

How many projects do you store in your drawer?

Many managers are constrained by daily business and do not find the time to realize their (innovative) ideas.



**In times of crises,
innovation is necessary,
more than ever.**





Your solution: Start a university collaboration!

A cooperation with the Institute for Entrepreneurship & Innovation offers you the opportunity to have highly skilled and entrepreneurial students work on your business challenge.

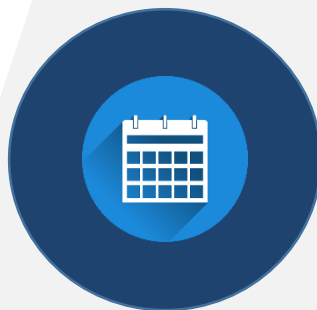


What we offer



One project

tailored to your needs



One semester

March-June or October-January



One team

of 4-6 bachelor students

The teams are supervised by dedicated faculty members and supported by external coaches from our big E&I network. Amongst other partners from industry and academia, we work with renowned management consultancies such as PWC Strategy& and BCG.

What you get



One comprehensive project report
with concrete strategic recommendations, including
all research leading to these conclusions

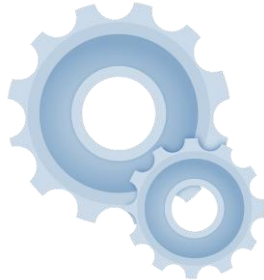


A mid-term and a final presentation
in which the main findings and recommendations
are presented

- ▶ Professional, scientifically based consulting project
- ▶ Analysis of the problem tailored to the company and concrete strategic recommendations
- ▶ Out-Of-The-Box ideas
- ▶ Contact to young high potentials
- ▶ Employer branding (collaboration with a research institution)



Implementation of an innovation management system



Internal analysis

- Employee interviews
- Identification of the status quo
- Identification of needs

External analysis

- Theoretical research
- Best-practice analysis
- Identification of relevant performance indicators

Companies that worked with us on this issue:

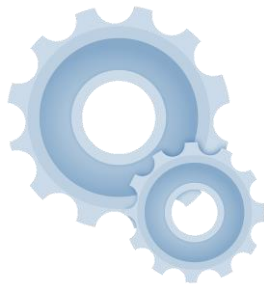


RHI MAGNESITA



- Designing a ready-to-implement innovation system tailored to the company

Creation of a business plan



Business planning

- Business Model Canvas
- Customer analysis
- SWOT analysis
- Porter's 5 Forces
- Financial planning
- Marketing strategy
- ...

Start-ups that worked with us on this issue:

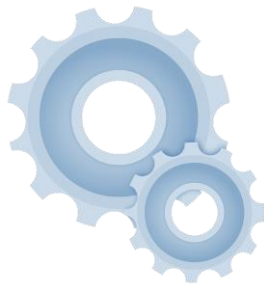


bsurance



- Creating a business plan or a go-to-market strategy including a market analysis

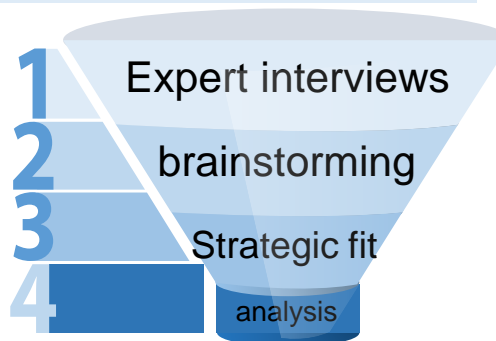
Identification of new application fields



Technology Competence Leveraging

- Identification of main benefits

- Identification of possible application fields

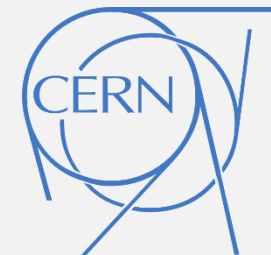


- Market analysis of application fields



- Identifying new promising application fields for existing products and technologies

Companies that worked with us on this issue:



Together ahead. **RUAG**

E&I students have solved more than 1000 business challenges

T-Systems

GENERALI

Fraunhofer

Post



mondi

Microsoft

A1

KPMG



FESTO

Deutsches Zentrum
DLR für Luft- und Raumfahrt

Austrian

SIEMENS



WIEN ENERGIE

ÖBB
Technische Services

habibi &
lawara

Gutmann
PRIVATE BANKERS

accenture

volkshilfe.
ÖSTERREICH

REWE



Verbund



for +300 project partners

Did we spark your interest?



Thomas Pannermayr
Thomas.pannermayr@wu.ac.at
+43 1 31336 6457
www.wu.ac.at/entrep



Alexander Staub
alexander.staub@wu.ac.at
+43 1 31336 5479
www.wu.ac.at/ifsto

The E&I bachelor program is taught in collaboration with the Institute for Strategy, Technology and Organization

