
PANTONE 390



CMYK 03/10/90/00
RGB 253/220/21
PANTONE 7405



CMYK 66/00/90/05
RGB 103/170/52
PANTONE 369



CMYK 50/03/93/00
RGB 151/188/48
PANTONE 376



ABCDEFGHIJKLMNOP
 OPQRSTUVWXYZ
 abcdefghijklmnopq
 rstuvwxyz
 0123456789

Basic Commercial
Light

ABCDEFGHIJKLMNOP
 OPQRSTUVWXYZ
 abcdefghijklmnopq
 rstuvwxyz
 0123456789

Basic Commercial
Roman

ABCDEFGHIJKLMNOP
 OPQRSTUVWXYZ
 abcdefghijklmnopq
 rstuvwxyz
 0123456789

Basic Commercial
Bold

ABCDEFGHIJKLMNOP
 OPQRSTUVWXYZ
 abcdefghijklmnopq
 rstuvwxyz
 0123456789

Basic Commercial
Black



FACES

A TECH-LOVING COMMUNITY

STATE

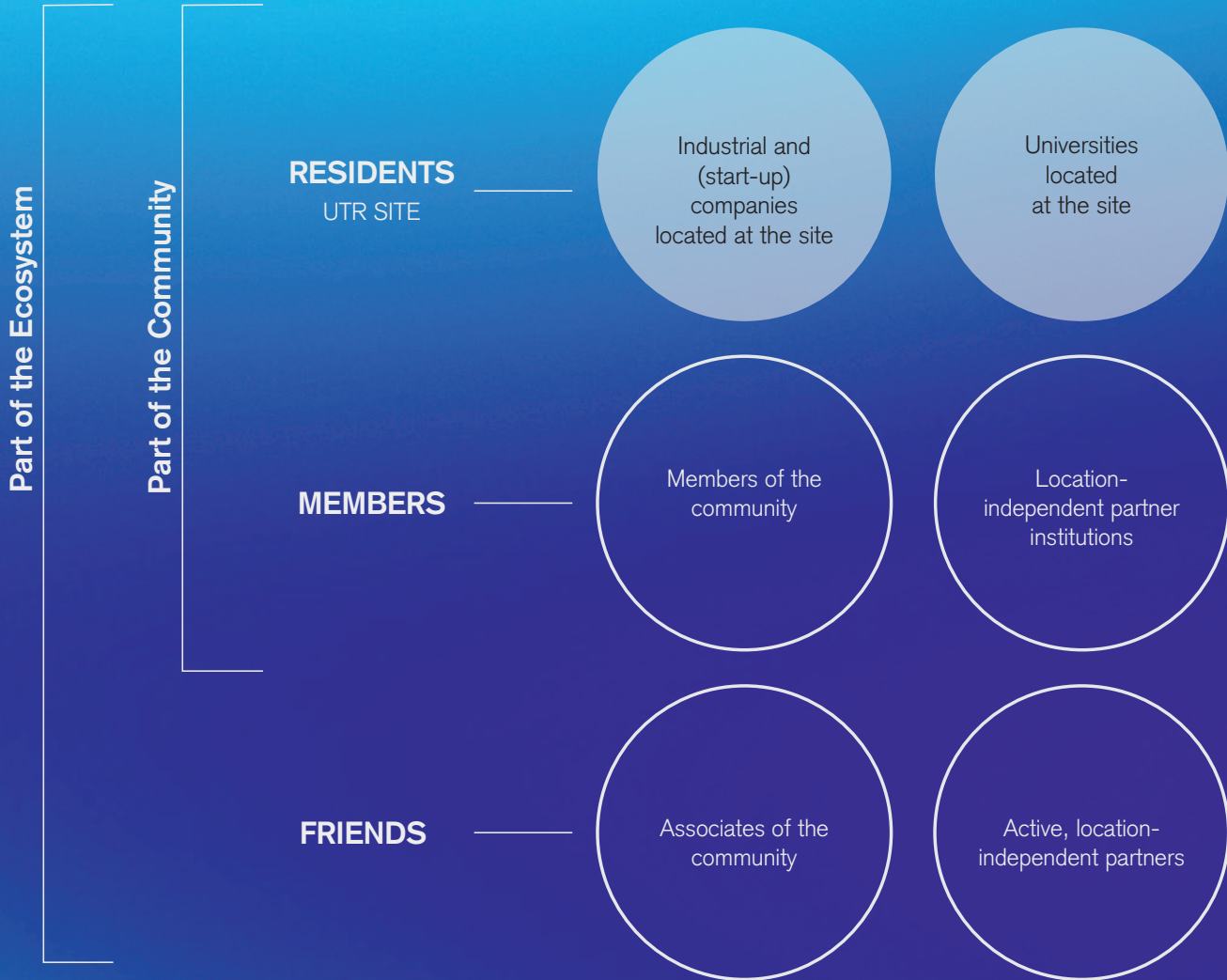
FACES

BASE

SPACES

THE ECOSYSTEM

THE URBAN TECH REPUBLIC (UTR)



