



_DIGITAL PRODUCT SCHOOL



a program by
unternehmertum
Center for Innovation and Business Creation at TUM

ABOUT US

We started the Digital Product School with a bold vision: To educate the next generation of digital product makers.

Together with our industry partners we developed a unique program that delivers hands-on experience in digital product development.

Students, graduates, researchers and industry experts come together under one roof to gain lots of practical working experience – provided through collaboration with experienced product teams and industry experts.

The set-up is as close as possible to common tech start-ups. And the claim is no less than to shape the future with outstanding digital products.

DIGITAL
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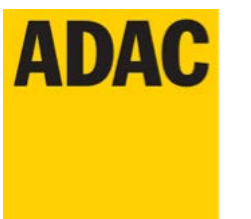
unternehmertum
Center for Innovation and Business Creation at TUM

in cooperation with



**BMW
GROUP**

DAIMLER



adidas

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NOKIA



SW/M
Stadtwerke München



ZD.B ZENTRUM
DIGITALISIERUNG
BAYERN

OUR MISSION

„We want to enable talents to solve real-world problems with outstanding digital products. We will equip them with practical experience and the necessary know-how to ensure a human-centered product design process. To achieve this we use cutting-edge digital technology and methodologies.“

3

MONTHS

Gather a year's experience in just 3 months!

The Digital Product School is designed to deliver a whole year of digital product development experience in just 3 months. We developed an intense program fueled by a practical approach, state-of-the-art technology and experienced industry experts.

