

What ideas do students really care about?

Insights from the first 200 teams participating in an
Academic Seed Accelerator Program

Agenda

1. The program
2. Our participants
3. Their ideas
4. Summary

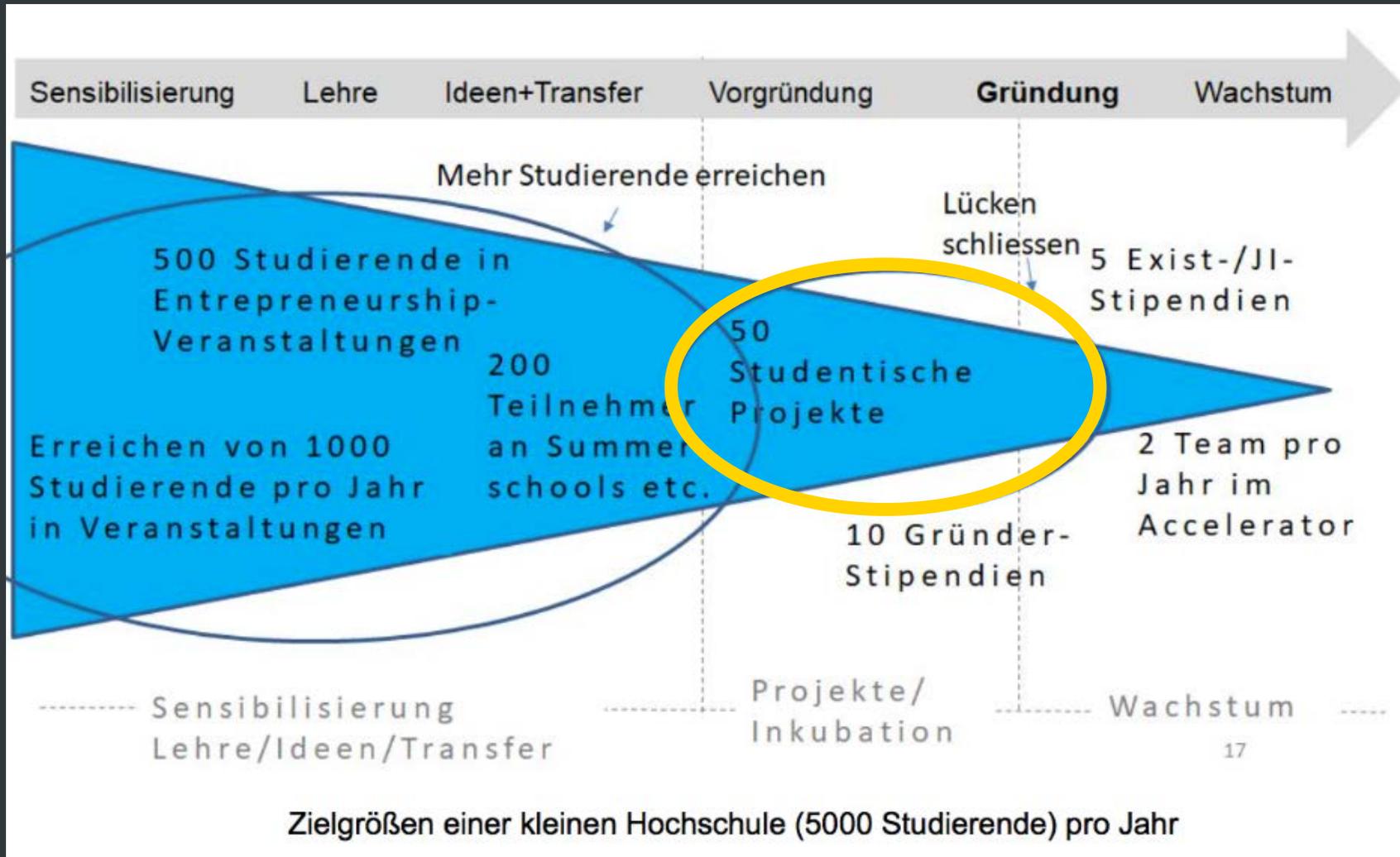


Academic Seed Accelerator Program

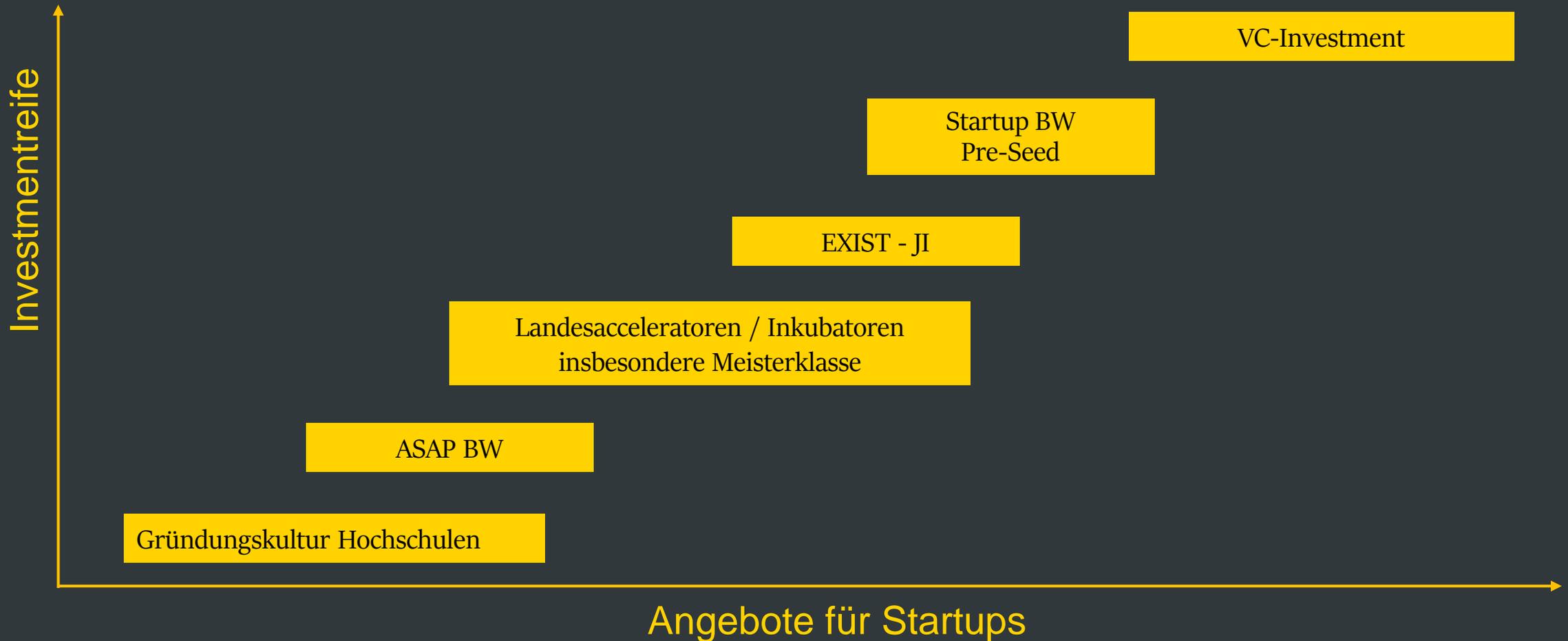
In 5 challenges from idea to innovation

- Digital, extra-curricular startup program for students & alumni from all universities of Baden-Württemberg
- Final demo day at the end of each semester
- The aim is
 - to validate the viability of ideas to functioning business models
 - cross-linking teams to continuous incubator & accelerator programs

ASAP in the entrepreneurial education process



ASAP in the startup investment process



Who can join?

students & alumni
from Baden-Württemberg

+

Start-up idea



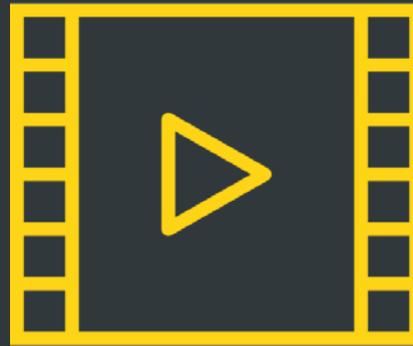
What`s included?

