

‘Honours Degree in Digital Technology and Entrepreneurship’



ZD.B ZENTRUM
DIGITALISIERUNG.
BAYERN

Professor Carolin Häussler; Chair of Organisation,
Technology Management and Entrepreneurship

For more information on the programme visit our website
<http://www.wiwi.uni-passau.de/en/study/dte/honours-degree/>

DTE [Digital Technology
and Entrepreneurship]

Class of 2019

Organisation, Technology Management and Entrepreneurship

Professor Carolin Häussler

Fabian Hans

Laura Körner

Marketing and Innovation

Professor Jan H. Schumann

Dr. Sebastian Schubach

Marketing and Services

Professor Dirk Totzek

Mila Vogelsang

Volkan Koçer

Psychology and Human-Machine Interaction

Professor Susanne Mayr

Robert Luzsa

Data Science

Professor Michael Granitzer

Stefanie Urchs

Public, Media and Information Law

Professor Kai v. Lewinski

Sören Strahl

Startup Expert & Business Angel

Martin Giese



Dear Reader,

The ‘Honours Degree in Digital Technology and Entrepreneurship’ is an interdisciplinary certificate programme which accompanies students in the realization of their digital business idea. While working on their ideas, students are assisted by an interdisciplinary team of academic experts and experienced business practitioners.

Driven by the goal of successfully implementing digital ideas, students from all faculties of the University of Passau develop and evaluate their ideas and transform them into a sophisticated business plan and prototype.

This booklet gives you insights into our 2019-cohort of students and their ideas.

I wish you an interesting and pleasant read!

All the best,

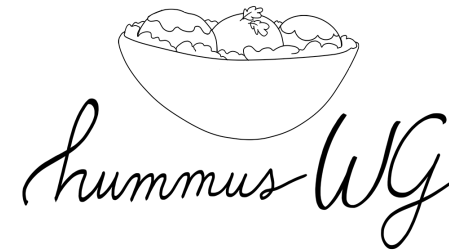
Professor Carolin Häussler
Programme Director



Team Members

Andreas Wollinger (Master Business Administration)
 Gero Camp (Master Business Administration)
 Joanne Colleen Lange (Master Geography)
 Micha Günther (Bachelor Information Systems)
 Pia-Violetta Taufertshöfer (Master Development Studies)
 Simon Riester (Master Business Administration)

PlanBee is revolutionizing bee keeping and species conservation by connecting beekeepers and gardeners. Their product consists of two pillars: a sensor-supported beehive and the app 'Bee-Keepr'. The beehive assists (young) beekeepers with detailed information about their bees and individual recommendations about bee handling. The app 'Beekeepr' provides gardeners with useful information on the creation of a (wild) bee-friendly garden and helpful tools to track and learn about bees. Thereby everyone can contribute to species conservation.



Team Members

Eva-Maria Prey
 (Master International and Cultural Business Studies)
 Theresa Piening (Bachelor European Studies)

Hummus WG provides a unique, customizable and healthy snack alternative in a comforting and welcoming atmosphere. Scoops of Hummus, made of carefully selected organic ingredients, will be served in different varieties (salty & sweet) and come with bread and different toppings. The concept is complemented by a co-working space, 'the WG', and a virtual roommate's area where the favorite hummus can be pre-ordered and ideas exchanged.

Pionize

Team Members

Alexander Lerach
 (Bachelor Business Administration and Economics)
 Maximilian Hauke
 (Bachelor Business Administration and Economics)

Pionize transforms shopping 'Smart Home Systems'. A survey based tool assesses customers' preferences and needs and provides customers within minutes with individual recommendations for 'Smart Home Systems'. Moreover, Pionize allows customers to easily order the preferred 'Smart Home System' and provides tools to track the impact of 'being smart' on energy consumption and financials.



Team Members

Bhavya Madan
 (Master Mobile and Embedded Systems)
 Helia Fakhra
 (Master of Mobile and Embedded Systems)

Vritti uses neurofeedback to improve people's meditation practise. Vritti device records neural activity (brain waves) during people's meditation practice. Based on the collected information and insights from neurosciences, Vritti provides its customers with real time feedback on the progress and quality of their meditation practice. Thereby Vritti supports meditators in understanding which meditation techniques are best for them.



Team Members

Linus Moellers
(Bachelor Business Administration and Economics)
Moritz Falk
(Bachelor Information Systems)

Coffinity strives to bring the benefits of the digital, connected world to the still rather analog world of coffee. Thereby Coffinity addresses two customer groups: the coffee lover and the café owner. The coffee lover will be able to find the best local cafés nearby, book a table as well as order and pay via app. In the individual café area, coffee lovers will find all relevant information about their selected café, e.g., whether work desks or soymilk are available. Through offering these services to coffee lovers, café owners benefit from the digitalization of ordering, payment and marketing processes.



Team Members

Amanda Adwoa Agyeiwaah (Master Computer Science)
Anton Peneff (Bachelor Governance and Public Policy)
Kpughe Kwe Henry Bai-Wung
(Master Mobile and Embedded Systems)

„The definition of genius is taking the complex and making it simple.“ This quotation by Albert Einstein brings the essence of StructJura, a studying platform focusing on law students, to the point. StructJura offers a combination of basic time-structuring functions and tools that assist law students to prepare for their exams in one user friendly app. Thus law students cannot only plan their study time and organize their study material, but also discuss case solutions with fellow students and learn from student mentors.

Programme Structure



Module Overview

- 1. Business Model Incubation:**
In this module, students will transfer their entrepreneurial idea into a real life start-up.
- 2. Marketing Incubation:**
This module provides students with input for marketing research and helps them to market and sell their product or service.
- 3. Web and Data Science Prototyping:**
Students develop data-driven and/or web-based prototypes for evaluating the feasibility of their entrepreneurial idea.
- 4. Psychological Testing:**
Students learn about psychological approaches in developing and evaluating prototypes.
- 5. Law Incubation:**
Law students will help in identifying and handling legal issues regarding the idea and business model.
- 6. Entrepreneurial Negotiation:**
This module prepares students for the complex and unique negotiations in the entrepreneurial world with potential business partners and/or with investors.