

DIGITAL
PRODUCT
SCHOOL

The logo consists of the words "DIGITAL", "PRODUCT", and "SCHOOL" stacked vertically. To the right of each word is a colored bracket: a blue square bracket for "DIGITAL", an orange square bracket for "PRODUCT", a purple square bracket for "SCHOOL", and a magenta square bracket for the final "SCHOOL".

**MASTER YOUR PROJECT.
BECOME EXPERIENCED.**

DIGITAL PRODUCT SCHOOL

DPS is a 3 month full-time education program by UnternehmerTUM where participants from big corporates and “free” attendants work together in cross-functional teams.

It is part of the Digital Hub Mobility, a network of the mobility industry and leading high-tech companies to future urban mobility ideas and business models.

Inside DPS the teams develop solutions for the future of mobility and solve real-world customer problems with cutting-edge digital products.

PARTNERS

Digital Product School is part of the Digital Hub Mobility



THE MISSION

We build the next generation of human centered digital product makers.

We want to enable our participants to solve real-world problems with outstanding digital products.

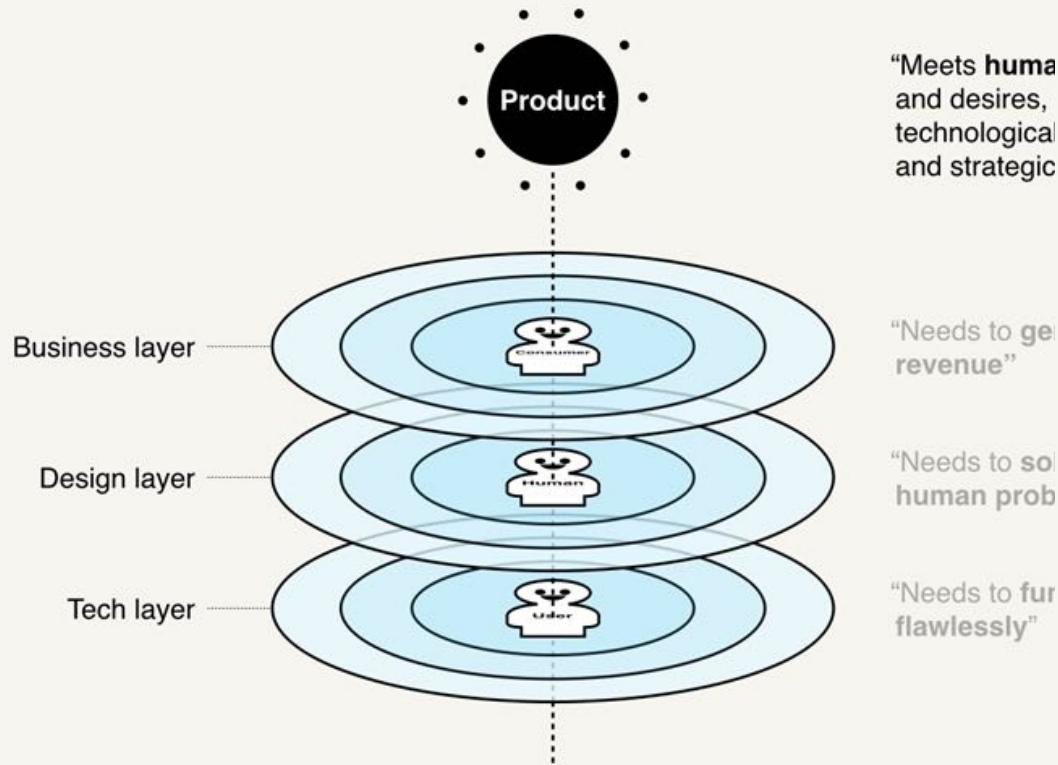
We will equip them with practical experience and the necessary know-how to ensure a human-centered product design process.

To achieve this we use cutting-edge digital technology and methodologies.

Our Goal: to build digital product that highly valuable to its users and has the potential to generate revenue for our company partners.

USER CENTRICITY LEADS TO SUCCESS

Google: »Focus on the user and all else will follow.«

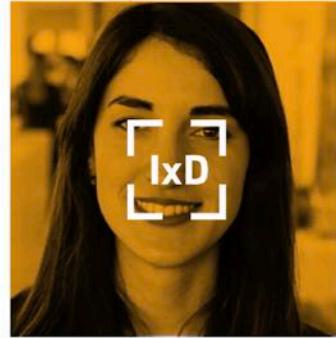


THE TEAMS MIRROR A MODERN HIGH-TECH START-UP

Our teams are »cross-functional«. This means that Product Managers, Interaction Designers, Software Engineers and Artificial Intelligence Engineers work together to find out what the user needs and to build the product.



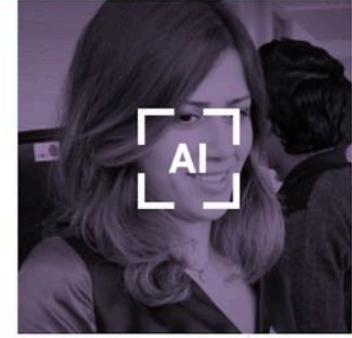
Product Managers are responsible for defining a product that solves discovered problems and driving decision-making. They also take care of the team's resources.



