

SCHEDULE

TUESDAY, MAY 29
International Students Hotel

Evening Welcome Dinner

TUESDAY, MAY 30
Stuttgart Media University

Morning Business Model Coaching I
Afternoon Business Model Coaching II
Business Model Validation

WEDNESDAY, MAY 31
Stuttgart Media University & City Hall

Morning Pitch Coaching Session
Preparation of Pitches and Individual Rehearsals
Afternoon Final Pitches
Award Ceremony
Evening Get-Together and Party in a nearby Club

THURSDAY, JUNE 1
Stuttgart-Untertürkheim and City Centre

Morning Mercedes Benz Museum and Stäffelestour

BE **INSPIRED**
BE AN **INNOVATOR**

ENTREPRENEURIAL
BRAINS MADE ON
CAMPUS
EUROPEAN BUSINESS MODEL COMPETITION

EBMC Partner Universities:



EBMC Cooperation Partners:



THE COMPETITION

ENTREPRENEURIAL BRAINS MADE ON CAMPUS

EBMC is a European startup competition where students learn to think and act as entrepreneurs. The competition was started in 2009 by Stuttgart Media University. This year it takes place in cooperation with bwcon GmbH and the City of Stuttgart as well as several partner universities. The final presentations and award ceremony take place at Stuttgart City Hall on 31 May 2017.

THE CHALLENGE

During the preliminary rounds at the partner universities (conducted by lecturers of Stuttgart Media University) the students worked in teams developing business ideas based on design thinking methods.

According to the author and „founder of modern management“ Peter Drucker (1909-2005), demographic change is a significant source of innovation. The participants of EBMC 2017 defined problems related to changes in population, age structure, education or income within the European Union. The solutions to the problems are mainly based on digitalization (Internet of Things, Apps, Blended Learning, E-Readers, ...).

The teams were free to choose what demography related problem they want to tackle and which technology they want to apply.



MAY 29 - June 1
2017
STUTT GART

IMPRINT

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www.startupcenter-stuttgart.de/ebmc

EBMC
European Business Model
Competition for Students

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The best way
of learning about anything
is by doing. ”
Sir Richard Branson



BIRMINGHAM CITY UNIVERSITY

UNIVERSITY OF MALAGA



METROPOLITAN UNIVERSITY BUDAPEST



JOHANNES KEPLER UNIVERSITY LINZ

INHOLLAND UNIVERSITY AMSTERDAM

"Easyversity" is an app which helps prospective students find the right study and university in a fast and easy way by matching their capabilities, interests, educational level and preferences with a study.

ABERTAY UNIVERSITY DUNDEE

Our idea is to create an app and website called 'How to live with...?' which basically will make the life easier for many people wishing to live in a new country such as Scotland.

UNIVERSITY OF MALAGA

Have you ever felt like waiting in hospitals is worse than the disease? Our objective is to develop a system which improves the efficiency of health services.

BIRMINGHAM CITY UNIVERSITY

"Social-Me", the space for seniors, is an online space specialising in information for elderly people.

STUTT GART MEDIA UNIVERSITY & REUTLINGEN UNIVERSITY & AALEN UNIVERSITY

Best agers provide living space for students. In exchange for this gesture, students help best agers in taking care of household, cooking, shopping or driving.

METROPOLITAN UNIVERSITY BUDAPEST

Our idea is fundamentally different from the existing career choice guides. It is not necessary to fill in long tests or go to a career coach, therefore you can save a lot of time.

JOHANNES KEPLER UNIVERSITY LINZ

„Whatchwedid“ is a platform which collects all kind of videos in which older adults let you participate in their memories.

THE PARTICIPANTS

Abeera Ali, Amy Ballingal, Aisha Begum, Tobias Bock, Martins Buta, Fernando Matás Carnale Martens, Khoi Doan, Francisco Jesús Duarte Abellán, Elvira Garkava, Fleur Geraed, Cornelius Herzog, Marcelo Alejandro Hornillos Paesz, Adam Konya, Florian Krennmayr, Andrea Kufferath-Sieberin, Michael Lehner, Katie-Rose MacDonald, Amanda Isabel Maclean, Alessia Marzocchini, Isabel Mirabilis, Claire Monribot, Eszter Naghi, Alejandro Nievas García, Alejandro Javier Pérez Andrés, Celine Pronk, Juna Nicolas Puerta Lara, Werner Richtsfeld, Reka Rimouszki, Hibaag Rooble, Philip Schachl, Annamaria Szabo, Matthias Winkler, Tim Zawiasinski

INHOLLAND UNIVERSITY AMSTERDAM



ABERTAY UNIVERSITY DUNDEE



STUTT GART MEDIA, AALEN & REUTLINGEN UNIVERSITY