The Urban Tech Republic ecosystem will “house” different groups under its roof that – where located in one place or location-independent – become part of the idea, create innovations, products, and designs, enter into collaborative

partnerships, and carry the UTR philosophy out into the world. It should be possible for everyone to use a label to identify themselves as a part of the ecosystem and thereby acknowledge that they are part of the brand environment.





BASE

EVERYTHING NEEDED FOR
INNOVATIVE WORK

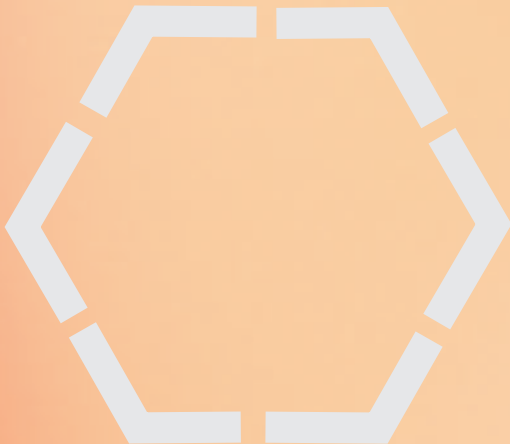
STATE

FACES

BASE

SPACES

BASE



Smart cities are our vision,
urban tech is our mission.

**We create the
necessary conditions
to achieve our vision
of the future.**

Our ecosystem functions and thrives because we provide all of the fundamental elements necessary for individual development, for the advancement of teams and for effective collaboration within the community. We create the BASE for every founder and innovator who wants to

concentrate on the most essential task – shaping the future. We connect people, ideas, and resources; we lease workspaces, offices, and laboratories; we curate events; and we provide opportunities for people to focus, collaborate, experiment, test, learn, and grow.

A CUSTOMIZED AND COMPREHENSIVE PACKAGE FOR TECHNOLOGY ENTHUSIASTS

ACCESS TO HIGH TECH AND HARDWARE AS A UNIQUE SERVICE

Access to state-of-the-art software and hardware is crucial for tech start-ups. They require state-of-the-art technology that they can use, share, and test so that they don't have to make large investments of their own while in the formation and validation stages. The Urban Tech Republic offers the perfect environment and equipment for these needs.

COLLABORATION IS OUR GREATEST ASSET

Collaboration between and within emerging and established companies, both across fields and industries, is a key factor that drives growth and success in the digital age and in the face of global competition. The Urban Tech Republic stands for open innovation instead of proprietary R&D, and as such, makes a major contribution to the common good.

FAR MORE THAN JUST MANAGEMENT: EXPERT ADVICE

The way a site is operated makes an enormous difference for start-up companies that depend on receiving expert advice and feedback from the community in their formation and validation stages. The management of a UTR site therefore includes people with expertise in the field of urban tech, who are available to the founders at any time and engage with them as equals.

SPACE FOR DEVELOPMENT – BOTH FAST AND SLOW

Nothing is as uncertain as the future and numerous different disciplines need to work together to find solutions to complex challenges; including disciplines that may not yet exist and have yet to establish themselves in the field of urban tech. As such, our innovation centers and the structure of their spaces and networks must remain open to ongoing advancement and adapt to the needs of their users and creators.

AN ECOSYSTEM THAT CONNECTS AND GROWS AS A NATURAL HOME

The Urban Tech Republic is based on the powerful fundamental principle of a community that delivers urban tech innovations to the world for the benefit of all. A culture of intimate interaction is prevalent throughout the ecosystem, enabling freedom of thought, flexible structures, access to resources, and a reliable network.

REPRESENTATION AND REPUTATION WORLDWIDE

The Urban Tech Republic represents an ecosystem that creates sustainable, needs-based, and adaptive solutions. Its innovations, products, and designs will inspire people worldwide and motivate (urban) societies to invest in urban technologies.

