

‘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 2020

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

Volkan Koçer

Psychology and Human-Machine Interaction

Professor Susanne Mayr

Dr. Robert Lusza

Data Science

Professor Michael Granitzer

Stefanie Urchs

Sahaya Kulandaisamy

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, especially in the light of the COVID-19 pandemic, 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 2020-cohort of students and their ideas.

I wish you an interesting and pleasant read!

All the best,

Professor Carolin Häussler
Programme Director



Team Members

Antonia Barbarino
(Bachelor International Cultural and Business Studies)
Katherine Kitur (Law)
Charlotte Thanhäuser (Law)
Liu Wuheng (Bachelor Business Administration and Economics)

Smart Local motivates young students and locals to familiarize themselves with the city and region they live in. The goal is to encourage them to stay instead of migrating to bigger cities. Being a gamified quiz application, Smart Local combines entertainment with the value of gaining knowledge about your area. Currently, the main focus lies on the city of Passau, with plans to further expand the application to many other cities across Germany and Europe.



Team Members

Ann-Katrin Hess (Bachelor Business Administration and Economics)
Martin Schmid (Bachelor Computer Science & Bachelor Mathematics)
Benjamin Streifeneder
(Bachelor Business Administration and Economics)
Tician Streifeneder
(Bachelor Business Administration and Economics)

Acade connects tutors and students and helps them to find their ideal counterpart by linking knowledge between people. The sophisticated matching system based on users' respective learning preferences makes tutoring as easy as possible. The core goal of Acade is to optimize knowledge exchange, lesson organization and payment processing. Ensuring affordability for everyone involved, Acade relies on a transaction-based model which only charges users if they received the expected service.



Team Members

Patrizia Fenzl
(Master Media and Communication)
Harish Swaminathan Gopal
(Master Mobile and Embedded Systems)

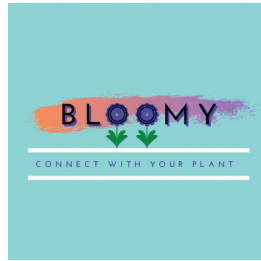
Contamination of drinks with fluid drugs at events is a growing concern in today's society. DrinkGuard presents a unique preventative solution for this problem in form of a physical safeguard with an electronic locking system in order to protect glasses and bottles. Moreover, DrinkGuard shelters drinks from (viral) bacteria as well as other impurities and prevents spillage. DrinkGuard therefore offers a sustainable, time- and money-saving solution to guarantee the customer's safety and reduce mental stress caused by the need to constantly supervise drinks.



Team Members

Hoai Ngan Truong (Master Business Administration)
Jas Dev Singh (Master Computer Science)

NearPeer offers a digital solution for same-day intra-urban delivery services and connects delivery people and shop owners in a simplified way. NearPeer promotes local consumption and further increases convenience and transparency of online shopping through scheduling and real-time tracking. Local shops gain new opportunities to increase sales and customer satisfaction through e-commerce activity. Ensuring that shop owners without e-commerce experience are able to profit from this new way of reaching their customers, NearPeer provides various tools for managing online sales processes.



Team Members

Natasha Hartano (Bachelor Computer Science)
 Sascha Klughardt (Bachelor Governance and Public Policy)
 Elian Wira Sena (Master Mobile and Embedded Systems)
 Siti Aisyah Putri Utami
 (Bachelor International Cultural and Business Studies)

ELÖFT (formerly Bloomy) is a gaming application that is connected to a smart planting pot at the user's home. Thus, it enables a connection between reality and game through the help of new technology. The customer is able to connect the ELÖFT smart planting pot with games and functions available on the accompanying application. While using ELÖFT the costumer is not only playing an entertaining game but simultaneously learning about plants and their maintenance. ELÖFT encourages its users to acquire new skills and knowledge while playing short and interesting mini-games wherever and whenever they like.



Team Members

Artur Antin (Bachelor Information Systems)
 Raphael Sauer (Bachelor Governance and public policy)
 Felix Stöcker (Bachelor Business Administration and Economics)

Outscout is an app targeted at young people and students, providing them with an overview of clubs, bars and restaurants in the area. Localities are able to set up profiles on Outscout and decide which information they want to share. This enables users to find useful information like menus, prices, opening hours and entrance fees quickly. As a special feature Outscout conveniently compiles all special offers, eg. happy hours, into one list to further speed up the search process. This makes Outscout an all-in-one solution for simplifying the process of gathering information about going out.



