



DIGITAL PRODUCT SCHOOL

unternehmertum

Center for Innovation and Business Creation at TUM

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.

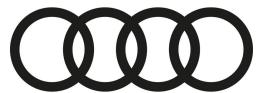
It is part of the Digital Hub Mobility, a network of the mobility industry and leading high-tech companies to future urban mobility ideas and business models.

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



PARTNERS OF THE DIGITAL HUB MOBILITY

Digital Product School is part of the Digital Hub Mobility



THE MISSION OF DIGITAL PRODUCT SCHOOL

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.

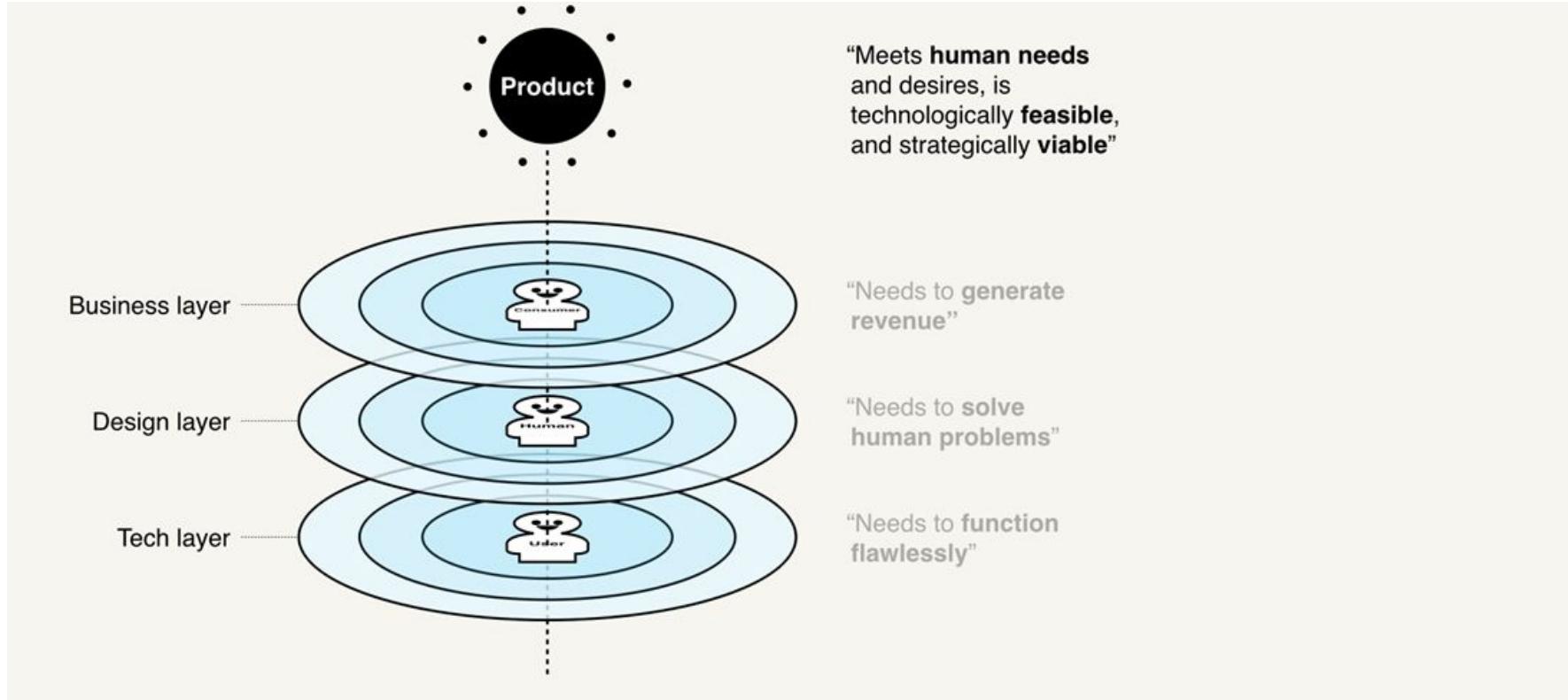
We will equip them with practical experience and the necessary know-how to ensure a human-centered product design process.

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 ECONOMIC SUCCESS

Google: “Focus on the user and all else will follow.”



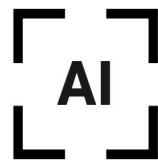
THE TEAMS MIRROR A MODERN HIGH-TECH START-UP

To build outstanding digital products each team has at least one specialist of this four essential professions:



Software Engineers

bring ideas to life by crafting the code for digital products.



Artificial Intelligence Engineers

use technology to identify data patterns and build self learning systems.



Interaction Designer

understand how users and technology communicate with each other.