**BECOME
EXPERIENCED**

**BUILD A
USER-TESTED
PRODUCT**

7

TEAMS

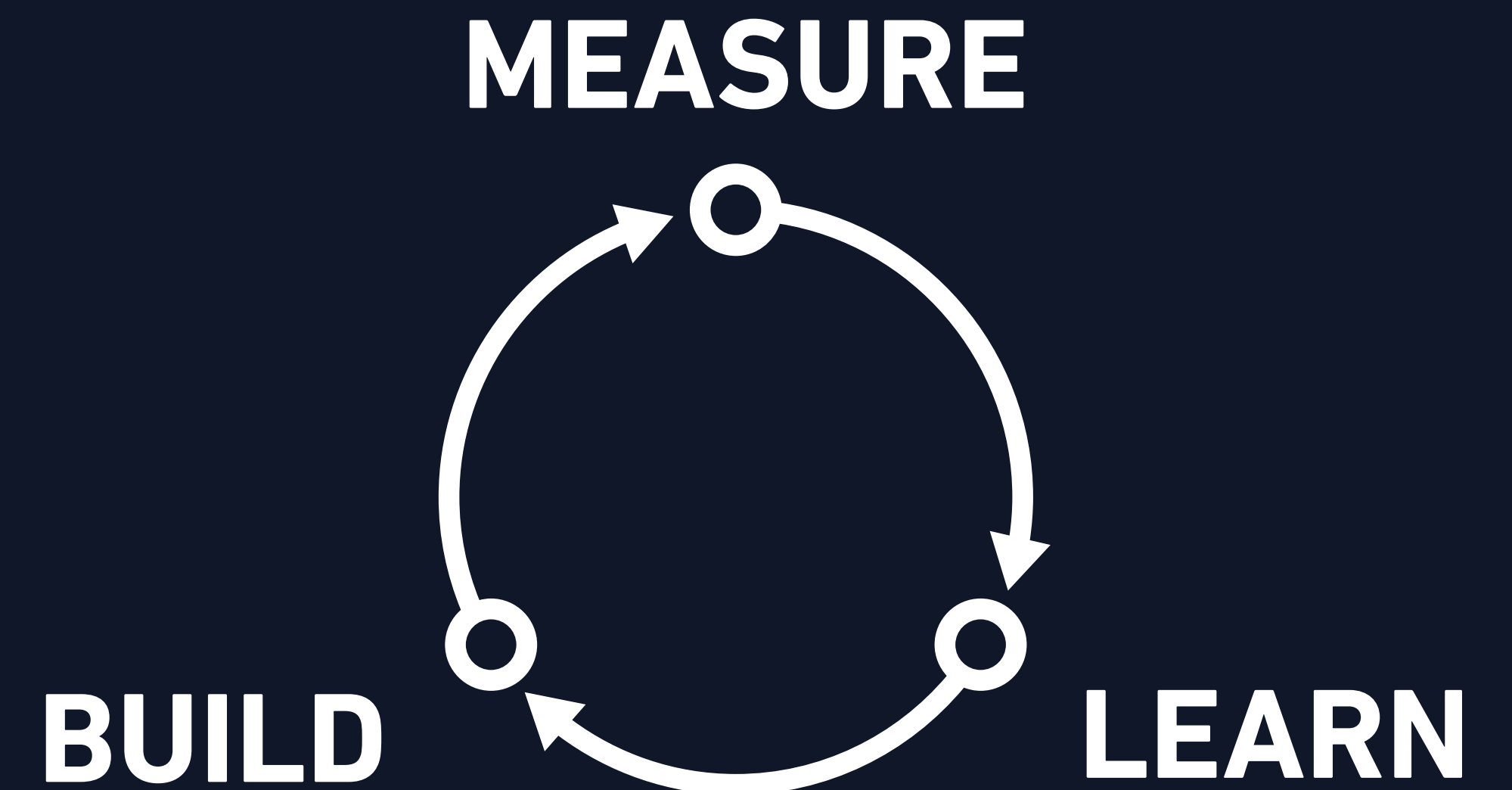
5 Company Teams + 2 Wild Teams

You can either be part of a company team or work in one of our »Wild Teams«. The 5 company teams will take care of the problem spaces provided by our industry partners. The 2 Wild Teams will chase their own project ideas.

EXPERIENCE REAL START-UP ATMOSPHERE!

Successful tech start-ups enjoy a unique culture that cultivates innovation and makes them able to tackle the worlds biggest problems in a quick way. A great focus on the end user, true collaboration accross all disciplines and a lean mindset is what it takes to build great digital products.

At Digital Product School we recreate this atmosphere by choosing our processes, tools and people the way those start-ups do.





WE ARE LOOKING FOR TALENTS!

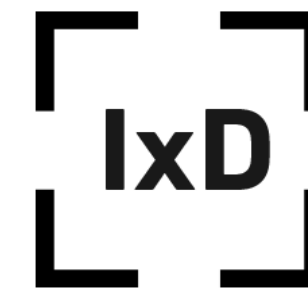
At Digital Product School we are Product Managers, Designers, Software Engineers and AI Specialists who form units that can tackle any digital challenge in the most efficient way. We believe in diverse teams, consisting of people with different skills and experiences.

For the first batch starting in May we are looking for highly motivated students, recent graduates and researchers who want to join us for 3 months and become experienced in digital product development.

Select one of the four domains and join one of our seven teams to solve real-world problems through digital products!



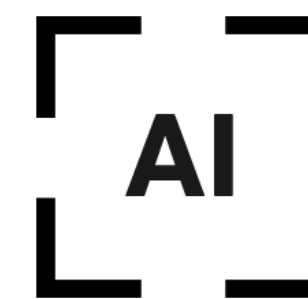
Product Managers are responsible for defining a product that solves discovered problems by investigating, selecting, and driving the development and ensuring a holistic approach to User Experience.



Interaction Designers understand how users and technology communicate with each other and focus on designing engaging interfaces with well thought-out behaviours.



