

DIGIBRIDGE

A mutual project of Aschaffenburg University of Applied Sciences,
Lviv Polytechnic National University and Kyiv National Economic
University (funding: DAAD)

University of Applied Science Aschaffenburg (THAB)
Lviv Polytechnic National University (LPNU)
Kyiv National Economic University
Responsible for the Project – Prof. Dr. Bauke, TH Aschaffenburg



International Support of Ukrainian universities.

Shaping the digital future together: German-Ukrainian cooperation 2019-2021 (extended to 2022).

Goals:

Implement a sustainable modernisation of collaborative teaching using digital tools,

Conduct joint research between partner universities,

Create digital formats for consultation and service delivery as well as networking to foster international cooperation,

Strengthen the digital competence of the partner universities.



Projects

- Global Venture Week, May 2021
- Digital Learning, September 2021
- Global Venture Week, November 2021
- Global Venture Week plus Global Master School, Mai 2022
- Digital Learning Design and Best Practices Platform
- Exchange Students
- Participation in Joint Events, Mutual Visits



Where can you get acquainted with our projects?

- <https://digibridge.club>
- <https://moodle.server.venture-lab.de/course/view.php?id=21>

CROSS-BORDER BUSINESS OPPORTUNITIES

Create your international business in one week



Business Model



Minimal Viable Product (MVP)