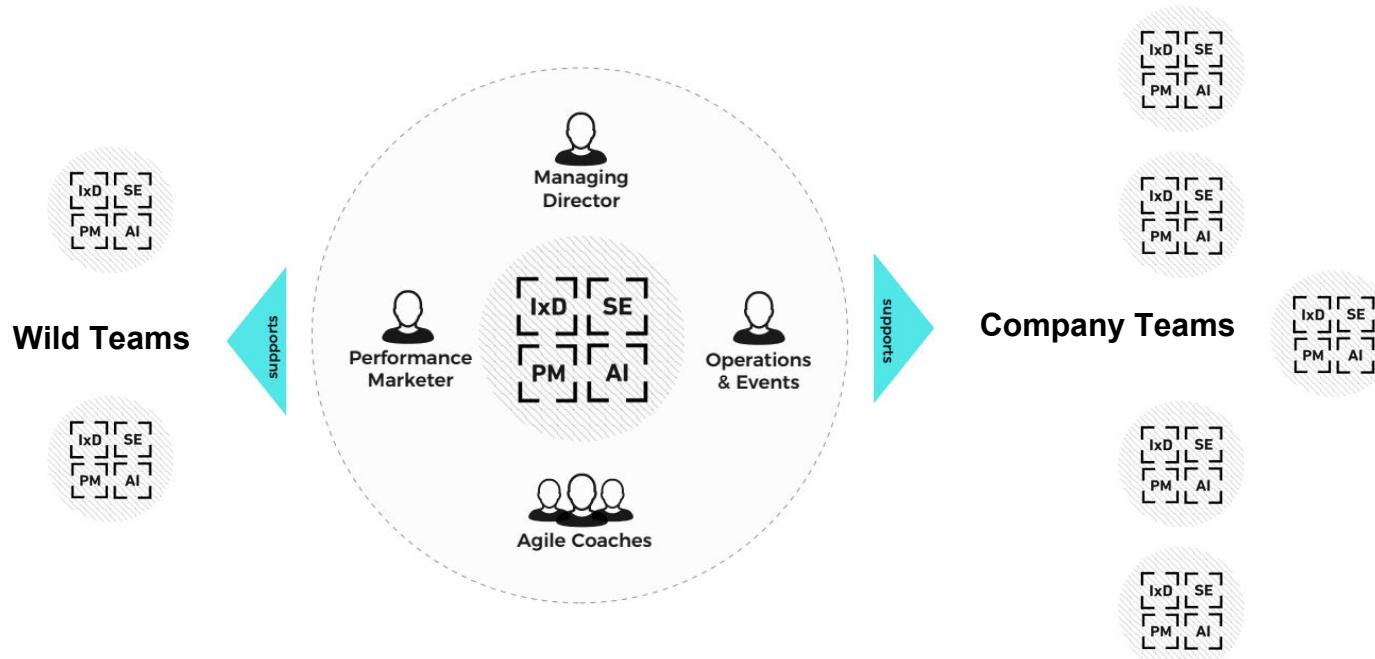


Product Managers

are responsible for defining a product that solves discovered problems.