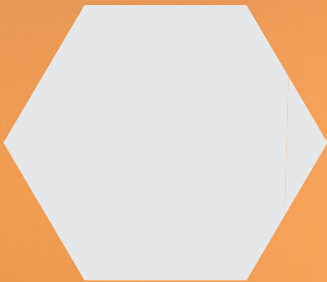
SERVICES FOR UTR RESIDENTS AND MEMBERS



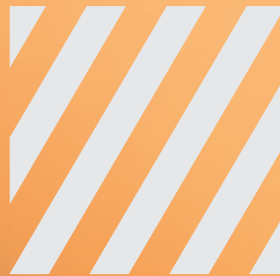
Center management
Rental management
Facility management
Event management



Access to research
centers and university
start-up centers



Community services
Site communication/
Network communication
Programs and coaching



Innovative energy
supply concept
Innovative mobility
infrastructure/mobility
services

SPACES

THE PERFECT VENUES FOR FLEXIBILITY
AND COLLABORATION

STATE

FACES

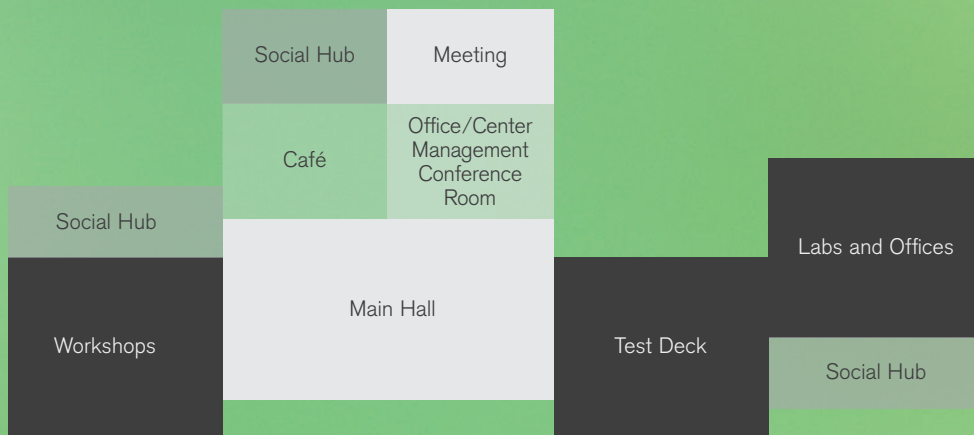
BASE

SPACES

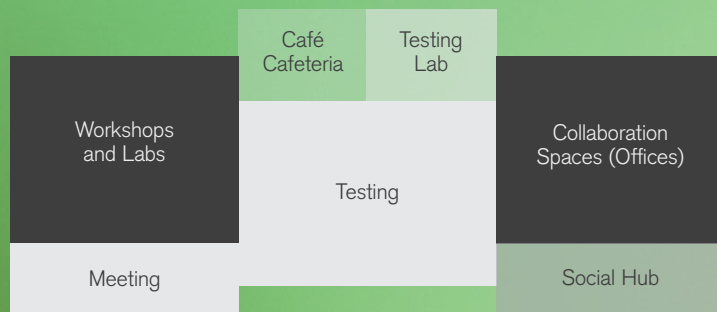
UTR START-UP AND TECHNOLOGY CENTERS: TYPOLOGIES



Typology of UTR Start-up Center



Typology of UTR Technology Center, Type 1



Typology of UTR Technology Center, Type 2

VARIABLE SPACES

List of Names

Name of Space <small>(see UTR platform)</small>	Suggested Internal Name
Start-up Center	BASECAMP
Technology center	[SITE-SPECIFIC NAME]
Office	OFFICE
	LAB OFFICE
Workshop	GARAGE
Conference Center	[SITE-SPECIFIC NAME]
Showroom	SHOWROOM
Meeting room	MEETING ROOM
Breakout room	BREAKOUT ROOM
Coworking/open office	COWORKING SPACE
Maker space	MAKER SPACE
Studio	MAKER STUDIO
Reception	CHECK-IN
Cafeteria	FOOD COURT
Café/coffee hub	COFFEE BAR
Supply shop	URBAN TECH SHOP
Testing area	TESTING GROUND

The variable spaces encompass rooms that will be set up and made available at a UTR site based on its specific platform (SPACES) and will be assigned a specific name, possibly inspired by individual characteristics of the respective site. These variable spaces are relevant to site selection and development.

