

'Honours Degree in Entrepreneurship'

PATEC
Passau the
Entrepreneurial
Campus

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for Economic Affairs
and Climate Action

eXIST

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Funding for the expansion in sustainability and interculturality of the existing Digital Technology and Entrepreneurship (DTE) structures of the 'Honours Degree'



**Bayerische
M+E Arbeitgeber**

Funding for the existing Digital Technology and Entrepreneurship (DTE) structures of the 'Honours Degree'



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

Class of 2022

**Organisation, Technology
Management and Entrepreneurship**

*Professor Carolin Häussler
Laura Bregenzer
Fabian Hans*

Marketing and Innovation

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

Marketing and Services

*Professor Dirk Totzek
Alisa Keller
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
Thomas Stecher
Sören Strahl*

**Strategic Management, Innovation,
and Entrepreneurship**

*Professor Andreas König
Friederike Hawighorst
Hendrike Werwigk*

Intercultural Communication

*Professor Christoph Barmeyer
Constanze Ruesga Rath*

Institute for Applied Ethics

*Dr. Annekatrin Meißner
Nelly Rahimy*

**International Management and
Social Entrepreneurship**

*Professor Suleika Bort
Kevin Koziol*

Startup Experts & Business Angels

*Martin Giese
Dr. Andreas Pfeifer*



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 this year we were able to support two teams – Hot-Pack and TvorchaBa – from the Ukrainian partner university Kyiv National Economic University (KNEU) during the development of their ideas.

This booklet provides you with insights about the ideas of the 2022 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:

Eunice Abieyuwa Igbinedion
Maureen Orji
Annette Riese

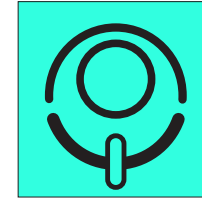
BayernConnectEd is all about the power of culture. As regional culture can have strong impact on functional areas such as marketing, distribution, and sales, we offer Bavarian courses. In our courses we share insights in the Bavarian dialect and culture, and by this help to connect people in intercultural work teams. BayernConnectEd is available online, i.e., as an app with gamification, and offline, i.e., through organized cultural events and language lessons. By this we also contribute to rising cultural awareness and passing on cultural knowledge in a positive format.



Team members:

Vanessa Nering
Sophie Pernkopf
Jasmin Schwarz

We are Jasmin, Vanessa, and Sophie – the founders of Boxie. With Boxie, learning about nutrition becomes a fun and exciting experience for children, as we offer different themed boxes that teach children about a balanced diet and a healthy lifestyle in a child-friendly and fun way. The boxes contain various games, stories, and activities that can easily be integrated into everyday life. Our goal is that children become more self-confident and independent in regard to nutrition and to develop an awareness of a healthy lifestyle.



Team members:

Maximilian Adelheit
Mariem El-Kaffas
Sebastian Feller
Ahmad Odehs

With CONNI, wearing contact lenses is now for everyone. Whether you are a complete beginner, who struggles with contact lens insertion or an experienced lens wearer looking for a cleaner and more practicable way to handle your lenses. CONNI is a portable, handy device that makes contact lens insertion easy, clean and comfortable. The precise mechanism of CONNI eliminates typical problems with lens insertion like trembling hands or eye closing reflexes. No mirrors or prior handwashing are needed. The CONNI facilitates clean and secure lens insertion every time, everywhere!



Team members:

Hrishikesh Jadhav
Siddhant Sahoo
Smit Soni

GreenifyUp is a nutrition statistics platform that helps users make healthier food choices. On the basis of supermarket bills and with the help of AI, GreenifyUp classifies the products bought by a household. Based on this data GreenifyUp is able to approximate weekly sugar and nutritional consumption and compare it to recommended standards which allows the customers to adapt their food choices. Moreover, GreenifyUp can notify its users when certain products are about to expire and thereby contribute to the sustainable use of foods.



Team Members:

Nazar Sukhotskyi
Iryna Ruzhylova
Mariia Valiieva

HotPack is a Ukrainian start-up that specializes in instant meals of high-quality targeting mainly healthy eaters and of-fice workers. The first product of HotPack is a soup: Ukrainian borscht – 100% veggie, full of vitamins and fibre. The soup is ready to be eaten anywhere (no cutlery needed!). Customers only need to add some boiling water in the package to enjoy meal! In the course of the war, HotPack has launched a volunteer initiative. On the basis of donations, soups are produced in larger units and made available to those in need through volunteering organizations.



Team members:

Abdumalik Gulomjonov
Nuray Kenzhebekova
Oibekaoi Mamasaidova
Sukeerthi Sanjay Kumar

Our idea is to make shopping for clothes smarter and faster. Thus, our app will only show those clothes, that suit the clothing lines of our customers, based on Kibbe's philosophy. The Kibbe philosophy is about guiding people on how to use clothes as a tool to bring out the natural beauty of a person instead of making people look taller or thinner. The app's guidance makes shopping for our customers more targeted, sustainable and quicker. Our revenue will come from subscriptions and partnerships with clothing producers.



Team members:

Christina Dinius (external team-member)
Thea Kakavand
Florian Niederhuber

Lesson Organizer is a system that allows lesson planning in a flexible, well-structured, and more collaborative way. Lesson Organizer is currently available analogously as a set of cards, supported by a web-based app. In the future, the digital version of Lesson Organizer will include a lesson design and management tool. Lesson Organizer saves teachers time and energy, which they can in turn use for the benefit of a better work-life balance and to concentrate more on student-teacher-relationship. The app will be offered as a subscription model in lite and premium version.