Customer validation



Final Pitch

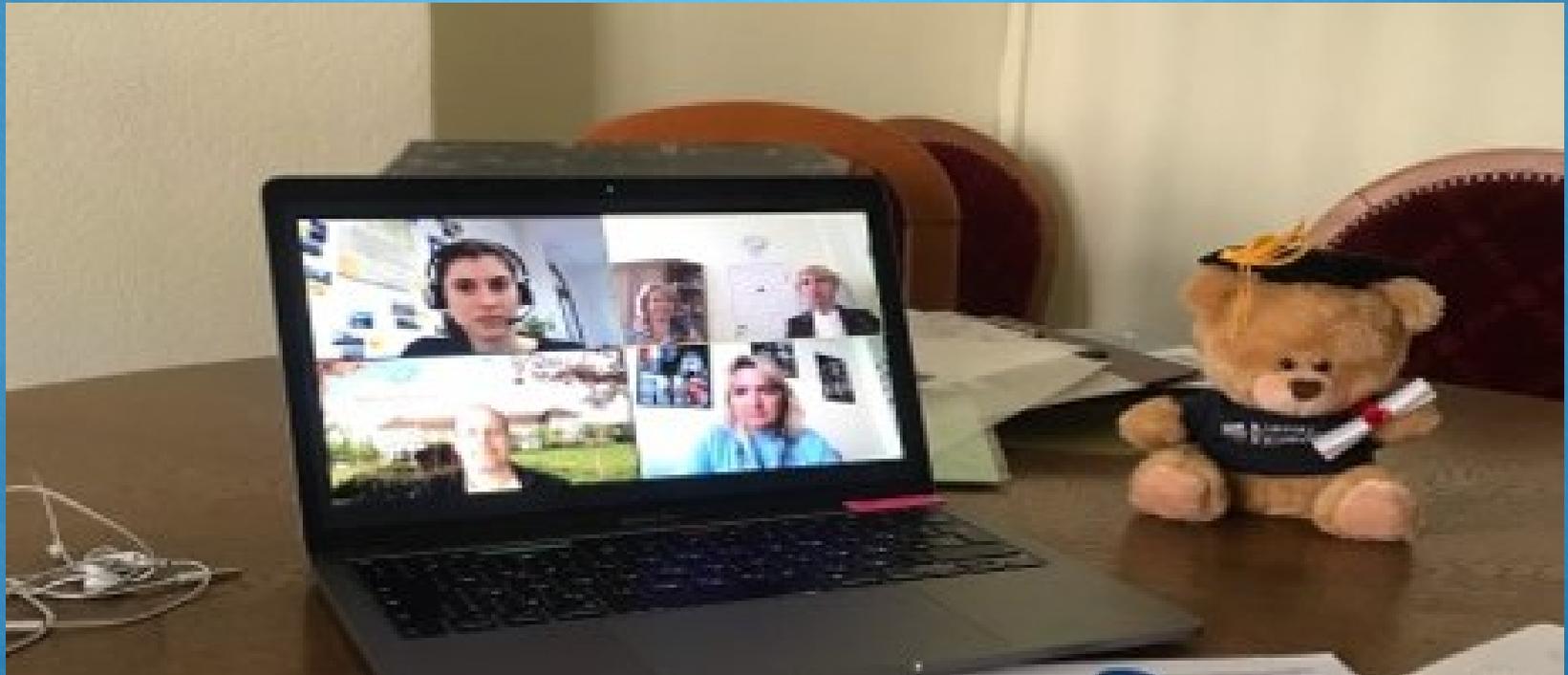


German Academic Exchange Service

Our plan for online GVW

14.05 / Fri	15.05 / Sat	16.05 / Sun	17.05 / Mon	18.05 / Tues	19.05 / Wed	20.05 Thur	
Arrival							
Welcome & Introduction	Summary & Opening	Sunday Activities depending on itinerary	Summary & Opening Business Model Creation	Summary & Opening	Summary & Opening	Summary & Opening	
Why Gearbitrage	Activity: Getting to know your class mates		Group Work: Business Model Canvas	Activity	Legal Background Basics	Final Presentations to the Board/Oral Exam*	
Pitches	Startup Types		Presentation & Discussion	MVP Creation & Prototyping	5S Business Models		
	Digital Nomads - Guest				Break		Group Work: Business Model Combination
	Success Factors & Market Types				Basics in UX/UI Design		
Voting & Group building	Group Work: Market Environment		Hypothesis Validation	Group Work: Wireframing & Mockups	Presentation & Discussion IT School Startups - Guest		
Startup Ecosystem	Break		Group Work: Hypothesis Validation	Lunch			
Lunch			Presentation & Discussion: Critical Assumptions		Lunch		
Market Environment Ukraine	Lunch		Digital Marketing & Campaign Creation	Intro & Figma			How to Pitch
Market Environment Germany	Market Assessment & Sizing - Ukraine and Germany		Group Work: Digital Marketing	Group Work: Building a Klick-prototype	Group Work: Build Your Pitchdeck		
Break	Break						
Relationship Ukraine & Germany	Micro and Macro Market Analysis						
Group Work: Market Opportunities	Group Work: Market Sizing		Presentation & Discussion	Final Q&A			
Presentation & Discussion	Presentation & Discussion		Presentation & Discussion				
						Lunch Break	
						Official Closing Ceremony	

Issuing training certificates from Kiev online



PANEL DISCUSSION



LEARNING DESIGN FOR DIGITAL SUCCESS

Join experts to exchange ideas regarding challenges and success factors for designing effective online and hybrid learning



Hybrid Learning

How to successfully combine online and classroom learning



Designing for Digital

Didactic methods and strategies for designing online courses



Tools and Resources

Videos, polls, chats and more - choose and use tools effectively

Register today to join the discussion on Zoom
Tuesday, 28th September at 3:00pm CET
[registration link/url](#)



Kontakt@digibridge.club

The Future of Learning Design

International Panel Discussion and Idea Exchange

Join us for the first event in our Digital Learning Series

Hear a panel of experts from multiple Universities discuss learning design and challenges in the evolving digital environment.



28. SEPTEMBER 2021
3:00 - 4:30 PM CET

DETAILS AT
WWW.DIGIBRIDGE.CLUB/DISCUSSDIGITAL

Exchange Program for Students



TH ASCHAFFENBURG & LPNU & KNEU

GLOBAL Venture Week!

COMNG
NOVEMBER 2021
@ ZOOM

Entrepreneurial Cross-border Business Opportunities

Intensive course with international participants,
professionals, and professors



Deutscher Akademischer Austauschdienst
German Academic Exchange Service

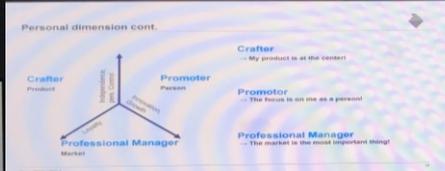
players inside Ukraine and integrates them in the global technological ecosystem for reaching maximal synergy and development of technological sector



Sophie Joline Wennem...

Sophie Joline Wennemuth

Dmytro Golovenko



Participants visible in the grid include: Klaus Schlegel, Viktoria von Rosen, viktorlia von r..., Boris Bauer, Aleksandra Hryhorova, Osama Al Hu..., Sophie Joline Wennemuth, Tobias Lohmann, Jill Nowotny, Bertrand Spillare, Solomia, Julius Bac..., Iryna Basi, Georgia love Cu..., Danylo Syvak, fatou dibba, Bert..., Andrea Nahi, Kristina Barsuc...