Team Members

Steffanie Dell
 (Master European Studies)
 Muthusubramanian Senthil Kumaar
 (Master Computer Science)

Quick make-up removal. The softest fabric of ecological origin. A reusable beauty tool that will make you happy for a long time. LAV make-up removal pads are the sustainable alternative to disposable cotton pads commonly used for make-up removal. The LAV pads are convincing in several ways: the material is made of certified organic cotton, they are designed in a resource friendly way and they can be easily washed and reused. With an e-commerce focus, LAV adapts to the needs of digital natives and also satisfies the growing demand for sustainable beauty products.



Team Members

Carl Fink
 (Bachelor Business Administration and Economics)
 Christian Nagel
 (Bachelor Business Administration and Economics)

Eddy, easy. provides preassembled DIY lamp sets that allow you to create and customize your very own designer lamp in just a few simple steps. All you need is your favourite bottle and the Eddy, easy. DIY lamp set. If you don't have a bottle at hand, you can always choose from the Eddy, easy. collection. With the Eddy, easy. set including eight components and a simple instruction manual you can set up your lamp in no time. The Eddy, easy. designer lamp gives your home a unique personal touch!



Antin Artur
Bachelor Information Systems



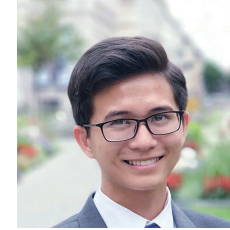
Barbarino Antonia
Bachelor International Cultural and Business Studies



Dell Steffanie
Master European Studies



Fenzl Patrizia
Master Media and Communication



Hoai Ngan Truong
Master Business Administration



Kitur Katherine
Law



Klughardt Sascha
Bachelor Governance and Public Policy



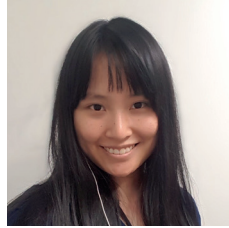
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Fink Carl
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Gopal Harish Swaminathan
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Nagel Christian
Bachelor Business Administration and Economics



Sauer Raphael
Bachelor Governance and Public Policy



Schmid Martin
Bachelor Computer Science & Bachelor Mathematics



Singh Jas Dev
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Streifeneder Benjamin
*Bachelor Business
Administration and
Economics*



Streifeneder Tician
*Bachelor Business
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Stöcker Felix
*Bachelor Business
Administration and
Economics*



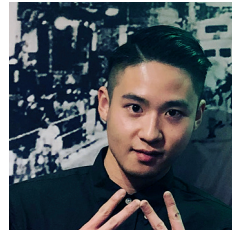
Thanhäuser Charlotte
Law



Utami Siti Aisyah Putri
*Bachelor International
Cultural and Business Studies*

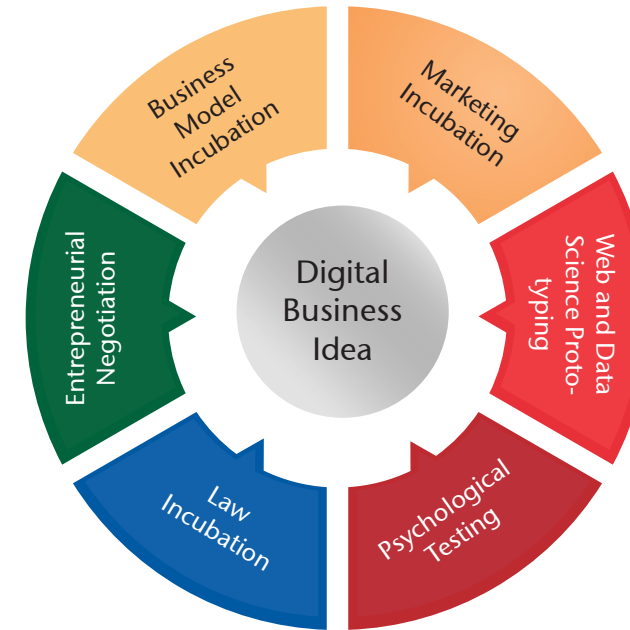


Wira Sena Elian
*Master Mobile and
Embedded Systems*



Wuheng Liu
*Bachelor Business
Administration and
Economics*

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.