

## ‘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 2021*

**Organisation, Technology  
Management and Entrepreneurship**

*Professor Carolin Häussler  
Fabian Hans  
Laura Körner*

**Marketing and Innovation**

*Professor Jan H. Schumann  
Lea Postel  
Dr. Sebastian Schubach*

**Marketing and Services**

*Professor Dirk Totzek  
Philip Möhrle*

**Psychology and Human-Machine Interaction**

*Professor Susanne Mayr  
Vanessa Fischer  
Dr. Robert Luzsa*

**Data Science**

*Professor Michael Granitzer  
Sahaya Kulandaisamy*

**Public, Media and Information Law**

*Professor Kai v. Lewinski  
Sören Strahl*

**Strategic Management, Innovation,  
and Entrepreneurship**

*Professor Andreas König  
Hendrike Werwigk*

**Intercultural Communication**

*Professor Christoph Barmeyer  
Constanze Ruesga Rath*

**Institute for Applied Ethics**

*Dr. Annekartin Meißner*

**Startup Experts & Business Angels**

*Martin Giese  
Dr. Andreas Pfeifer*



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.

Driven by the goal of successfully implementing their business ideas, students develop and evaluate their ideas and transform them into a sophisticated business plan and prototype over a time span of ten months. While working on their ideas, students are assisted by an interdisciplinary team of academic experts from all faculties of the University of Passau and experienced business practitioners.

This booklet provides you with insights about the ideas of the 2021 cohort as well as the individual students behind these ideas.

I wish you an interesting and pleasant read!

All the best,

Professor Carolin Häussler  
Programme Director



#### Founder(s)

Jenni Rall  
Nelly Rahimy  
Tom Stadelmann

Gender-based discrimination is still prevalent worldwide – particularly in agriculture, where women are disadvantaged concerning access to education, job opportunities and arable land. KurkuMama cooperates closely with women farmers in Costa Rica to produce a drinking powder for Curcuma Latte. In contrast to the traditional ayurvedic recipe we add roasted and ground cashews. This ensures a fast and easy preparation (even without milk!) and a creamy drinking experience. By establishing this superfood beverage in Germany, we strive to empower women in agriculture in Latin America and contribute to a healthy lifestyle in Germany.



#### Founder(s)

Raphael Pancke

Many car workshops are not digitalised yet. A lot of paperwork, an inflexible schedule system, and gaps in the repair documentation (e.g., with respect to material used) are common issues car workshops have to deal with on a daily basis, all leading to inefficiencies and money burnt. The vision of WorkAll is to digitise and simplify the entire process in the car workshop from the first customer contact, to the service at the car itself and finally up to sending out invoices by introducing software specifically designed for car workshops. By using this software, car workshops save time, reach higher productivity and efficiency levels and thus can operate more sustainably.



#### Founder(s)

Fayyozakhon Maksudova  
Laura Vogel  
Yeqing Li

Socie is a socially oriented startup that aims to contribute to the improvement of society by bringing elderly people and students together. More specifically, the goal of Socie is to set up individual meetings between elderly people and students via a digital platform to strengthen the bond between generations and to contribute to fighting loneliness in old age. Through Socie, elderly people benefit from socialising and talking to students, while students are able to do good for society and learn from other generations and earn something.



#### Founder(s)

Manuel Burger

Tyrunio is an online platform that forms communities of athletes and their fans, making both success and funding in sports a community effort. Tyrunio aims to be the number one website for professional sport content and interaction with athletes. Athletes on the platform benefit from being visible on the platform which makes close interaction with fans possible and increases their attractiveness. Although participating on the platform is completely free, fans can decide to subscribe their favourite athletes with a monthly payment and unlock additional account features. Tyrunio – support is success!



*Founder(s)*

Adonis Almagro  
Felicita Strickmann



*Founder(s)*

Anne Lefringhausen  
Lucia Delgado  
Manuel Rauner  
Samantha Bischof  
Sarah Hohenner  
Sophia Jaegers

Planalize is a personnel shift scheduling tool offered as a SaaS. Planalize's focus is the automatization of shift scheduling and increasing employee satisfaction by taking into consideration individual living circumstances and preferences. Planalize's shift plan stands out through a better work-life balance, a more attractive working environment and higher fairness by better distribution of workload. Planalize allows companies to save both time and costs in their personnel scheduling process, while creating a competitive advantage in terms of less employee turnover and an increased level of employee satisfaction.

INN.MYBAG saves outdated roll-ups and advertising banners from being burned in a incineration plant and gives them a second life. Our mission is to solve social challenges by economic actions and thereby promote the empowerment of women. At the same time, we want to set an example for resource conservation and against the throwaway society and promote the recycling of used materials through our upcycling products. Every product of us is upcycled and truly unique!