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



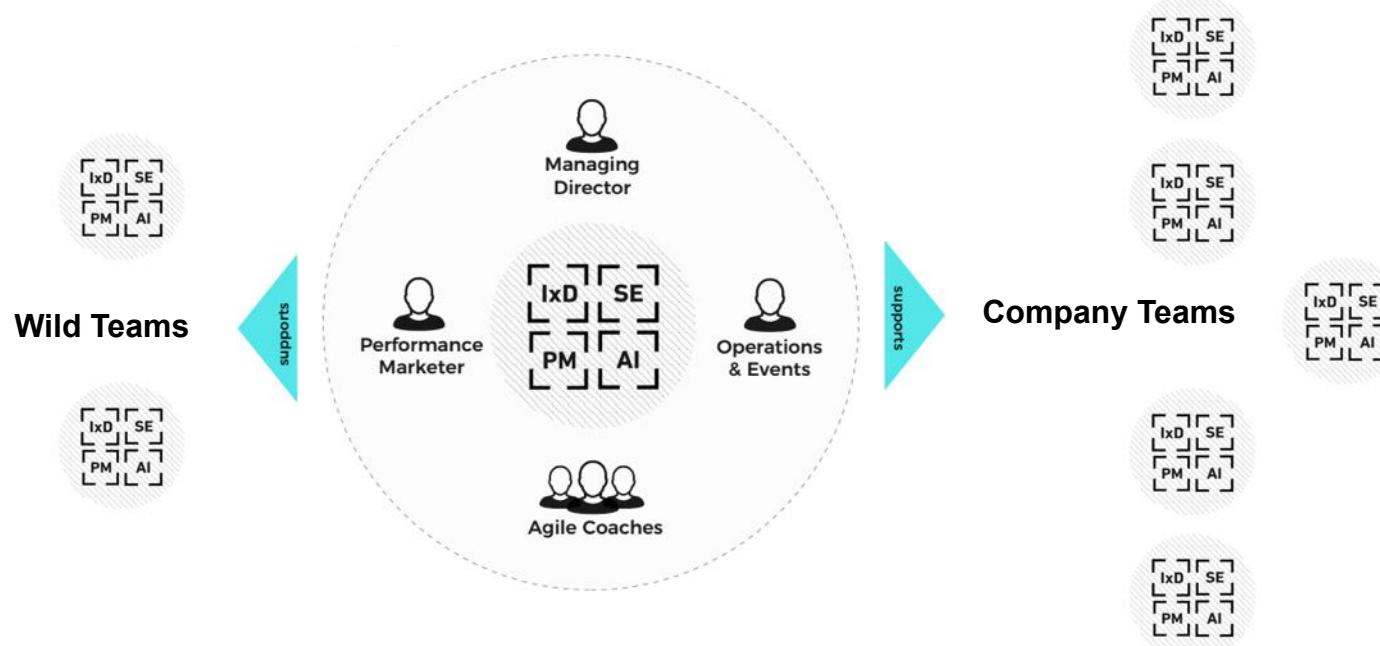
Software Engineers bring ideas to life through coding. They engineer systems that are scalable, secure and usable. They do amazing things that look like magic to others.



Artificial Intelligence Engineers use technology to identify data patterns, build self-learning systems and automate repetitive work. By doing this they take a product to a whole new level.

