

*“With Bunch we know exactly how to put together the strongest possible teams, which enables us to predict and steer future success.”*

*– Dr. Thorsten Lambertus, Program Manager at Fraunhofer Venture*



### About Fraunhofer Venture

Fraunhofer Venture is a branch of Fraunhofer-Gesellschaft, a 25,000-person organization that invests in innovation and brings technology to life. Fraunhofer Venture supports Fraunhofer's 69 institutes in spinning-off high-tech companies and therefore partners with entrepreneurs, start-ups and investors.

[www.fraunhoferventure.de](http://www.fraunhoferventure.de)

## The problem

Fraunhofer is responsible for top notch technological inventions, such as the MP3 format. In fact, over 600 patents are being registered every year by the Fraunhofer Institutes. In order to bring new, innovative technologies to market, Fraunhofer Venture constantly needs to build strong teams, composed from a highly diverse range of ages, backgrounds, and degrees. As these conditions became more challenging, Thorsten Lambertus, Program Manager, began looking for new ways to respond.

Fraunhofer Venture is measured by the success or failure of its ventures – and thereby its teams. With so much at stake, Thorsten and his colleagues sought a data-driven approach to staffing the best teams possible, one that they could trust.

*“At Fraunhofer, we believe in teams first and great technologies second. Developing strong teams is key and Bunch gets that.”*

*– Dr. Thorsten Lambertus, Program Manager at Fraunhofer Venture*



## The solution

Thorsten implemented Bunch to simulate different constellations of teams, and to advise existing teams on how to facilitate future growth. It took less than a week to get Bunch up and running. In that time Bunch streamlined the team-composition process by making it predictable and data-driven. Immediately it became much easier to communicate with potential team members clearly and objectively, and to set the right expectations, since the decision of who to put on which team was no longer based purely on intuition.

In fact, by using data from the Bunch assessment, which takes only 5 minutes to complete, Thorsten was able to not only assemble culturally-aligned teams, projected to achieve higher-quality results, but also to plan future development work around the platform's highly-detailed recommendations, further increasing their chances of success.

*"I love how transparent the Bunch model is, and how easy to understand it is, even for non-psychologists. Using Bunch means we are not leaving the success of our technologies up to chance."*

*- Dr. Thorsten Lambertus, Program Manager at Fraunhofer Venture*

## The results

The Fraunhofer Venture team-composition process became significantly more efficient in just 2 weeks, and user-satisfaction with the process increased as well. In addition to performing team simulations, Fraunhofer Venture uses Bunch to monitor and reassess team alignment over the course of each project, combining it with data on overall team success.

Finally, integrating Bunch has meant factoring culture into team composition and utilizing a data-driven approach to building winning ventures. The effects of this change have been increases in team motivation and morale, as well as in the overall success of many Fraunhofer Venture programs.

*"We're invested in the future of technology to enable human success. That's why we use Bunch."*

*- Dr. Thorsten Lambertus, Program Manager at Fraunhofer Venture*