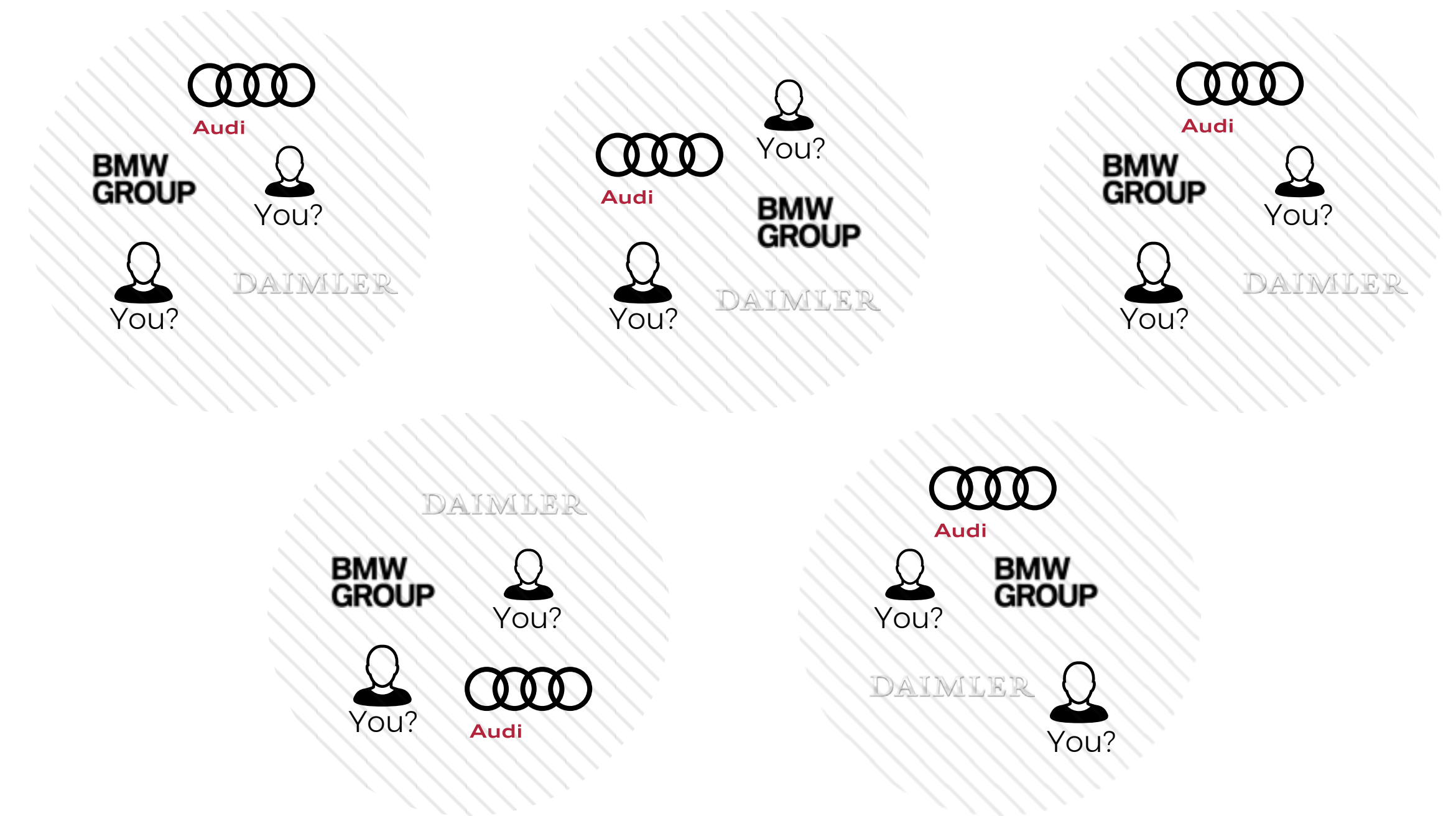
Software Engineers bring ideas to life by crafting the code for digital products. They solve problems by engineering systems that are scalable, secure and usable.



AI Experts use technology to identify data patterns, build self-learning systems and thereby automating and improving repetitive work or to render possible a whole new level of digital services.

JOIN ONE OF FIVE COMPANY TEAMS ...

Five Company Teams with experienced industry experts are waiting for talents in one of the four domains to join them. During our offsite weekend you will get to know each other and decide which team you want to join.



... OR FORM A WILD TEAM WITH OTHERS!

If you have your own start-up idea or a problem you want to solve, join one of our two Wild Teams!



