

# ebmpapst

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 **CAMPUS FOUNDERS**

Corporate Campus Challenge

# Challenge

## CHALLENGE STATEMENT:

How might we efficiently reuse our products to give them a second life in order to get most value from the materials used, therefore reducing waste and CO2 emissions?

## About your Partner:

ebm-papst Group is the world's leading manufacturer of fans and motors. As a technology company, we have continually set global industry standards since we were founded in 1963.

With 20,000+ products, ebm-papst delivers the perfect, energy-efficient, and smart solution for virtually any air and drive technology challenge. And if we don't have it, our team of 650 engineers and technicians will craft a brand-new solution with you!

# Challenge Description

## WHY THIS CHALLENGE?

The world is changing faster and faster. Climate change and digitization are pressing trends and create challenging dynamics for everyone: humans, the environment and companies. New requirements and needs for more efficient solutions are a logical consequence. Companies must ensure that every product they develop outperforms the one before, both economically and ecologically. Sustainability shouldn't be just a buzzword! It must be an integral factor for business success. A solution to this challenge brings us closer to achieving even higher material efficiency and less raw material consumption. All of this brings us closer to the important goal of reducing CO2 emissions. This is a big deal! And we invite you to be an active force in creating real impact.

# Challenge Description

## HOW DO WE GET THERE ?

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

At first, they will do a Deep Dive into user and customer research of ebmpapst products 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 ebmpapst products, 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 ebmpapst 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 efficiently reuse ebmpapst products reduce waste and therefore CO2 emissions.

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## 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 ebmpapst 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

Michael Braungart

<https://braungart-epea.com/>