

CORPORATE CAMPUS CHALLENGE 24/25

Real Challenge,
Big Impact!



Challenge Statement & Corporate Partner

FINAL CHALLENGE STATEMENT

How might we design a way for mid-sized companies with over 1,000 employees to identify and define the AI skills they need in order to fill positions on their AI-related projects with the best talent?

ABOUT YOUR CORPORATE PARTNER

Hays is a leading global recruitment company specializing in the placement of qualified specialists and executives. With more than 13,000 employees in 33 countries, Hays offers a wide range of staffing solutions and various consulting services. The company operates in both the private and public sectors, providing specialists for permanent, project and temporary assignments. Hays is characterized by its global reach combined with local expertise and attaches great importance to long-term partnerships with clients and candidates.

About your partners

AppliedAI Institute for Europe

In this challenge, Hays will partner with appliedAI Institute for Europe. The appliedAI Institute is dedicated to accelerating the integration of artificial intelligence into industry and society. They bring deep expertise in AI technology, offering education, strategic guidance, and applied research to help organizations harness AI effectively.

KI-Campus

The third collaborator in the Hays challenge is KI-Campus, Germany's premier learning platform for artificial intelligence (AI). KI-Campus provides free, high-quality courses and learning materials tailored for students, professionals, and AI enthusiasts. By collaborating with universities, research institutions, and industry partners, KI-Campus ensures its content is cutting-edge, aligned with global AI job market.

Challenge Description

WHY THIS CHALLENGE?

We are in the midst of a significant transformation, as artificial intelligence (AI) emerges as an omnipresent buzzword across industries. In Germany, the Mittelstand forms the backbone and driving force of the economy, comprising 99% of German businesses. Navigating the transition to AI and understanding its full implications are crucial for maintaining a competitive edge. Effectively identifying, implementing and leveraging AI's potential within a company is essential to ensure longterm viability and, more broadly, for sustaining Germany's economic strength.

To successfully implement and advance artificial intelligence projects, companies need specific know-how, roles and individuals with specialized AI-related skills. However, the recruitment process for AI specialists is often both inefficient and costly. It stems from a lack of clarity about the essential competencies required and what exactly is needed.

By supporting mid-sized companies to identify and define the skills and roles necessary for AI related projects and, streamlining the recruitment process to fill these positions with the best talent, companies can better use the transformative power of AI, driving innovation and sustainable growth in the longterm.

Challenge Description

HOW DO WE GET THERE?

Within 14 weeks the matched interdisciplinary teams working on the Hays 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 Hays 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 Hays 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 Hays 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 way for mid-sized companies with over 1,000 employees to identify and define the AI skills they need in order to fill positions on their AI-related projects with the best talent.

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 Hays 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 *(Hays)*

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

- [https://www.plattform-lernende-systeme.de/files/Downloads/Publikationen/PLS Booklet KMU.pdf](https://www.plattform-lernende-systeme.de/files/Downloads/Publikationen/PLS_Booklet_KMU.pdf)
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- <https://www.humanresourcesmanager.de/arbeitsrecht/eu-ai-act-neue-ki-verordnung/>
- [https://www.hays.de/documents/10192/118775/20190903 Hays Whitepaper KI final.pdf](https://www.hays.de/documents/10192/118775/20190903_Hays_Whitepaper_KI_final.pdf)

Readings and Links (appliedAI Institute for Europe)

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Readings and Links (KI-Campus)

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This is Charlotte – Program Manager

Design Thinking Expert

3+ years of experience in Project Management

Dynamic Initiator

Creative Problem Solver

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