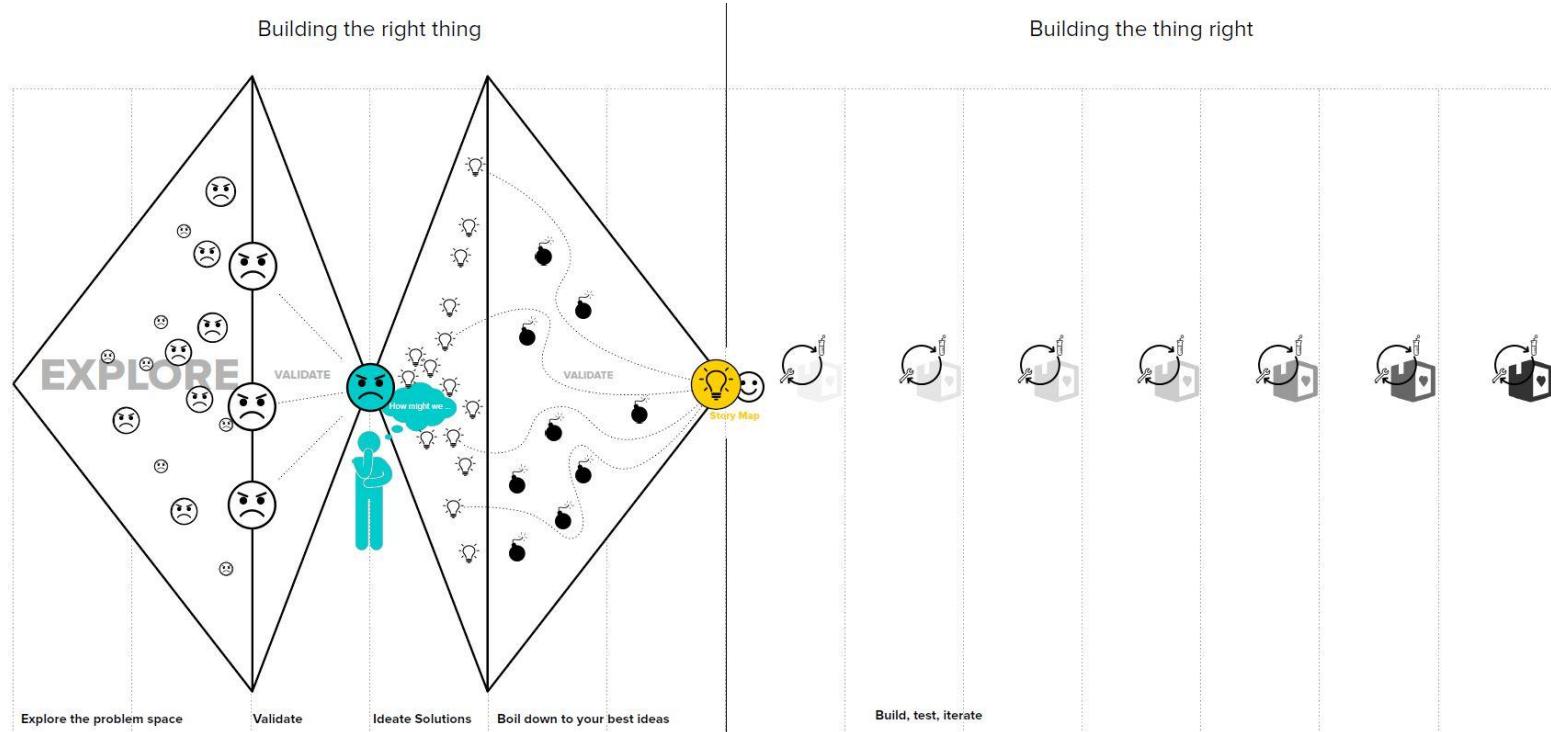
EDUCATION & SUPPORT BY THE CORE-TEAM

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.



HOW WE WORK: WEEKLY STRUCTURE

Participants work in agile project teams and get coachings in 1-1s & workshops.

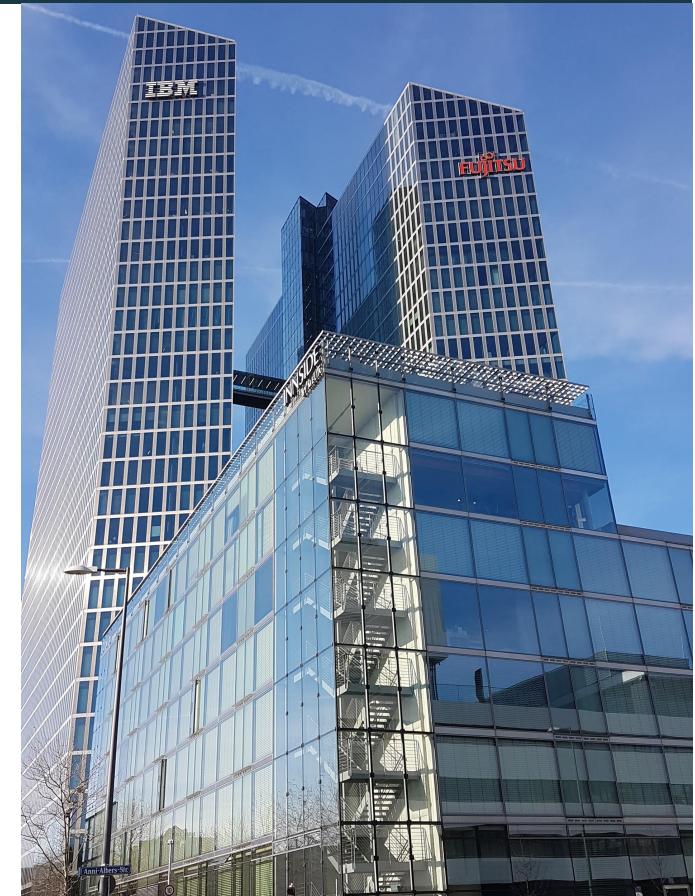
	Monday	Tuesday	Wednesday	Thursday	Friday	
9:00	Daily	Daily	Daily	Daily	Sprint Reviews	9:00
10:00					Retrospectives A	10:00
11:00	Bookable Slots (Core Team/ Experts)	Retrospectives B	11:00			
12:00						12:00
13:00	Workshops	1-on-1s A			Sprint Planning	13:00
14:00					All Hands	14:00
15:00				Workshops	1-on-1s B	15:00
16:00						16:00
17:00						17:00
18:00						18:00
19:00						19:00
20:00			Meetups			
21:00						

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
Interaction
Designer



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

a program by

unternehmertum
Center for Innovation and Business Creation at TUM

de:hub
MÜNCHEN Mobility

digitalproductschool.io

hello@dpschool.io

+49 89 18 94 690

facebook.com/digitalproductschool

twitter.com/dpschool_io