Content hub



www.asap-bw.com

Explanatory videos,
founder & expert
interviews



Youtube:
Start-up BW ASAP

Feedback &
Mentoring



[startupbwasap@
hdm-stuttgart.de](mailto:startupbwasap@hdm-stuttgart.de)

The 5 Challenges

1

Problem
Solution Fit

2

Product
Market
Fit

3

Market &
competition

4

Traction

5

Business
Model
Fit



Benefits for the participants

Start-up
knowledge



Develop their idea

Preparation for
Exist

Personal
development



Certificate

3 ECTS

Pitch at
Demo Day



Network

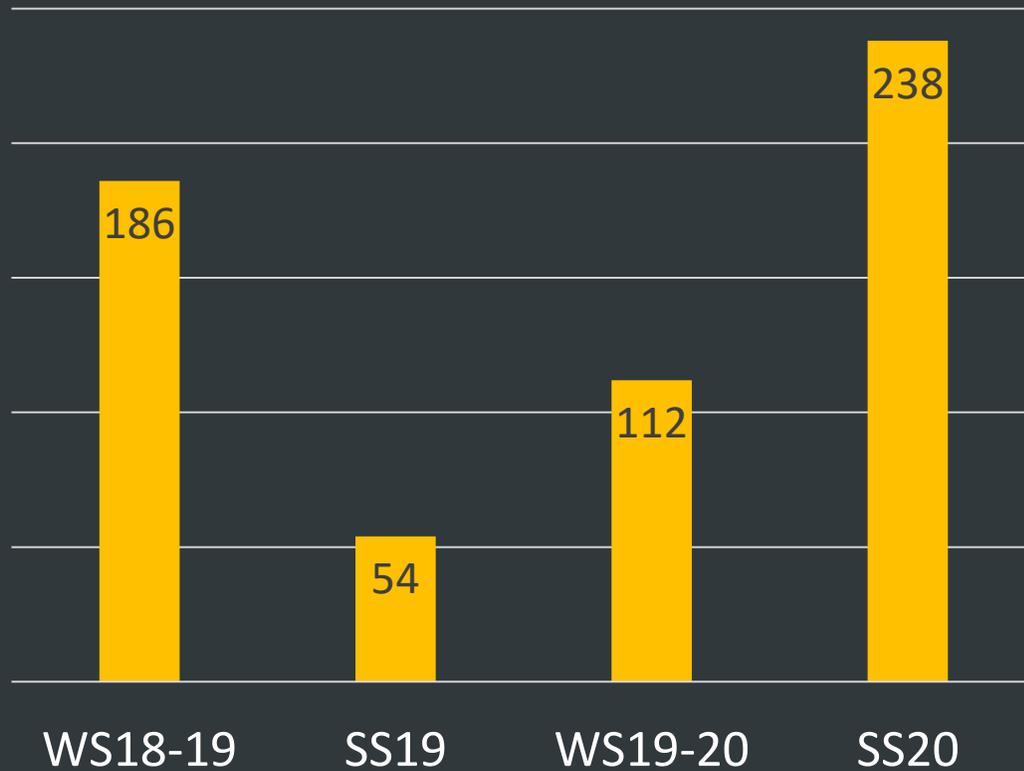
Win prices

The Participants

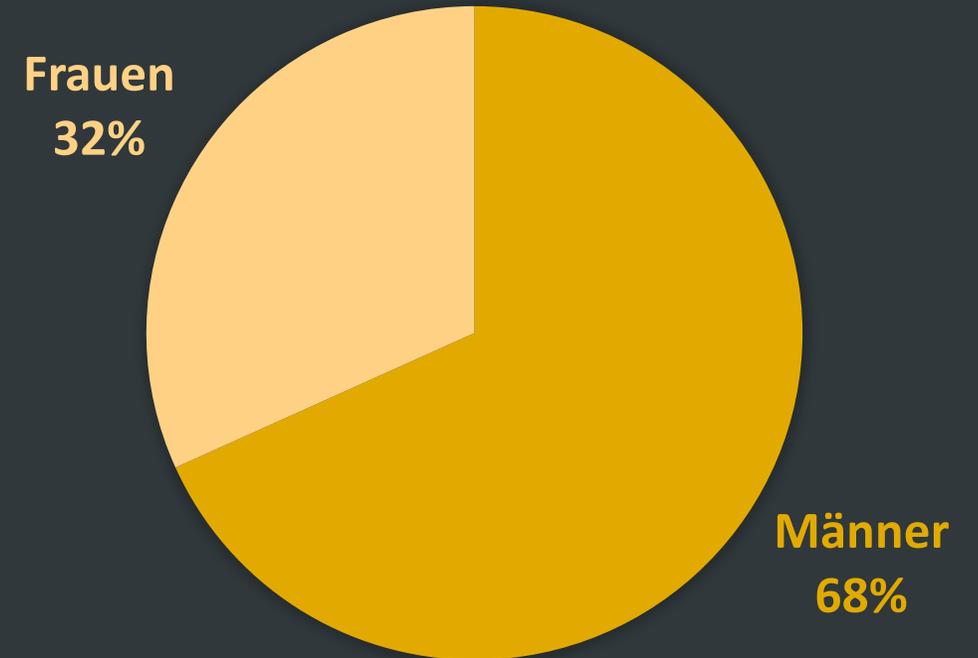
Of the first four batches

581 registered participants

PARTICIPANTS

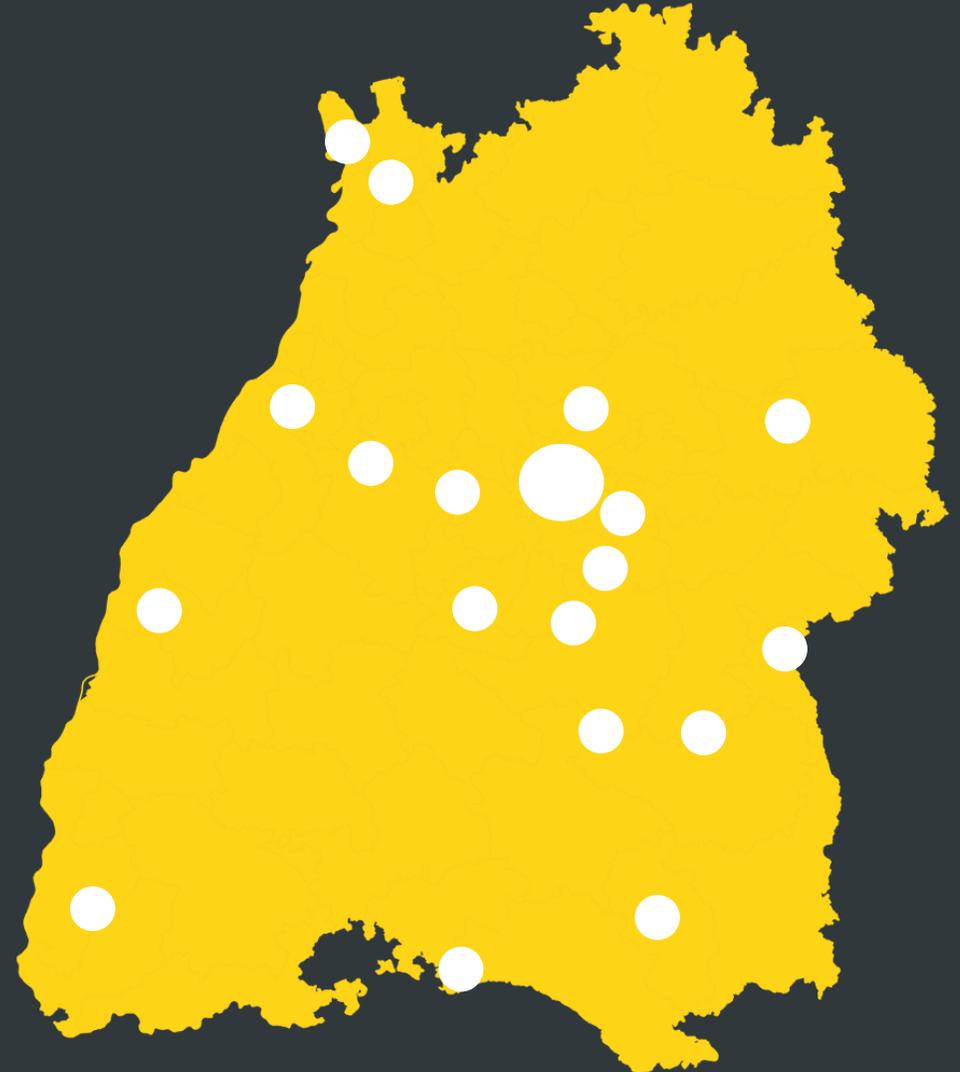


GENDER



42 Universities represented

- 16 (of 20) universities of applied sciences
- 9 (of 9) universities
- 7 (of 20) state-approved private universities/colleges
- 3 (of 9) DHBWs
- 2 (of 2) movie and pop academies
- 0 (of 9) Arts and Music Academies
- 5 (inter)national universities



