



UNIVERSITÄT  
HOHENHEIM

# Industry Challenge Master Seminar WS21/22: Info Flyer

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# What is this seminar about?

Practitioner-oriented seminar: you act as a startup team that develops a solution for a real world challenge of the finance industry.

## Basics

- Practitioner-oriented seminar with limited spots available
- **Non-virtual mandatory appointments. You cannot participate in this seminar as an online course!**
- You will be presented with one or multiple real world industry challenges by our business partners.
- This semester's business partners are:
  - [Stuttgart Financial](#)
  - [LBBW](#)
- You will form teams of 3-4 students.
- Teams will act as founder teams of a startup and develop solutions for real world industry challenges.

## Why this seminar is awesome!

- It won't get more practitioner-oriented at a university...
- Learn more about **entrepreneurship & finance** in a **fun and hands-on atmosphere!**
- **Get to know managers of our business partners** that will support you and have actual interest in your ideas.
- **Create your own job!** Use this seminar as a kick-start into the startup world...
- ... LBBW is looking for new startups to collaborate with.
- ... Stuttgart-Financial is looking for startups to include into their accelerator program.
- Some participants may be awarded with exciting **goodies** from our business partners.

# What is this semester's challenge?

This semester's challenge is posed by one of the largest banks in Germany: LBBW.

LBBW

## Assignment



Hello I'm Tim, the head of Innovation Management and we need your support and ideas in developing new business innovation in our company.

These days customer needs are becoming diverse, competition and performance transparent and customers more demanding. New players are breaking through paradigms and offering customers new solutions at shorter time intervals. As a medium-sized universal bank, LBBW is therefore constantly on the scout for business innovations for our SMEs. By business innovations, we mean digital solutions for customer needs that are characterized by novelty in combination with economic implementation. The focus is on securing future viability through new earnings contributions beyond the current core business for existing and new customers alike.

We have defined several innovation fields in which we are looking for innovation potential, e. g. based on markets, trends, product categories or technologies or a combination of these. In our first search field sustainability driven business, we aim at supporting our customers in making their value and supply chain sustainable and future-proof. In this regards our customers trustfully rely on our innovations in finance and transaction issues. In our second search field, IOT / Industry 4.0 driven business, we want to qualify our customers to make the best possible use of Industry 4.0 / Internet of Things and they trust in LBBW's enabling of ecosystems to seize these opportunities.

I'm looking forward to your support and ideas and I am excited to see which business innovation you and your team come up with. I will see you at the end of the semester and I am already curious to the pitch of your innovation.

Sincerely yours

Tim Klopsch

- ❖ Be creative and act like a real Startup
- ❖ Apply your theoretical knowledge in practice
- ❖ Convince with a profound problem-solution-fit
- ❖ Present your idea to one of the largest banks in Germany



[Link: watch the video!](#)

# Who can participate in this seminar?

Students of 3 programs can participate: M.Sc. Management, M.Sc. International Business & Economics, and M.Sc. Information Systems.

Study Program	Type of crediting
M.Sc. Management	<ul style="list-style-type: none"><li>• Free Elective (“Freier Wahlbereich”) 6 CP</li><li>• Focus Seminar Finance (“Schwerpunktseminar”) 6 CP</li><li>• Focus Seminar Management (“Schwerpunktseminar”) 6 CP</li><li>• Focus Seminar Marketing &amp; Management Insights (“Schwerpunktseminar”) 6 CP</li></ul>
M.Sc. International Business & Economics	<ul style="list-style-type: none"><li>• Free Elective 6 CP</li><li>• Major Seminar Innovation Management &amp; Economics 6 CP</li></ul>
M.Sc. Information Systems (“Wirtschaftsinformatik”)	<ul style="list-style-type: none"><li>• Free Elective (“Wahlbereich”) 6 CP</li></ul>

**The module is not yet available in HohCampus. We will provide you with further information on how to register during the semester through ILIAS.**

# How is this seminar structured?

The seminar consists of two mandatory parts: seminar specific appointments and the Startup Garage Hohenheim (SGH).

## Part 1: Seminar specific appointments

Date	Time	Content	Location
Di, 02.11.2021	13:30 – 15:30	Kick-off: general info & get to know	Zoom
Di, 11.01.2022	13:30 – 16:30	Intermediate presentation + feedback	LBBW (tba)
Fr, 14.01.2022	13:30 – 15:30	Training: Describing your business with a six pager	Zoom
Mi, 23.03.2022	13:30 – 16:30	Final presentation & feedback + get together	Stuttgart Financial (Board Room)

**The link to our Zoom sessions will be made available to admitted participants via ILIAS.**

## Part 2: Startup Garage Hohenheim (SGH)

Date	Time	Content	Location
We, 03.11.2021	17:00 – 19:30	Team creation! Intro & Ideas; Importance of Teams	HS 10
We, 17.11.2021	17:00 – 19:30	Team & problem exploration	HS 10
We, 01.12.2021	17:00 – 19:30	Solution development	HS 10
We, 15.12.2021	17:00 – 19:30	Prototyping / MVP	HS 10
We, 12.01.2022	17:00 – 19:30	Business Models	HS 10
We, 26.01.2022	17:00 – 19:30	Pitch Training (Mentoring)	HS 10
We, 16.02.2022	17:00 – 19:30	Mentoring (Pitch Training)	HS 10

# Who is organizing this seminar?

Three chairs of the University of Hohenheim collaborate to offer this seminar.

## Seminar Supervision



**Prof. Dr. Bernd  
Ebersberger**

Professor for Innovation Management,  
University of Hohenheim



**Prof. Dr. Andreas  
Kuckertz**

Professor for Entrepreneurship,  
University of Hohenheim

## Advisory Function



**Prof. Dr. Hans-Peter  
Burghof**

Professor for Banking and Financial  
Services, University of Hohenheim

## Contact:

- Thomas Leicht [thomas.leicht@uni-hohenheim.de](mailto:thomas.leicht@uni-hohenheim.de) Research Assistant, Chair for Innovation Management
- Maximilian Scheu [maximilian.scheu@uni-hohenheim.de](mailto:maximilian.scheu@uni-hohenheim.de) Research Assistant, Chair for Entrepreneurship

# How can you apply for this seminar?

Limited number of spots available. You have to apply to participate. We choose participants on the basis of their applications.

- To apply, please send us the following **three things** via mail **until 29.10.2021 24:00** the latest:
  1. Short **motivation video**:
    - Tell us your name and why you want/should participate
    - Max. 45 seconds
    - You may want to store the video on a cloud service and send us the link. Make sure it is easily accessible.
  2. **CV** as PDF file
  3. **Confirm in one sentence** that you can attend the non-virtual appointments.
- Please address your mail with the subject line “Industry Challenge Application” to [thomas.leicht@uni-hohenheim.de](mailto:thomas.leicht@uni-hohenheim.de) and include [maximilian.scheu@uni-hohenheim.de](mailto:maximilian.scheu@uni-hohenheim.de) in CC
- We will inform you whether you are admitted to the seminar until 31.10.2021 16:00 and invite you to our ILIAS course
- Note: Only 15 spots available. (The seminar will only take place if we find at least 12 suitable candidates).

**Apply now!**