

CORPORATE CAMPUS CHALLENGE 24/25

Real Challenge,
Big Impact!



Challenge Statement

FINAL CHALLENGE STATEMENT

How might we create a value chain for electric car charging that encourages relevant partners to contribute in stabilizing the power grid and making electric mobility more affordable?

ABOUT YOUR CORPORATE PARTNER

For more than 35 years, Vector has been a capable partner in the development of automotive electronics. More than 4,000 employees at 33 locations worldwide support manufacturers and suppliers of the automotive industry and related industries with a professional platform of tools, software components and services for developing embedded systems. Driven by our passion for technology we develop solutions which relieve engineers of their demanding tasks. Not only do our employees work on tomorrow's electronic technologies every single day. We also engage variously in education, research and social responsibility.

Efficient, technical solutions are our passion. Satisfied and successful customers are our motivation. We work every day to ensure that our customers achieve an increase in value in their work that we can also be proud of. Our customers value Vector as a reliable and technically competent partner in terms of efficient solutions for developing embedded systems. Customers from automotive, commercial vehicle, aeronautical, transport and control engineering worldwide rely on the solutions and products of the independent Vector groups.

For over 35 years, besides innovation, the values of fairness, honesty and loyalty that are important to us have been our focus. These values, combined with a visionary perspective, have been the foundation for our successful growth.

Challenge Description

WHY THIS CHALLENGE?

Our world is shifting towards renewables, both in the energy systems as well as in mobility. This creates new challenges for power availability and grid stability.

Energy trading is not only an exciting and dynamic field, it is also crucial for our future. It ensures that energy - whether from renewable or conventional sources - gets to where it is needed.

As part of the Paris Agreement on climate change, the signatory states have committed to limiting global warming to well below 2 °C, and if possible to 1.5 °C, compared to pre-industrial levels. For this reason, Germany wants to fundamentally change its energy supply so that it becomes climate-neutral by 2045. In order to achieve this goal, Germany is planning to expand renewable energies, electric cars and their charging infrastructure as well as battery production.

In a world that increasingly relies on renewable energy, energy trading plays a crucial role in managing its volatility. New business model concepts are needed to stabilize the grid, decentralize the energy supply and at the same time make electric mobility affordable. What such a value chain could look like, especially in terms of our partners' value propositions with the inclusion of electric cars is currently still open and would create a new market.

Challenge Description

HOW DO WE GET THERE?

Within 14 weeks the matched interdisciplinary teams working on the Vector Informatik 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 Vector Informatik 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 Vector Informatik 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 Vector Informatik 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 create a value chain for electric car charging that encourages relevant partners to contribute in stabilizing the power grid and making electric mobility more affordable.

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 Vector Informatik 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,...)

- www.vector.com/e-mobility
- <https://elektromobilitaet-now.de/>
- <https://nationale-leitstelle.de/>
- <https://www.bundesregierung.de/breg-de/schwerpunkte/klimaschutz>

This is Charlotte – Program Manager

Design Thinking Expert

3+ years of experience in Project Management

Dynamic Initiator

Creative Problem Solver

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