211 Teams registered

132 Teams completed all challenges



Reasons why teams don't hand in

- Approx. a quarter stopped because there was no problem-solution fit or product market fit or a similar product/service already in the market (challenges 1-3)
- Some did major pivots and decided to take more time (typically handing in a semester later).
- A few teams didn't meet the competition criteria (and mainly took part for the content and feedback)
- Unfortunately a few just teams missed the deadline (happens when working with students).
- Only 6% said that they didn't really find the content helpful

Team size

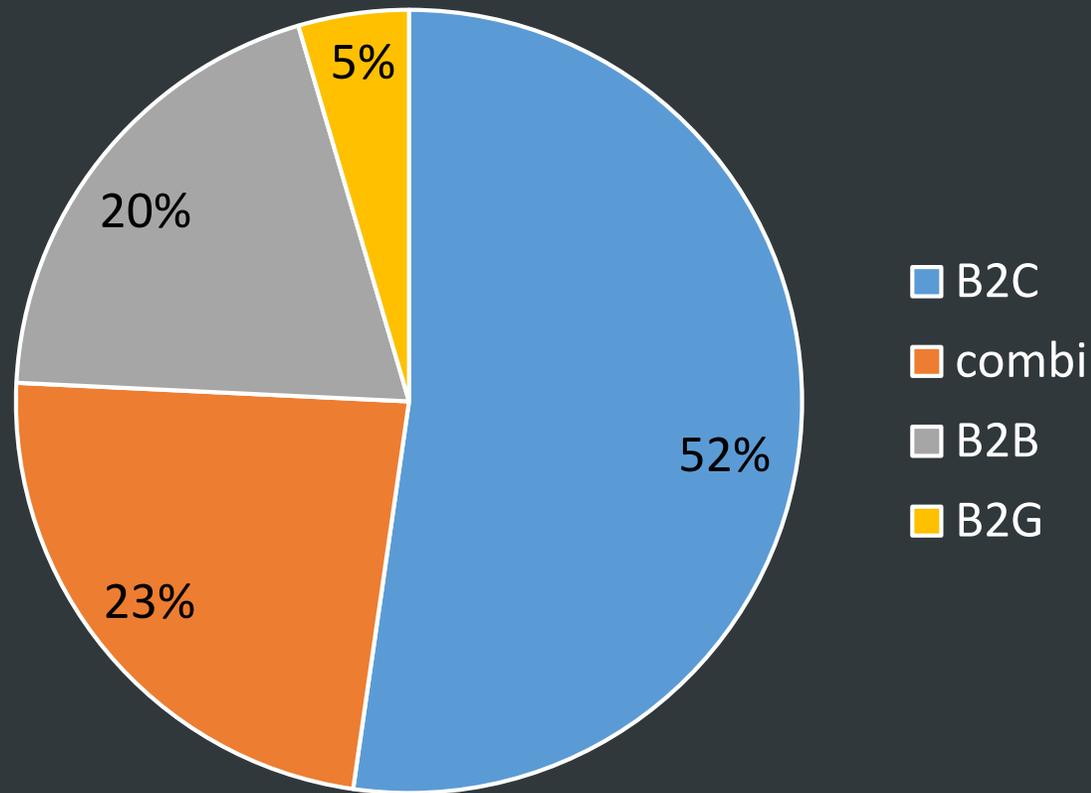
Average 2,71
Median 2



The Ideas based on validated business concepts

N = 132 over the first 4 batches

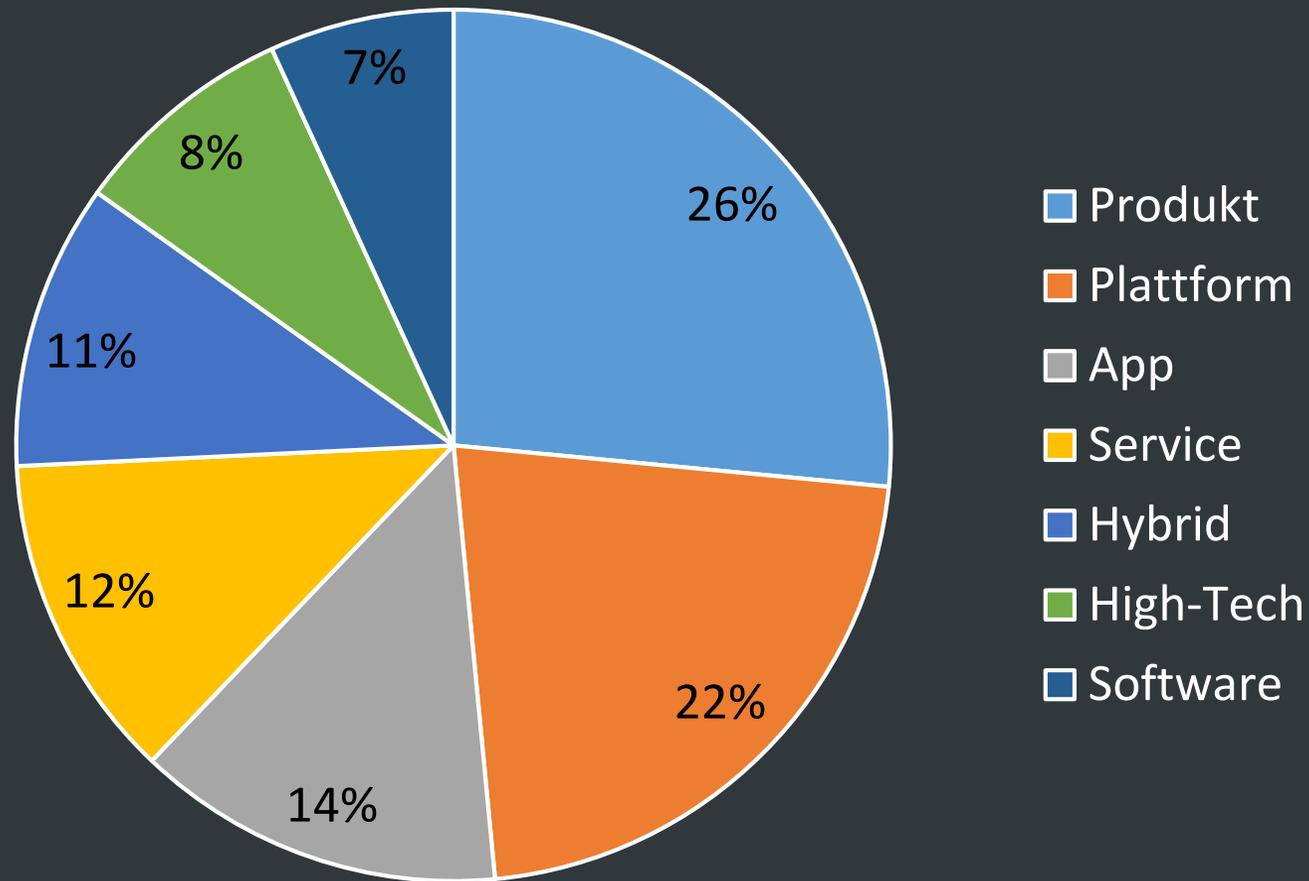
Who is the customer?



Challenge of classification:

- Many combinations (e.g. platforms)
- direct vs. indirect relationship (e.g. businesses only as „partners“)