Team members:

Yuliia Havriushenko
Dariia Mukha
Kateryna Myslytska

TvorchBa's vision is to empower Ukrainian retirees by enabling them to augment their pensions through the sale of handmade products (mainly clothing and accessories). In order to reach a large group of potential buyers, TvorchBa handels the sales for which it relies mainly on digital sales channels. Furthermore, TvorchBa encourages communi-cation between the generations by enabling direct exchange between buyers and retirees (producers).



Team members:

Olivia Jaron
Stefan Oberhofer

The goal of WeBackpack is to create a central digital home for the backpacker and digital nomad community around the world. Our all-in-one „travel & work“ social platform significantly simplifies the organizational process of travel planning by consolidating all important functions in one central location, enabling carefree travel and work. Among other things, this is realized by an AI-supported evaluation of user-generated content. WeBackpack captures value through bookings made via our partners on the platform and a subscription-based model for our users.



Maximilian Benedikt Adelheit
Master Business Administration



Ahmad Odeh
Master Computer Science



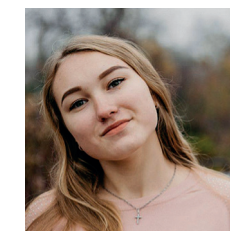
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Bachelor Business Administration and Economics



Sebastian Feller
Master International Cultural and Business Studies



Abdumalik Gulomjonov
Master International Economics and Business



Yuliia Havriushenko
Bachelor International Economics (KNEU, Ukraine)



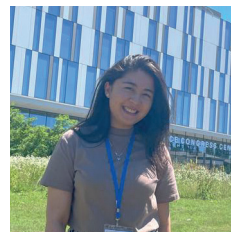
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Master Development Studies



Hrishikesh Jadhav
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Engineering*



Olivia Jaron
*Master Business
Administration*



Oibekaoi Mamasaidova
*Master International
Economics and Business*



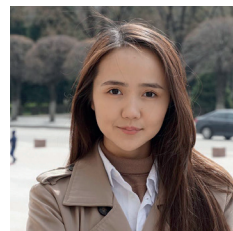
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(KNEU, Ukraine)*



Kateryna Myslytska
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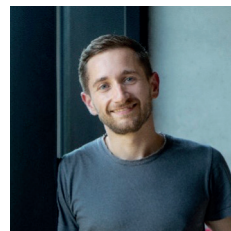
Thea Kakavand
*Student Trainee
(FAU Erlangen-Nuremberg)*



Nuray Kenzhebekova
*Master International
Economics and Business*



Sukeerthi Sanjay Kumar
Master Computer Science



Florian Niederhuber
*Master Computer Science
(Alumni)*



Vanessa Nering
*Bachelor Media and
Communication*



Sophie Pernkopf
*Bachelor Governance and
Public Policy & Bachelor
Business Administration
and Economics*



Stefan Oberhofer
Master Information Systems
& Global IT Management
(Double Degree)



Maureen Chidinma Orji
Master International
Economics and Business



**Le Mai Huong Annette
Riese**
Bachelor International
Cultural and Business
Studies



Smit Soni
Master Artificial Intelligence
Engineering



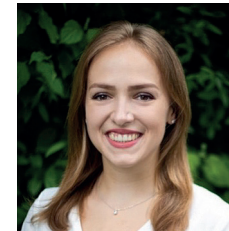
Nazar Sukhotskyi
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(KNEU, Ukraine)



Iryna Ruzhylova
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(KNEU, Ukraine)



Siddhant Sahoo
Master Artificial Intelligence
Engineering



Jasmin Schwarz
Bachelor Business
Administration and
Economics



Mariia Valiieva
Bachelor International
Economics (KNEU, Ukraine)

Programme Structure



Throughout the ,Honours Degree in Entrepreneurship' participating teams receive guidance from six incubations. In project-based workshop and coaching sessions, the teams refine their business ideas and develop convincing strategies for their individual next steps, such as market entry.

Incubation Overview

Business Model Incubation:

In the 'Business Model Incubation' the teams are coached in strategies to transfer their idea into a real-life start-up by working on sharpening the business idea, developing a clear and compelling value proposition, quantifying the market opportunity, identifying a suitable revenue model and establishing a sound marketing and sales concept.

Legal Incubation:

The 'Legal Incubation' helps the teams with individual legal issues that might occur during an entrepreneurial journey. As aspiring entrepreneurs, the teams learn how to identify legal questions with regards to their business models or prototypes and how to take them into account.

Digital Incubation:

In the ,Digital Incubation', the teams get an opportunity to build a 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 that most efficiently and effectively improve the team's concepts.

Sustainable Incubation:

The 'Sustainable Incubation' is designed to support the teams in generating and validating the social and sustainable added value of their business ideas and how to embed sustainability into their vision, purpose, and business models to realize a sustainable competitive advantage.

Intercultural Incubation:

The ,Intercultural Incubation' supports the teams in identifying crucial intercultural aspects for their business by highlighting the impact of culture and interculturality as well as the usage of numerous (inter)cultural resources of entrepreneurs constructively and purposefully for their value creation.

Entrepreneurial Soft Skills:

In addition to the other incubations, the teams also benefit from a set of courses on 'Entrepreneurial Soft Skills' focusing on strategies of teamwork and conflict solving in entrepreneurial teams, on complex and unique negotiations in the entrepreneurial world, and on skills how to convincingly communicate and pitch an idea and business model that sticks.