Short Description (see REALACE development and utilization plan)

Workplace and meeting point for all start-ups based at a UTR site in the preformation/formation stage, ideal working atmosphere thanks to intelligent cell clusters (modules) that can be used and occupied in a variety of ways

Workplace and networking location for all founders and start-up companies in the validation stage located at a UTR site, ideal working atmosphere thanks to flexible and adaptable combination of office and laboratory units

Office in the start-up center based on the structure of intelligent cell clusters (modules)

Laboratory + office in the start-up center based on the structure of intelligent cell clusters (modules)

Section of the technology center that can be used flexibly and is equipped with basic facilities as a workspace with workplaces for specialized activities such as mechanical work, tinkering, experimentation, located on the ground floor with direct vehicular access, i.e., suitable for vehicles

Conference center at the Urban Tech Republic, ideally structurally connected to the start-up center/reception

Space for curated special uses for exhibition purposes, ideally directly adjacent to the Conference Center (CC)

A space equipped with the basic equipment for meetings of different types/sizes, ideally connected to CC

Space for spontaneous retreats/meetings/discussions, ideally connection to CC

Open-plan office space that is part of the start-up center with basic infrastructure for coworking

Special area for testing and manufacturing equipped with the necessary basic infrastructure, can be temporarily made available to users to try out ideas and, if necessary, to demonstrate them, must be run by a professional operator

Space connected to the Maker Space (see above) with basic equipment, can be rented for different lengths of time, both the Maker Space and Maker Studios must be run by a professional operator

Prestigious reception area of the operator of the Urban Tech Republic and first contact point for all guests and visitors

Cafeteria, directly connected to the university and start-up center, must be run by a professional operator

Well-connected food service areas offering an outstanding visitor experience and a selected range of food and beverages, centrally located in the Agora, start-up center, and technology centers, must be run by a professional operator

Retail areas, product range with a focus on goods related to urban tech/(material) needs for technology-focused customers, must be run by a professional operator

Subarea dedicated to testing activities

INTEGRAL SPACES

List of Names

Name of Space (see UTR platform)	Suggested Internal Name
Agora	AGORA
Community space	COMMUNITY SPACE
Idea zone	IDEA AREA
Pitching area	PITCHING PLATFORM
Concierge counter	SERVICE POINT
Info point	INFO POINT
Meeting point	MEETING ROOM
Mall	MALL
Lounge	LOUNGE
Comfort zone	COMFORT ZONE

Integral spaces include the spaces and services generally offered at the UTR site based on its specific platform (SPACES). These facilities must be developed organically at the site and during operation. Their names are deliberately functional in nature.

Short Description (see REALACE development and utilization plan)

Located in the heart of the UTR, like a republic's central marketplace, this forms the natural hub around which other offerings are located (such as stores/services) and is a natural place to meet, which does not have to be specially designated as such

Centrally located spaces with an appealing basic atmosphere that can be flexibly equipped and used as multifunctional areas for various purposes

Open areas with an interior design and furnishings (floor/wall surfaces/tools/furniture) that encourage collaborative brainstorming

A representative area that, as a "stage," offers space for pitching situations of all types and sizes

Points of contact located throughout the site that provide support and information on the UTR's services and platform

Objects/elements located throughout the site that are set up for guidance, sorting, filing, as a charging point, etc.

Clearly marked, defined locations for tenants or guests/visitors to meet

Centrally located promenade that can be used and decorated flexibly as a space for exhibitions, showcases, events, etc.

Spaces that are "implicitly" designated as locations to spend time and relax through a corresponding design and furnishings or that "extend" the areas of specific variable spaces (e.g. a coffee bar with restaurant seating); connection to a conference center is desirable

Areas with basic amenities, appropriately furnished and with stimulating elements, which invite people to unwind, to change their working posture, to relax, to rest, to recharge their batteries

A VISIONARY LOCATION

Berlin TXL as the UTR's Natural Home





- 1 UTR Start-up Center**
(formerly TERMINAL B)
with “Basecamp,” labs/offices, coworking space, “Maker Space,” showrooms, etc.
- 2 UTR Conference Center**
with a direct connection
to the start-up center
- 3 Berlin University of Applied Sciences (BHT)**
(formerly TERMINAL A) in the hexagon
with seminar rooms, lecture halls, and laboratories
- 4 UTR Technology Center**
(formerly TERMINAL D)
with laboratories and offices,
workshops, “Test Deck,” and more
- 5 UTR Technology Center**
with workshops and labs, testing
and collaboration space, and more

PUBLISHING INFORMATION



The first issue of this magazine presents the main features of The Urban Tech Republic brand and outlines its unique platform. The “UTR Constitution” published in this document may be reproduced and distributed.

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