



# **CO-CREATE YOUR DIGITAL TRANSFORMATION STRATEGY**

**with an interdisciplinary  
student team working  
on your challenge for  
two semesters**

**DeepDive**

Entrepreneurship and  
Digital Transformation

# Designing solutions for the digital world

**Due to society's challenges and fast changes in the last years, there is a need for continuous innovation and open, creative processes to shape our digital future. We, the Strascweg Center for Entrepreneurship (SCE), support different corporates in the development and implementation of ideas with the aim of continuously growing processes and exploring new markets. Therefore, we can offer you international and interdisciplinary teams with innovative skills and methods for a co-creating journey. With our dedicated and structured process, our teams create validated solutions.**



Our student teams are part of the DeepDive Master “Entrepreneurship and Digital Transformation”. During their studies, they learn more about innovative methods, digital technologies, and business models. Due to our two-semester project work, they will directly transfer their knowledge and experiences into their project. This co-creation process will not only provide you with new perspectives and insights but also enriches your corporate innovation and entrepreneurship culture.

# Leaders in Entrepreneurship and Innovation

**The SCE acts as the central point of contact for students of the HM Hochschule München University of Applied Sciences to learn more about entrepreneurship and innovation.**

It offers start-up support, education and research programs based on the SCE mission to promote responsible entrepreneurship thinking and acting among graduates and academic staff. In 2022, HM together with its affiliated entrepreneurship center was ranked first place among Germany's large universities with regard to start-up support, education and the development of entrepreneurship culture (Gründungsradar).

## SCE partners (current and previous)



Landeshauptstadt  
München

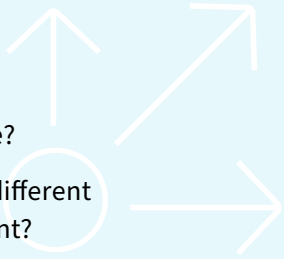


# Your starting point

Do you have a digital innovation project idea, but no time, means or staff to work on it full-time?

Are you stuck with a project and searching for a different perspective from a research-oriented environment?

Could your employees benefit from new knowledge about entrepreneurship and innovation methodologies?



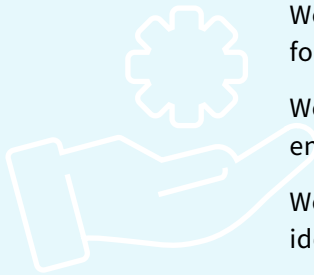
# How we support you

We organize the required resources and forces for development and implementation.

We apply state-of-the-art know-how and ensure scientific supervision.

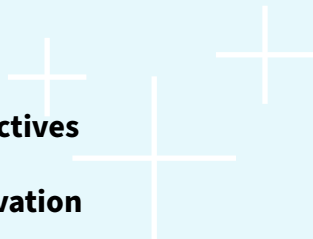
We provide new perspectives and innovative ideas for your problem.

We validate the solution and design a sustainable business model.



# Your benefits

- **You get fresh and unbiased perspectives from external innovation teams.**
- **You learn about cutting-edge innovation methodologies and tools.**
- **You gain access to scientific research, institutions, and scholars.**
- **You can use a pipeline for young, dynamic and passionate talents.**



# About our DeepDive Master "Entrepreneurship and Digital Transformation"

- International, innovative and project-based master program
- First interdisciplinary master program with six different faculties from HM
- Courses on entrepreneurship, digital technologies and business models, plus additional elective modules
- Preparatory open online course at [www.sce.academy](http://www.sce.academy)



## Project focus in the master program

- Design and implementation of solutions and business models for your company
- Customized project plan with profound problem analysis, MVP, finance planning, and more
- Documentation of complete approach and findings in a report

## What project to select

**We help you to specify the project description so that it can grow into a mutual success story. Together we clarify your goals and expectations.**

# GET IN TOUCH WITH US FOR FURTHER QUESTIONS AND CONCRETE OFFERS



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