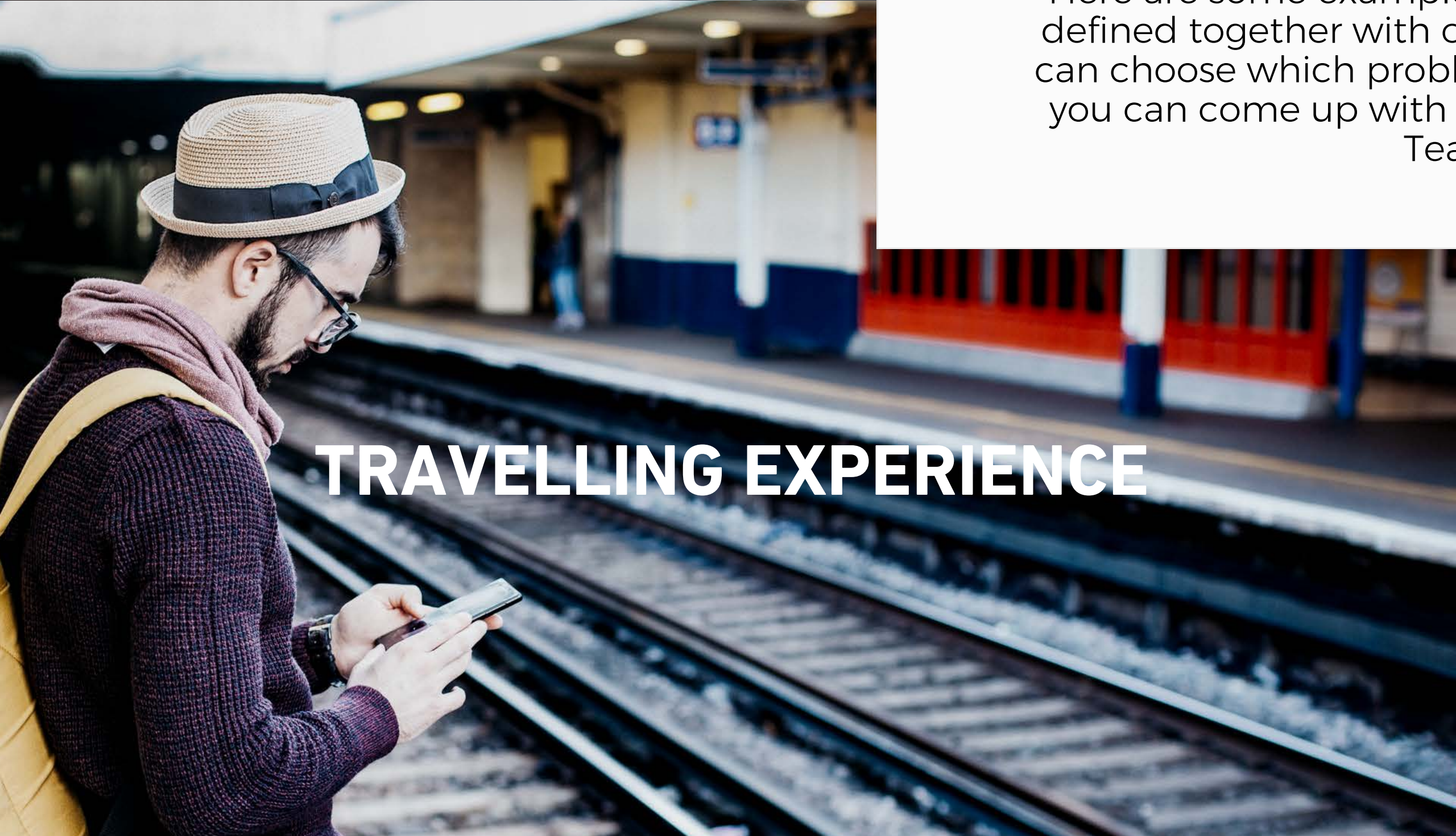
TRAFFIC & TIME



FINE DUST & ENVIRONMENT

PROBLEM SPACES

Here are some examples of problem spaces we defined together with our industry partners. You can choose which problem you want to tackle or you can come up with your own idea for a Wild Team ...