VentureLab

presents

Global Venture Week joins Global Master School

in partnership with
AUAS & LPNU & KNEU & DUT & SEAMK & UMSL & SUNY

International Views on Entrepreneurship and Digitilisation

Intensive Course with International Participants,
Professionals & Professors *(Final version 20 May)*

22 - 28 MAY 2022

Hybrid (@AUAS and Online)

 VentureLab

 @venturelabthab

 venture-lab.de

 @weareventurelab



Onsite and Hybrid Program

22 May to 28 May 2022 at Aschaffenburg University of Applied Sciences, Germany (AUAS)

For students from abroad that cannot join onsite, the academic program is made available online. Content marked with the icon  is delivered both on-site (BUILDING 20, ROOM 116) and online via Zoom:
Zoom link: <https://www.international-office.de/gms2022>

Sunday 22 May 2022

Arrivals all day

Monday 23 May 2022

 10:00 - 10:45 AM
Prof. Eva-Maria Beck-Meuth, President of AUAS
Official Welcome in the "Hocksaal" (Building 22)

 10:45 - 12:15 PM
Prof. Boris Bauke (AUAS)
Entrepreneurship as a Career Path

12:15 - 01:00 PM - LUNCH BREAK

 01:00 - 02:15 PM
Prof. Boris Bauke (AUAS)
Teambuilding

 02:15 - 02:45 PM
Felix Oppolzer (AUAS)
Success Factors & Market Types

 02:45 - 03:30 PM
Felix Oppolzer (AUAS), Eduard Justus (AUAS)
Group Work - Market Environment

03:30 - 03:45 PM - BREAK

 03:45 - 04:15 PM
Eduard Justus (AUAS)
Market Analysis

 04:15 - 05:00 PM
Felix Oppolzer (AUAS), Eduard Justus (AUAS)
Group Work - Market Sizing

05:00 - 06:00 PM
Dr. Shoeb Mohammad (LakeheadU)
Corruption in Emerging Markets - Impact on Innovation and Enter

7:30 PM - Guided City Tour and Pub Crawl
Meeting point: Tourism Information Office at 07:30 PM



Tuesday 24 May 2022

 10:00 - 10:45 AM
Sophia Hoyos (AUAS)
Welcome / Intro to Figma

 10:45 - 11:15 AM
Eric Goetz (AUAS)
Hypothesis Validation

 11:15 AM - 12:15 PM
Eric Goetz (AUAS), Markus Flagner (AUAS)
Hypothesis Validation & Critical Assumptions

12:15 - 01:00 PM - LUNCH BREAK

01:00 - 02:00 PM online
Prof. Greg Gartner (SUNY)
Financing in the New Venture - Angels, Venture Capitalists

02:00 - 3:00 PM online
Dr. Klaus Schieble (Maschmeyer Group)
The Practical Benefits of Start-Up Business and Entrepreneurship

04:00 PM
Tour to Miltenberg & Campus Miltenberg, including Faust-Brewery-Tour
Meeting point: Next to building No. 1 at 03:30



Free evening in Aschaffenburg or Miltenberg

Wednesday 25 May 2022

 10:00 AM
Prof. Keolebogile Shirley Motaung (DUT)
Commercialisation of University Research (Canvas Workshop)

01:00 - 02:00 PM - LUNCH BREAK

 02:00 PM
Prof. Anne-Maria Aho & Prof. Dario Liberona (SeAMK)
Knowledge Management and Value Creation - Finnish Company Cases

 04:30 PM
Meike Schumacher (AUAS)
Design Thinking Method

Free evening and time for shopping as shops will be closed on the next day due to a **bank holiday** in Bavaria.



Thursday 26 May 2022

(Ascension Day/Bank Holiday in Bavaria)

 9:00 AM - 12:00 PM
Visit to the VentureLab - Würzburger Street 96
Exam Preparation

04:00 PM
Hiking to Aschaffenburg Vineyard Urbani Godelsberg including wine tasting, Godelsberg 27
Meeting point: Cafeteria at 03:45 PM

WEINBERG ORTH



Friday 27 May 2022

 09:00 AM
Self-study and Preparation for Exams
Presentations

01:00 PM
Exams
Final Oral Team Presentations:
Presenting a Business Idea and Strategy to Potential Investors
(exam board)

 06:00 PM
Prof. Holger Paschedag, Vice-President for International Affairs of AUAS
Official Farewell Ceremony & Barbecue on Campus

Information on trip to Heidelberg on Saturday 28 May will be provided separately

Contact:

Ernst Schulten: ernst.schulten@international-office.de

Emergency number:- (+49) (0)171-2300112 - activated on 22 May 8 PM - 27 May 8 PM



TH Aschaffenburg
university of applied sciences

Aschaffenburg

May 23, 2022





Our plans:

- Digital Learning – Workshop
- Global Venture Week
- Global Master School
- Digital Learning Design
- Development of Best Practices – Platform



Thank you for your attention!

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