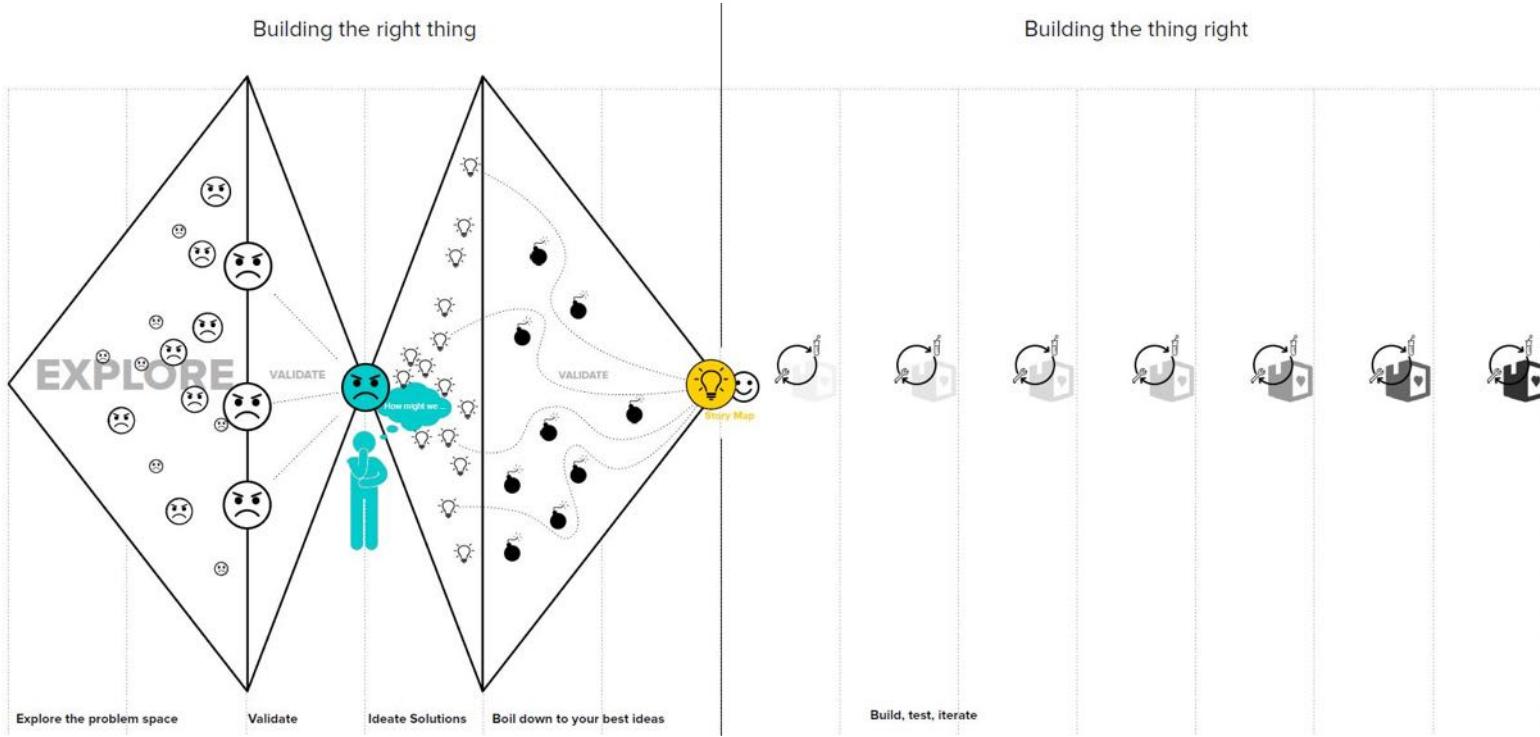
SUPPORT BY THE CORE TEAM

The core team supports each team with know-how and makes sure they follow the right methodologies and practices to succeed with their project.



HOW WE WORK: OUR FRAMEWORK

In our user-centric approach the teams first explore the problem before focusing on a possible solution.

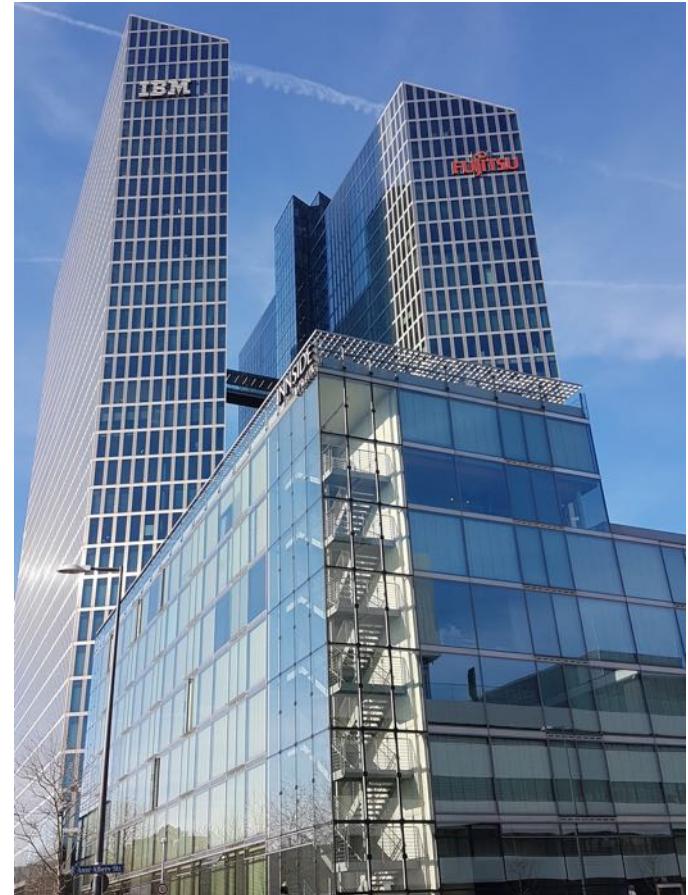


LOCATION

We are located on the 25th floor of the Highlight Towers in Munich. There the teams will experience an authentic tech startup atmosphere.

A whole floor provided by IBM Watson IoT will give the teams 1,000 square meters of space to build their digital solutions.

IBM Watson IoT™



THE CORE TEAM



ADRIAN ABELE
Head of Interaction Design



AFSANEH ASAEI
Head of Artificial Intelligence



STEFFEN KASTNER
Head of Product Management



SASCHA REHBOCK
Managing Director Digital Product School



BASTIAN RIEDER
Head of Performance Marketing



MICHAEL STOCKERL
Head of Software Engineering



LYUBOMIR STOIKOV
Software Engineer
Cyber Security



VERONIKA TRAUBLINGER
Team and Event Manager

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a program by
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Center for Innovation and Business Creation at TUM

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