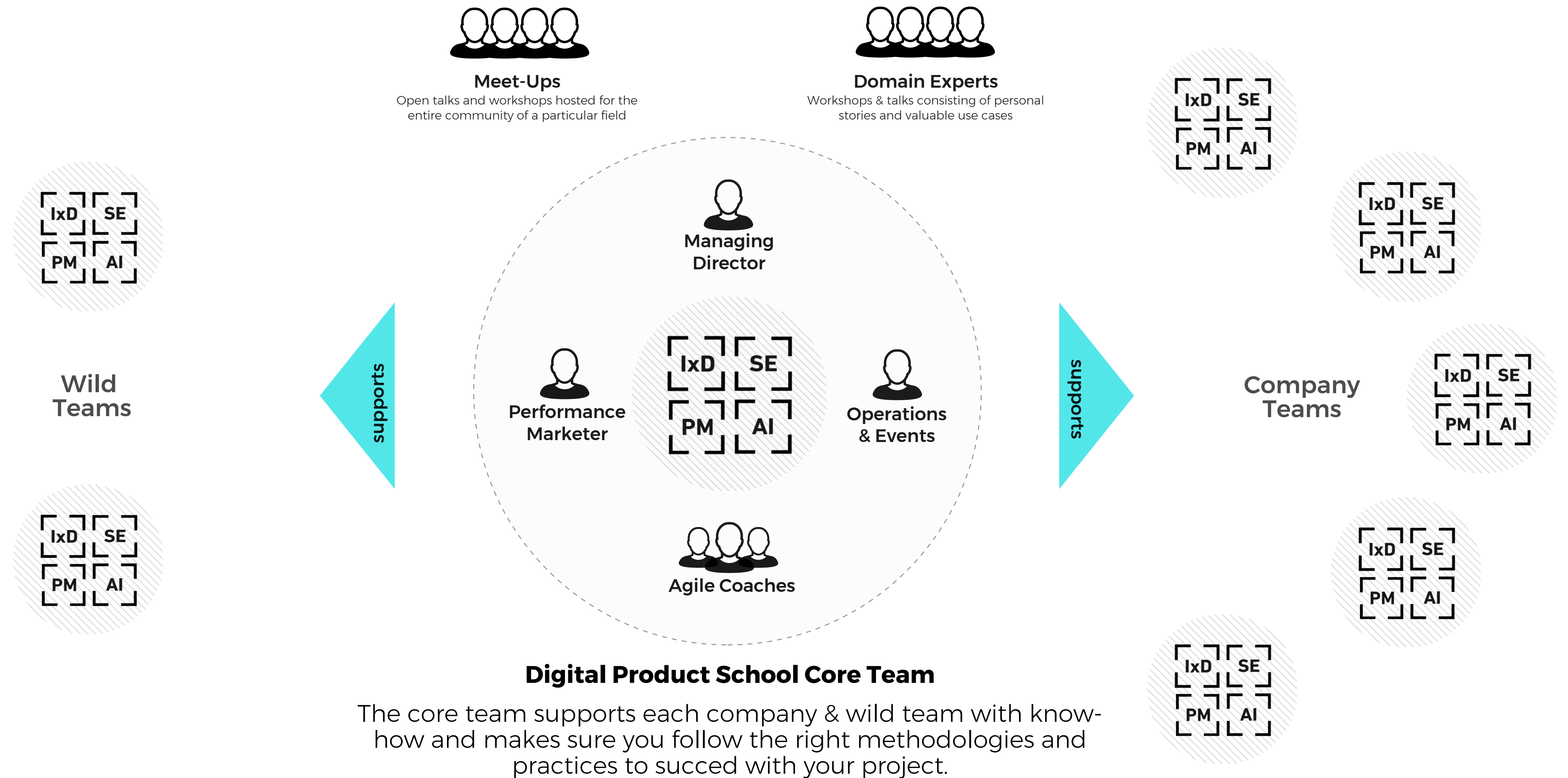
TRAVELLING EXPERIENCE

YOUR WILD TEAM PROJECT

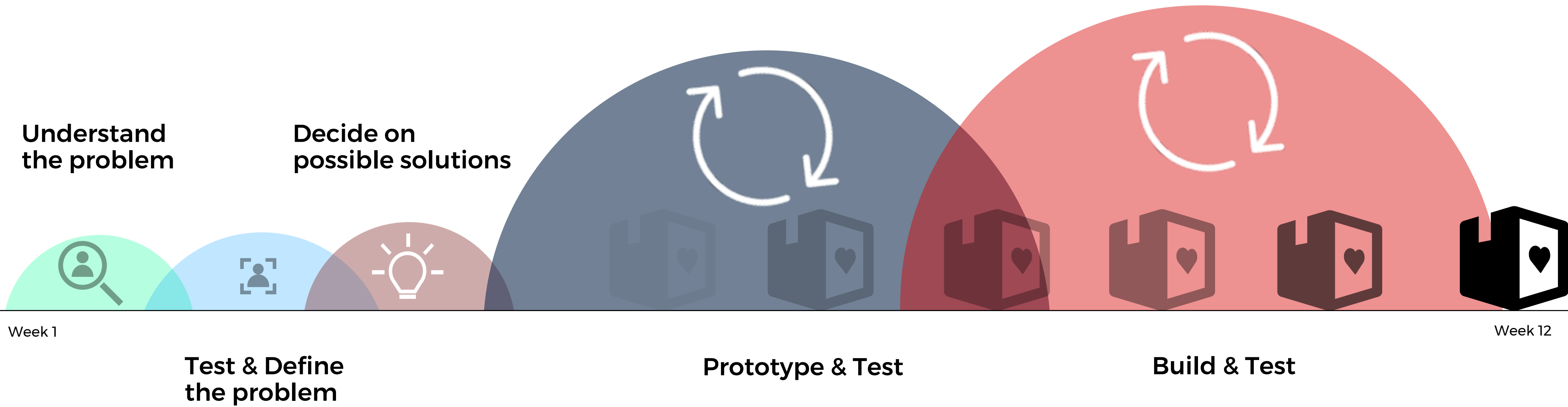


THE DIGITAL PRODUCT SCHOOL

MIRRORS A PROGRESSIVE HIGH-TECH STARTUP



HOW WE WORK



A TYPICAL WEEK AT DIGITAL PRODUCT SCHOOL

GMT	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	
9 AM	Daily Stand-Up	Daily Stand-Up	Daily Stand-Up	Daily Stand-Up	Daily Stand-Up	
10 AM	Sprint Planning	Workshop User Testing 101 [PM] [IxD] [SE] [AI]	Work on project	Work on project	Workshop [AI] Advanced Machine Learning	Workshop [IxD] Designing interfaces for AI
11 AM						
12 PM	1:1 with Track Owner	User Testing				
1 PM						
2 PM	Work on project	User Testing	Work on project	Work on project	Work on project	
3 PM						
4 PM	Workshop [PM] Psychology of great products	Workshop [SE] Scalable IT infrastructure				
5 PM						
6 PM					TGIF Beers & Sodas	
			Meet-Up Munich Product Tribe	Movie Night Shenzhen – The Silicon Valley of Hardware		

A UNIQUE PLAYGROUND

We offer access to testing and prototyping labs, data sources and AI technology and the physical testing fields. This serves as the perfect playground to explore and refine your ideas and solutions.

DATA LAKES

Use real data provided by our partners to experiment and optimize your AI algorithms! Or let the data inspire you to come up with new service ideas.

PHYSICAL TEST FIELDS

Test your solutions in the real world! Together with our partners such as the city of Munich, we provide physical test fields that allow you to test new mobility products in urban and remote environments.

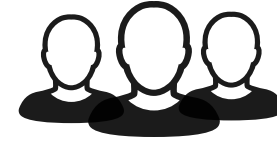
TECHNOLOGY

From artificial intelligence systems via analytics appliances to 5G network technology – our partners will provide you with the best and latest technology in each field.

