UNIVERSITY OF PASSAU

'Honours Degree in Entrepreneurship'

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

Class of 2023

Organisation, Technology Management and Entrepreneurship
Professor Carolin Häussler
Professor Olga Goncharova
Laura Bregenzer
Fabian Hans

Marketing and Innovation
Professor Jan H. Schumann
Dr. Sebastian Schubach
Lea Postel

Marketing and Services
Professor Dirk Totzek
Dr. Alisa Keller
Philip Möhrle

Psychology and Human-Machine Interaction
Professor Susanne Mayr
Vanessa Fischer

Data Science
Professor Michael Granitzer
Sahaya Kulandaisamy

Public, Media and Information Law
Professor Kai v. Lewinski
Thomas Stecher

Strategic Management, Innovation, and Entrepreneurship
Professor Andreas König
Friederike Hawighorst
Moritz Maier

Intercultural Communication
Professor Christoph Barmeyer
Dr. Sina Großkopf

Institute for Applied Ethics
Professor Bernhard Bleyer
Nelly Rahimy

International Management and Social Entrepreneurship
Professor Suleika Bort
Professor Jan-Philipp Ahrens
Kevin Koziol

Startup Expert & Business Angel
Martin Giese

Dear Reader,

The 'Honours Degree in 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 six 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.

We are very pleased that we were again able to support two teams – Healthy Food Court and VR Tourism – from our Ukranian Partner University Kyiv National Economic University (KNEU) during the development of their ideas.

This booklet provides you with insights about the ideas of the 2023 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

Team members:

Kumar Amber
Pranav Deo
Meghana Kammaradi Suresh
Akanksha Vijayvergia

Team members:

Christina Engl
Juan Guallpa
Huseyn Rasulov
Vanessa Schott
Asel Termirbekova

Amp Avenue aims to create a platform that benefits everyone involved in electric vehicle charging infrastructure, including charging station providers, car manufacturers, and electric providers. In a first step, an application provides electric vehicle end users with a safe, hassle-free, and efficient charging experience without any concerns regarding compatibility, waiting times, or real-time rates. Amp Avenue intends to generate revenue by implementing a service-based subscription model for their end users.

GovTech Solutions is a consulting firm that offers tailored, service-focused digital transformation consulting to small and medium-sized municipalities in Bavaria. Their mission is to improve citizen services through a comprehensive digitalization strategy. GovTech earns revenue through project-based contracts based on the extent and intricacy of their services.

Founder:

Ramiza Bajrami

Team members:

Victor Koval
Artem Venher
Illia Volosatov

EmoGi aims to address an elementary problem of the school system: the lack of emotional education. Using digital technology, EmoGi creates a virtual space for emotional exchange and education. In this virtual space, pupils are supported in managing their emotions and learning about different strategies to deal with emotions. The virtual space will be available to schools (and lateron to parents) through a subscription model.

The goal of Healthy Food Court is to offer a range of nutritious options that can be ordered in-person at a dedicated food court or through a mobile app in Kyiv metropolian area. Through the mobile app, customers can also access calorie information and receive customized meal plans based on their individual lifestyle, health goals or medical conditions. Healthy Food Court is committed to ensuring that food arrives warm and fresh, using specialized thermal boxes for delivery. As the customer base grows, there are plans to expand the service across Ukraine.

Team members:

Rita Akhmetova
Luisa Hell

Pigeon Friends aims to address the challenge of the overpopulation of city pigeons, causing issues for humans and animals. For this purpose, pigeon houses are used. The pigeon houses give access to the pigeons' nests and eggs allowing to ethically and effectively regulate the pigeon population and thereby city dirt. The service of Pigeon Friends includes organizing, constructing pigeon houses, and providing ongoing care. Their main customers are municipalities and real estate companies, mutually benefiting all stakeholders involved.
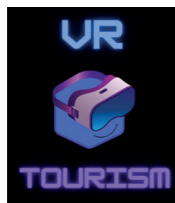
Team members:

Ivan Moskalenko
Katya Vovchenko

VR tourism aims to bring the history of Ukrainian cities to life for people all around the world using virtual reality technology. Their focus is on creating an application that will allow users to explore cities, historical landmarks, and events from centuries past through the use of a virtual reality headset. While they are primarily focused on offering their products online, they also plan to offer virtual reality tours of cities allowing visitors to compare the past and present reality. Their main goal, however, is to make history accessible and fascinating to as many people as possible through our virtual reality experience.

