

# CORPORATE CAMPUS CHALLENGE 24/25

Real Challenge,  
Big Impact!



# Challenge Statement & Corporate Partner

## FINAL CHALLENGE STATEMENT

How might we design a digital premium experience for **GEN Z** customers of a premium car maker in order to convey a sense of individuality, status and uniqueness to the customer?

## ABOUT YOUR CORPORATE PARTNER

Audi Sport GmbH is a subsidiary of AUDI AG. The aim of Audi Sport GmbH is to further differentiate and emotionalize the Audi brand in the direction of sportiness, exclusivity and individuality. As the car becomes more and more a software-defined vehicle, we are actively pushing towards digitalization. This means that we develop innovative digital solutions for our business unit – and thus for our customers, consistently along the customer journey.

# Challenge Description

## WHY THIS CHALLENGE?

Now more than ever, the automotive industry is undergoing profoundly changes. Car makers must not only adapt to new demands but also gain deep insights into the evolving needs of Gen Z – an edge to stand out in a highly competitive market.

In Germany alone, Gen Z comprises around 12 million people that represent a huge segment of both the population and potential customer base. As the world becomes increasingly digitalized, the expectations of Gen Z regarding premium automotive experiences such as their desire for a strong sense of individuality, status and uniqueness, are rapidly evolving.

By understanding what „digital premium“ means to them - whether it relates to the vehicle itself or extends beyond - is crucial. By uncovering their specific needs and desires, it enables to design a digital experience, that truly embodies premium qualities for Gen Z, ensuring it leaves a lasting impact.

# Challenge Description

## HOW DO WE GET THERE?

Within 14 weeks the matched interdisciplinary teams working on the AUDI Sport challenge will tackle the challenge by applying a Design Thinking and Lean Startup approach to come up with user-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 AUDI Sport 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 AUDI Sport 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 AUDI Sport 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 design a digital premium experience for GEN Z customers of a premium car maker in order to convey a sense of individuality, status and uniqueness to the customers.

# 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 is 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 AUDI Sport 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 (To be filled by the company)

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

- [Vorsprung durch Motorsport | audi.com](#)
- [Geoffrey Bouquot is the new board member for Innovation and Software-Defined Vehicle | Audi MediaCenter \(audi-mediacyenter.com\)](#)
- [Interview: „Wollen ein digitales Ökosystem für Audi aufbauen“ \(automotiveit.eu\)](#)
- [Digitale Ökosysteme: Zukunftsfrage für OEMs | Kearney](#)
- [Der Megatrend Individualisierung \(zukunftsinstitut.de\)](#)
- [Individualisierung beim Auto: Vom Interieur aus Seide bis zur Spezialkarosserie \(nzz.ch\)](#)

# This is Charlotte – Program Manager

Design Thinking Expert

3+ years of experience in Project Management

Dynamic Initiator

Creative Problem Solver

## Contact

Tel : +49 162 3146737

Email: [charlotte@campusfounders.de](mailto:charlotte@campusfounders.de)



zeppelin universität

zwischen  
Wirtschaft Kultur Politik