IBM **Watson**[™]



NOKIA



EXPERTS, COACHES & MENTORS

Participate in workshops and learn from the best experts in each domain with years of experience in digital product development! Our mentors, coaches and workshop facilitators come from successful digital companies and teach you the right skills in weekly workshops.



ACCOMMODATION & GRANTS

Talented students, researchers and individuals who are not currently employed at a company will receive a grant of **750 EUR** per month. Additionally, we will try to help finding affordable accommodation.

LOCATION

We are located on the 25th floor of the Highlight Towers in Munich. There you will experience an authentic tech start-up atmosphere. A whole floor provided by IBM Watson IoT will give the teams 1,000 squaremeters of space to build their digital solutions.

IBM Watson IoT

MOBILITY HUB

UnternehmerTUM is the new mobility hub in the Digital Hub Initiative of the German Federal Ministry for Economic Affairs and Energy. Digital Product School is one of the core programs operated by this newly formed hub.

de:hub
digital ecosystems
munich. mobility

APPLY NOW

for batch #2, running from
Sep 18th - Dec 16th 2017

productschool.digital

QUESTIONS?

Call us, email us, or come to Munich and visit
us in our office. We are happy to tell you more.

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MEET THE CORE TEAM



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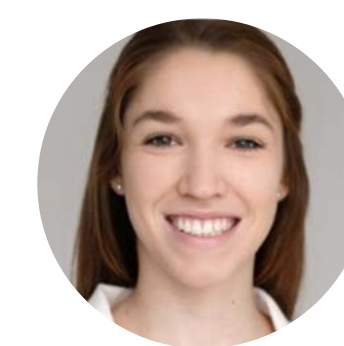
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MICHAEL STOCKERL
Head of
Software Engineering



VERONIKA TRAUBLINGER
Team and
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