Kumar Amber
Master Computer Science

Rita Akhmetova
Master Computational Mathematics

Ramiza Bajrami
Master Governance and Public Policy
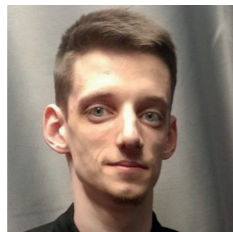

Pranav Deo
Master Computer Science

Christina Engl
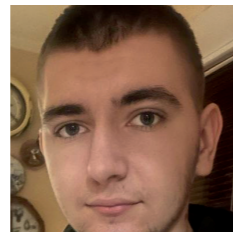*Master Governance and Public Policy*

Juan Guallpa
Master Governance and Public Policy

Luisa Hell
Law

Victor Koval
Bachelor International Economic Relations (KNEU, Ukraine)

Ivan Moskalenko
Bachelor International Economic Relations (KNEU, Ukraine)

Asel Termirbekova
Master Development Studies

Artem Venher
Bachelor International Economic Relations (KNEU, Ukraine)

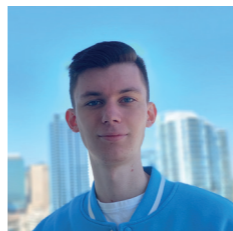**Akanksha Vijayvergia**
Master Computer Science

Huseyn Rasulov
Master Computer Science

Vanessa Schott
Bachelor Business Administration and Economics

Meghana Kammaradi Suresh
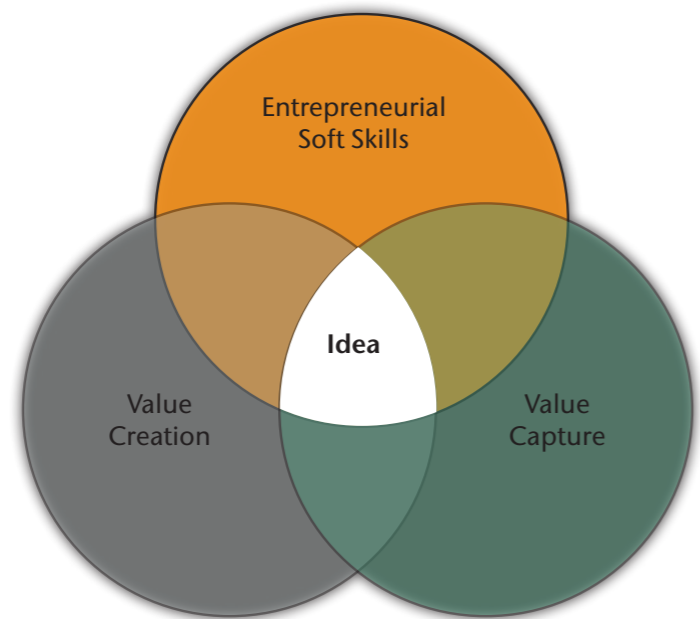*Master Computer Science*

Illia Volosatov
Bachelor International Economic Relations (KNEU, Ukraine)

Katya Vovchenko
Bachelor International Economic Relations (KNEU, Ukraine)

Programme Structure

Throughout the 'Honours Degree in Entrepreneurship' participating teams receive guidance from the five Start-up-Hubs of the University of Passau: Business Model, Digitalisation, Interculturality, Legal and Sustainability. In project-based workshop and coaching sessions, the teams refine their business ideas (value creation), develop convincing strategies (value capture) for their individual next step, and acquire important entrepreneurial soft skills.

Workshop Overview

Customer & Market
This workshop introduces teams to fundamentals of market research and supports them in understanding their target customers, quantifying their market opportunity and learning about their competitive environment. Based on these insights students are guided in refining their idea.

Stakeholder & Business Impact
This workshop supports the teams in identifying relevant internal and external stakeholders and their needs. Teams are also encouraged to reflect on the ecological and social added value of their business and how they can embed sustainability into their vision and purpose.

(Digital) Prototyping & Evaluation
In this workshop the teams get an opportunity to build a (digital) prototype, to enhance their idea from a human-machine interactive perspective as well as from an (available) data perspective. Along with that, the basics of consumer psychology are introduced to facilitate the creation and evaluation of prototypes.

Value Proposition
In this workshop, teams learn how to quantify the value they create for their customers and beneficiaries. Based on that the teams design a clear and compelling value proposition.

Marketing, Revenue Model & Pricing
This workshop focuses on selecting a revenue model that fits the idea, set a suitable price, and developing a sound marketing mix and sales concept.

Sustainable Business Models
In this workshop, the teams learn how to balance the environmental, social and economic impacts of their business idea as entrepreneurs. In addition, the teams identify relevant cost positions and set them in comparison to their revenue streams to develop a sound financial model.

Intercultural Sensitivity & Marketing
This workshop supports the teams in identifying crucial intercultural aspects of their business and accompanies them in dealing with them in purposeful way.

Legal Coaching
This coaching helps the teams with individual legal issues that might occur during an entrepreneurial journey.

Entrepreneurial Soft Skills
These workshops focus on teamwork strategies, conflict resolution in entrepreneurial teams, and complex negotiations occurring an entrepreneurial setting. Participants also learn how to convincingly communicate and present their business idea.