



DIETER SCHWARZ
STIFTUNG

X



CAMPUS FOUNDERS

Corporate Campus Challenge

Challenge

CHALLENGE STATEMENT(S):

How might we foster a stronger sense of community and belonging among students studying on Bildungscampus to enhance their emotional connection/resonance with our campus and boost brand awareness?

ABOUT YOUR PARTNER:

- The Dieter Schwarz Foundation ranks among the large German foundations; it becomes active where government bodies are not, or not sufficiently, able to meet the needs of the economy and society.
- “Promote education, share knowledge, venture future” is the guiding principle of the Foundation, which supports with its commitment today what makes tomorrow’s society strong: a wide range of educational opportunities targeting people at different stages of their lives.
- We are a non-profit charitable foundation of the German entrepreneur Dieter Schwarz. Based in Heilbronn, we have been active in the region and far beyond since 1999.
- Our aim is to identify potential; on this basis, we develop visions that we implement in a sustainable way. We promote education and science with a focus on lifelong learning by providing the necessary funds, contributing our expertise and realising our projects in a targeted and forward-thinking manner in collaboration with our partners.
- We support various facilities, institutions, non-profit-making limited liability companies and associations addressing our two key areas: education and science.
- Our foundation is dedicated to supporting schools, schools competitions, academies for continuing education, start-up activities as well as research institutions, conferences and events in the fields of big data and life sciences.

(Source: <https://www.dieter-schwarz-stiftung.de/foundation.html>)

Challenge Description

WHY THIS CHALLENGE?

One of the key challenges that we face at Bildungscampus is to create an overall sense of belonging and community ("I studied at XYZ but at Bildungscampus"). We also see that there is a difference between creating a legacy by branding vs. by reputation. We aim to attract top talent from all around the world and keep them here by showing that the ecosystem is in a unique state (density of institutions) and to show the support the Heilbronn area can provide.

Currently we lack talents creating positive associations with Bildungscampus, such as recognition of the huge possibilities, and seeing the multitude of different options provided from our institutions.

As we experienced intense growth in the past, we came to realize there is a need to bundle the individual activities of the educational landscape and advertise and brand the ecosystem.

It's key to success to involve all the stakeholders of our ecosystem and get inspired by the big brands, such as adidas, nike, etc.) that have merchandise products from e. g. Stanford, Harvard, and others.

Challenge Description

HOW DO WE GET THERE ?

Within 14 weeks the matched interdisciplinary teams working on the DSS challenge will tackle the challenge by applying a Design Thinking and Lean Startup approach to come up with human-centered solutions that add real value for their identified target market.

At first, they will do a Deep Dive into user and customer research of DSS but also analyze other similar challenges around the world to develop a holistic view of this challenge and understand the underlying problems and needs. From understanding the personal needs and motivational factors to understanding the behavior and needs of DSS's customers, the job of the teams will not only be to look inside the company with a lot of curiosity but also analyze external best practices. The teams will find who else in the market faces the same underlying problems to scope the total market opportunity for any kind of solution that they will develop. Starting with a broad challenge statement the DSS mentors and our coaches will help the teams to uncover concrete problems, user stories and needs that really matter. Based on the findings as a team from interviews, observation and market research we will develop a joint problem understanding and look for fields of opportunity to foster a stronger sense of community and belonging among students studying on Bildungscampus to enhance their emotional connection/resonance with our campus and boost brand awareness.

Challenge Description

HOW DO WE GET THERE ?

This problem understanding will be the strong foundation for the prototypes. In the second stage, the prototyping, the teams will first co-create a lot of different solution ideas. After receiving initial feedback and selection the most promising ideas they will build rapid prototypes together with our trainers. The prototype can be everything addressing the core need they have identified. From hardware to software, from product to service - their creativity is the limit. Their biggest challenge: prototype what matters!

In the last stage of the Corporate Campus Challenge it's about making the idea tangible, scalable and functional. The teams will test and iterate the prototype together with the target market, most important stakeholders as well as with the mentors to get a first reality check. We will help the teams to facilitate learnings from potential customers, users and improve your prototype until the finals. Besides that, the coaches will help them to get a first estimation for a business case and how they can scale their solution. Finally, we will develop a perfect pitch that combines all elements of the learning journey that the teams will present on our big graduation event.

Readings and Links

Related to this challenge to get started and understand context (e.g., links, websites, reports, press releases, trends,...)

- **Bildungscampus of the Dieter Schwarz Foundation:** <https://www.dieter-schwarz-stiftung.de/funding-portfolio/bildungscampus.html>
- **Der Bildungscampus wächst weiter (press release):** https://www.dieter-schwarz-stiftung.de/press.html?file=files/Bilder/Aktuelles/2022/2022_07/PM-04_Erweiterung-Bildungscampus_Versand.pdf
- **Der Bildungscampus wächst weiter (news release with pictures):** <https://www.dieter-schwarz-stiftung.de/news/der-bildungscampus-waechst-weiter-en.html>