**Adonis Almagro**  
Master Business  
Administration



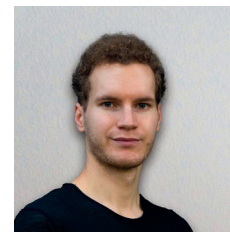
**Anne Lefringhausen**  
Bachelor International  
Cultural and Business Studies



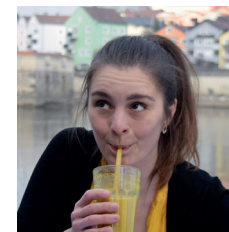
**Fayyozakhon Maksudova**  
Master International  
Economics and Business



**Felicitas Strickmann**  
Law



**Manuel Rauner**  
Bachelor International  
Cultural and Business Studies



**Nelly Rahimy**  
Master International  
Cultural and Business Studies



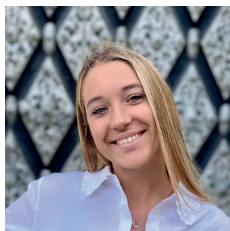
**Raphael Pancke**  
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Administration



**Samantha Bischof**  
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Administration



**Jenni Rall**  
Master International  
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**Laura Vogel**  
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Cultural and Business Studies



**Lucia Delgado**  
Bachelor International  
Cultural and Business Studies



**Manuel Burger**  
Master Business  
Administration



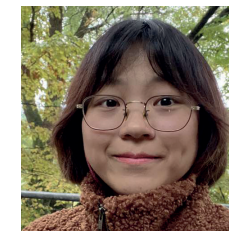
**Sarah Hohenner**  
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Cultural and Business Studies;  
Bachelor Business  
Administration and Economics



**Sophia Jaegers**  
Bachelor International  
Cultural and Business Studies



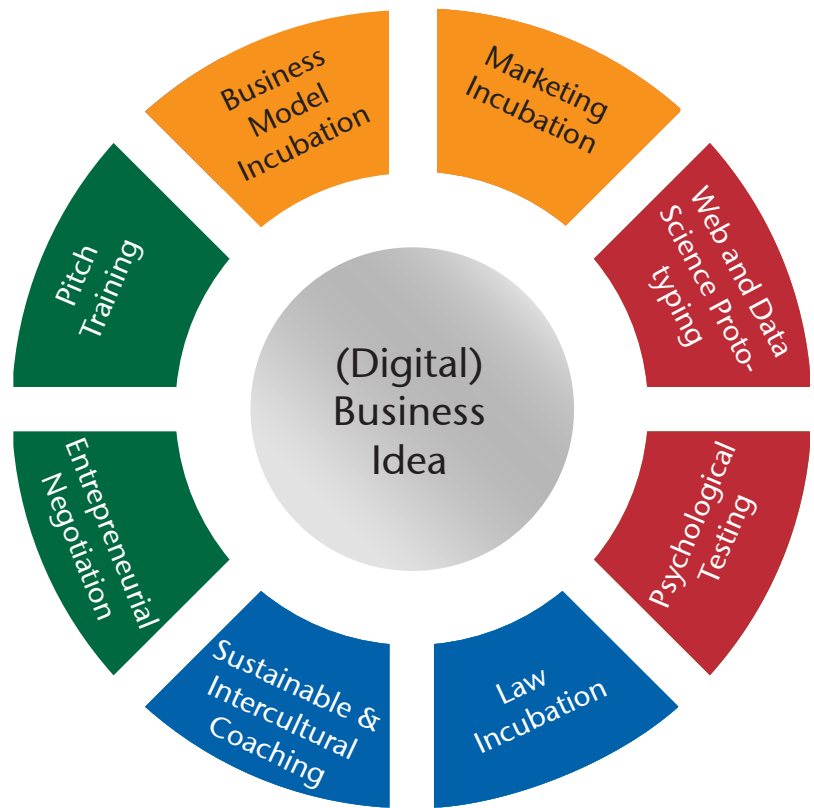
**Tom Stadelmann**  
Master International  
Cultural and Business Studies



**Yeqing Li**  
Master Development  
Studies



## Programme Structure



## Module Overview

- 1. Business Model Incubation:**  
In this module students will learn how to identify and to quantify their market opportunity, to conceptualize a sound business model, and to develop a convincing business plan.
- 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. Sustainable & Intercultural Coaching:**  
Students will learn how to assess and work on intercultural, social, and environmental aspects regarding their idea, business model and team.
- 7. Entrepreneurial Negotiation:**  
This module prepares students for the complex and unique negotiations in the entrepreneurial world with potential business partners and/or investors.
- 8. Pitch Training:**  
Students learn how to convincingly communicate their idea and business model to investors, coaches, employees, or customers.