



Case Study

University of Koblenz-Landau

Implementing innovative approaches towards entrepreneurship

Scenario

Today, German universities increasingly place their focus on the study of scientific entrepreneurship, and work to establish an integrated and systematic approach to new business creation. The University of Koblenz-Landau is winner of the excellence initiative "Gründungskultur", which is supported by the Federal Ministry for Economic Affairs and Energy.

In this context, the university implements innovative approaches to entrepreneurship. These are based on information and communication technologies which form the infrastructure behind a service-oriented offering for partners, scientists, and students.

Together with HYPE Innovation, a solution for managing idea and innovation management in a scientific environment was implemented in 2013 and has continuously been optimized.

"HYPE Enterprise has successfully been rolled out to support teaching and transfer activities at our university. Based on our experiences so far, we see great potential for various areas of application within the education sector."



Prof. Dr. Harald von Korflesch

Central Institute for Scientific Entrepreneurship & International Transfer

Goals and Usage

The goal for the new “Idea-Campus” platform is the continuous and robust support of the idea management process (generation, elaboration, evaluation and review of ideas) through social media.

Web 2.0 functionalities improve user interaction and a structured process flow, and provide the opportunity for location and time-independent collaboration and interdisciplinary cooperation between different faculties and working groups.

There are two main areas of application:

1. Within teaching activities, the idea management platform is the backbone for modern teaching and practice contests as well as for field work projects:

- The platform is used for sensitization and for developing business ideas during start-up oriented modules and exercises in entrepreneurship education (bachelor and master degrees). Students receive prompt feedback on their ideas, e.g., from lecturers, mentors, and fellow students.
- Within the scope of field work projects, the platform supports collaboration among the participants by providing a virtual work environment in addition to their regular meetings, e.g., for product development, business model, and business plan creation.

2. Within transfer activities, the system supports creating and elaborating novel and genuine business ideas as well as business creation and business development:

- In the pre-formation and growth phase of new ventures and social start-ups, the platform is used to discuss challenges and “special issues” of founding projects, e.g., branding, marketing activities, growth strategies, and profit models.

- The interdisciplinary development of new business ideas as well as the identification of customer needs and market niches is organized in a range of focus labs with experts from different areas of the university. Here, the virtual community consists of interested professors, scientific employees, and students.
- For idea contests, the focus lies on the structured collection, evaluation and review of submitted ideas through the expert jury based on a shared set of criteria.

Results

To date, the HYPE system shows several application fields for the sensitization, qualification, and cross-linking of the scientific community. Experiences show lots of potential for the implementation at professorial chairs and laboratories for various education and transfer activities as well as for the optimization of internal processes (e.g., the participation in tenders).

Until today, the initiative generated more than 90 novel ideas with more than 300 comments and evaluations.

Contact



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About HYPE Innovation

www.hypeinnovation.com

HYPE Innovation is a global leader in full-lifecycle innovation management software. HYPE's powerful platform allows organizations to engage thousands of people in idea generation

and collaborative problem solving. Our client community includes global companies such as Petronas, Bombardier, Nokia, Daimler, Airbus, Mattel, and Deutsche Post DHL.

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