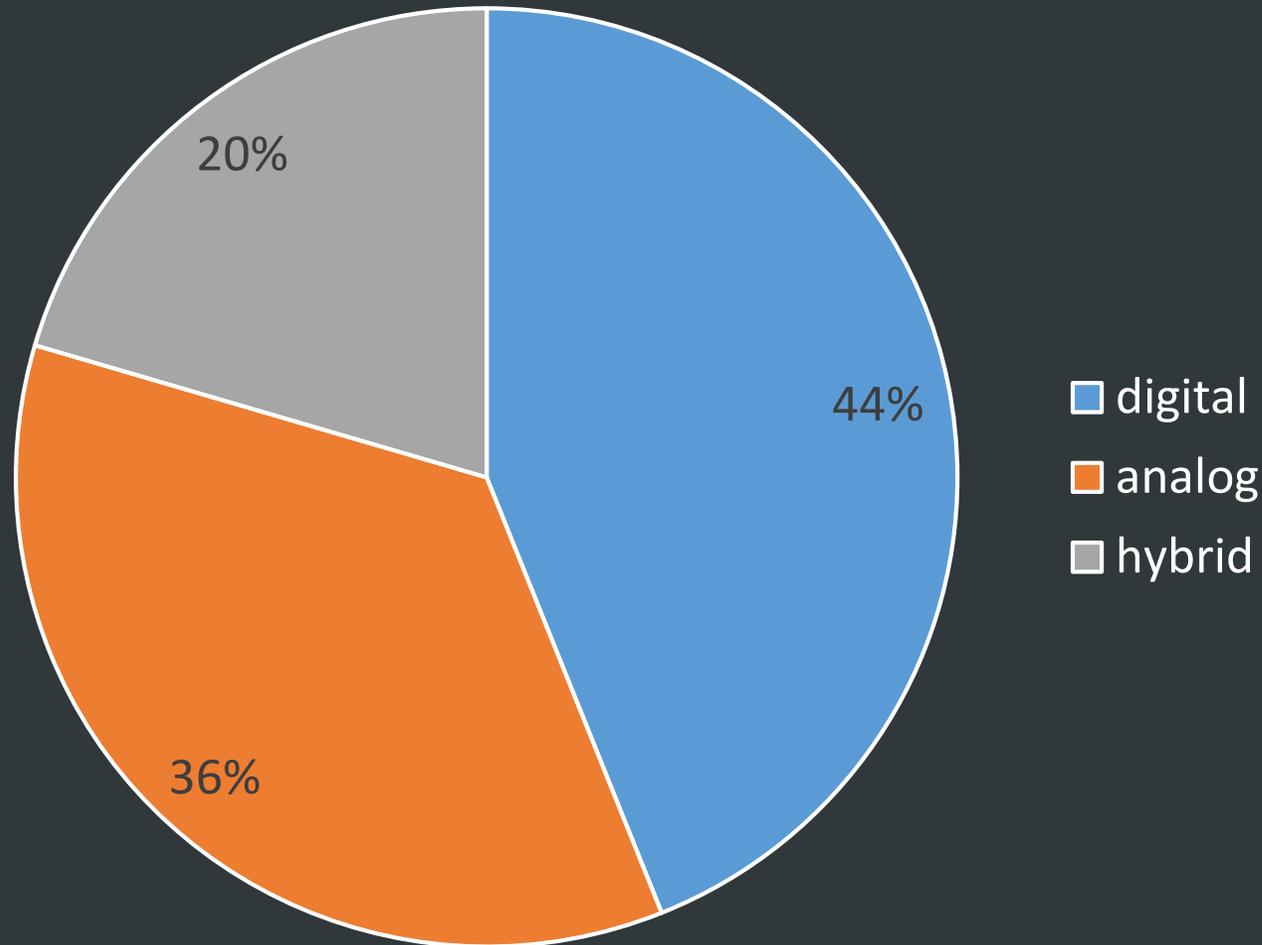
What kind of solution?



Challenge of classification:

- Many combinations of solutions due to lack of focus at early stage

What kind of business model?



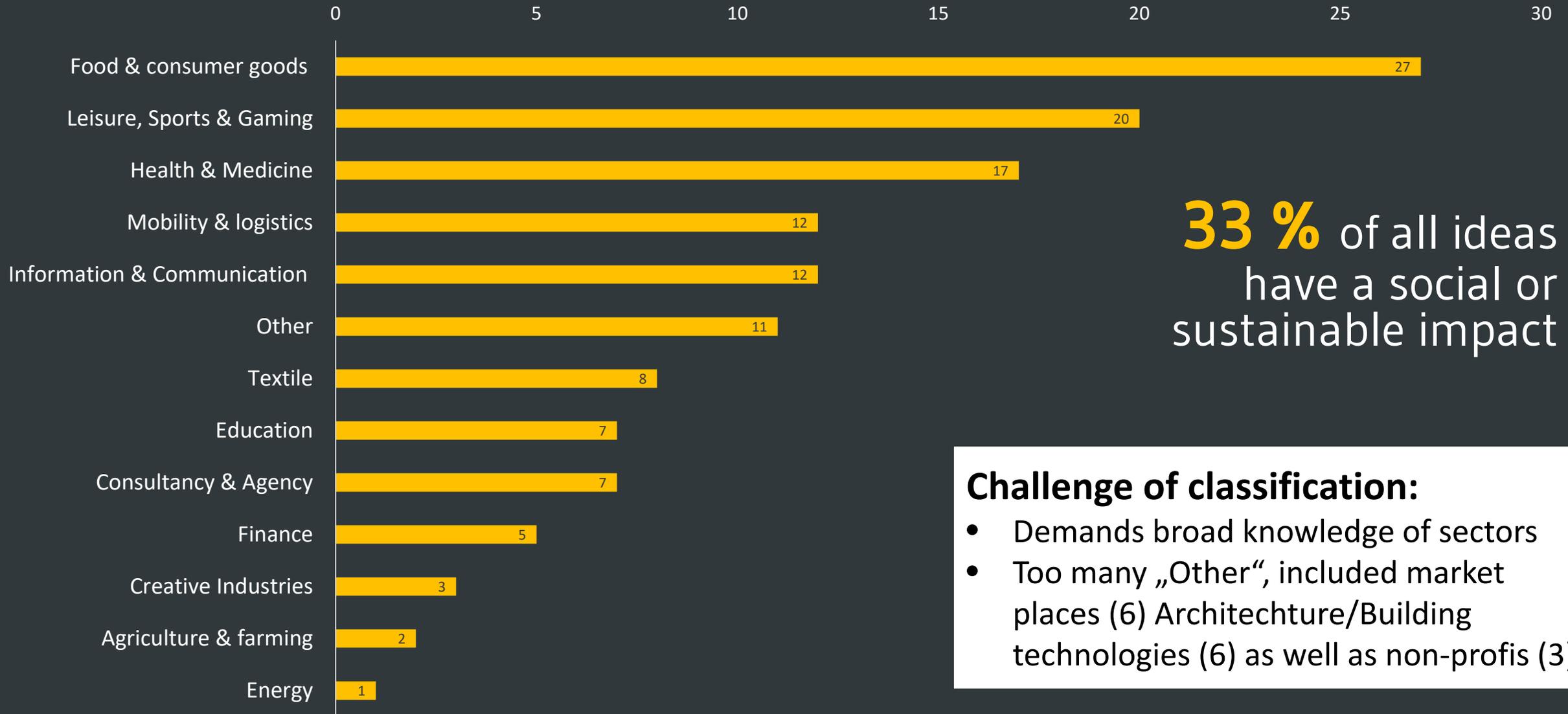
Classification:

- Digital = SaaS, platforms, software, e-commerce, etc.
- Analog = Direct services, retail & sale of products
- Hybrid = combination

Challenge:

- digital component in product vs. digital business model

What sectors?



33 % of all ideas have a social or sustainable impact

Challenge of classification:

- Demands broad knowledge of sectors
- Too many „Other“, included market places (6) Architecture/Building technologies (6) as well as non-profits (3)

Summary

What ideas do students really care about?

What ideas do students really care about?

- They often start with everyday life solutions (Food, consumer goods, leisure, sports, etc.)
- B2C is overrepresented, but classification can be misleading since many ideas cater to different segments
- Not everything is digital!
- Platform, platform, platform (or at least a market place)
- Creative industries is overrated and typical hard-core engineering/deep tech-solutions are underrepresented (energy, agriculture & AI) as well as certain industries (fintech)

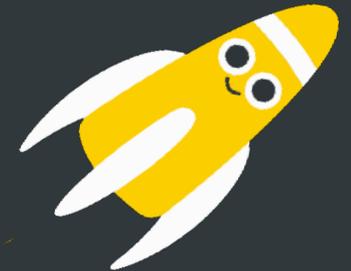
Hypothesis for further research

- Students seem to have a bias for B2C over B2B startup ideas possibly due to lack of work experience or since it is easier for students to validate those ideas.
- Often the classification is meaningless since the market opportunity navigator shows B2B and B2C opportunities.
- Can the quality of the valuation be measured?
- The percentage of ideas with social/sustainable impact seems to be on the rise, are students driven by impact?
- Classification is a multi-dimensional cube (e.g. industries/technologies/deliveries etc.)

Let's connect!



June Nardiello
Linkedin



Our partners



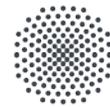
Baden-Württemberg

MINISTERIUM FÜR WIRTSCHAFT, ARBEIT UND WOHNUNGSBAU



Baden-Württemberg

MINISTERIUM FÜR WISSENSCHAFT, FORSCHUNG UND KUNST



Universität Stuttgart



Hochschule Reutlingen
Reutlingen University



Staatsbank für Baden-Württemberg



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