

## **International Management Solutions Winter Semester 2022/23**

### **“Founding an International EdTech Start-up”**

#### **Introduction to the General Topic**

Since the outbreak of the pandemic, the EdTech market has experienced exponential growth. The EdTech firms pledge to transform the education industry by providing innovative solutions built on cutting-edge technologies such as AI. Thus, it is getting increasingly difficult for new entrants to succeed as competition intensifies and customers become more price-sensitive due to unfavorable economic trends. Therefore, the emerging EdTech start-ups must operate on a global scale and develop effective strategies to deal with competitors, customers, and investors worldwide.

#### **Aims and Scope**

The aim of the seminar is to learn about the foundation of international start-ups. The participants will identify and evaluate potential customers, competitors, funding opportunities, and marketing concepts for a real-life case. Moreover, a detailed action plan shall be developed. The participants will work in groups and develop their projects in a multi-stage process.

#### **Group composition and advisors**

- Group 1: Marketing (Advisor: Prof. Dr. Dirk Holtbrügge)
- Group 2: Customers (Advisor: Prof. Dr. Dirk Holtbrügge)
- Group 3: Competitors (Advisor: Maxim Grib, M.Sc.)
- Group 4: Financing (Advisor: Maxim Grib, M.Sc.)

#### **Elements and Timeline**

The seminar will be conducted online. For participation, use the following zoom link:  
<https://fau.zoom.us/j/64065856154?pwd=K29zUEdTeWh4RkFHS2UyTG9EbDRhdz09>

The seminar starts with a **kick-off meeting** in which the participants will be introduced to the topic. Moreover, the timeline of the seminar will be explained.

19.10.2022 16:45-18:15 Zoom	09.11.2022 18:15-21:30 Zoom	23.11.2022 18:15-21:30 Zoom	14.12.2022 18:15-21:30 Zoom	21.12.2022 12:00 StudOn
<b>Kick-Off</b>	<b>1<sup>st</sup> Presentation</b>	<b>2<sup>nd</sup> Presentation</b>	<b>3<sup>rd</sup> Presentation</b>	<b>Submission</b>
<ul style="list-style-type: none"> <li>• Introduction of topics</li> <li>• Structure of the seminar</li> <li>• Binding registration form must be uploaded to StudOn by <b>21.10.2022</b></li> <li>• Afterwards: Group composition</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Identification</b> of customers, competitors, funding opportunities and marketing strategies</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Evaluation</b> of customers, competitors, funding opportunities and marketing strategies</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Implementation and action plan</b></li> </ul>	<ul style="list-style-type: none"> <li>• Submission of the seminar paper</li> </ul>
<b>Tutorials (via Zoom)</b>				
	<b>26.10.2022</b> 10:00-11:00	<b>02.11.2022</b> 10:00-11:00	<b>16.11.2022</b> 10:00-11:00	<b>07.12.2022</b> 10:00-11:00

The interactive part of the seminar consists of **three presentations**. In the first presentation, the groups will identify potential competitors, customers, funding opportunities, and marketing strategies. The second presentation consists of an evaluation of these four functions. In the third presentation, a detailed action plan shall be presented.

In the three presentations, the groups have 15 minutes time to present and may use up to five ppt-slides. These should be uploaded on StudOn for all participants at least 24 hours before the presentation.

On the basis of their presentations, the groups are required to submit a **seminar paper** (max. 15 pages excluding references and annexes). For more details, please consult the [“Guidelines on writing essays, bachelor and master theses at the Department of International Management”](#).

## Tutorials

Participants will have the opportunity to contact their advisor during four **virtual feedback sessions** at the following times:

Tutorial 1:	26.10.2022, 10:00–11:00
Tutorial 2:	02.11.2022, 10:00–11:00
Tutorial 3:	16.11.2022, 10:00–11:00
Tutorial 4:	07.12.2022, 10:00–11:00

Zoom link for groups 1 and 2:

<https://fau.zoom.us/j/64065856154?pwd=K29zUEdTeWh4RkFHS2UyTG9EbDRhdz09>

Zoom link for groups 3 and 4:

<https://fau.zoom.us/j/68668345926?pwd=QkNYVVFxOTE0OWJWTDndxMXZnakVCQT09>

Participants must post their meaningful and relevant questions in the StudOn group at least 24 hours before the tutorial ('help us to help you').

### **StudOn Forum**

A forum on StudOn will allow for the exchange of ideas and feedback. Students' participation and feedback will be evaluated.

### **Application and Admission**

A **kick-off** meeting for all interested students will take place on **19.10.2022 at 16:45**. In this digital kick-off, the advisors of the seminar will briefly introduce themselves and give a quick seminar outlook.

**MIBS Students** must register for the seminar on StudOn by **19.10.2022, 12:00**, fill out a binding registration form, and upload it on StudOn until **21.10.2022, 12:00**. The URL for registration is: <https://www.studon.fau.de/crs4680696.html>

The number of participants is limited to 24 students. In case more than 24 students apply, admission decisions will be based on IM I and IM II written exam grades.

Students will be informed about the results of the selection procedure and, if applicable, their specific topic by **24.10.2022**.

**Master in Management (MIM)** students must apply for the IMS seminar centrally via the Chair of Supply Chain Management by **10.10.2022**. More information about application process can be found [here](#).

Please note that each student must also register on Campo.

## **Participation and ECTS Credits**

The seminar is worth 5 ECTS credits. It can be taken by students in the MIBS program (core course) and MIM program.

## **Evaluation**

- Presentations: 60 %
- Seminar paper: 30 %
- Class participation (StudOn forum, discussions): 10 %

## **General Provisions**

- Required attendance in all announced meetings. If absent at one meeting, the partial performance will be graded with a 5.0.
- Required submission of all assessments (entry essay, presentation, seminar paper). If one assessment is missing, the partial performance will be graded with a 5.0.
- If the seminar paper is submitted late, the grade will be reduced by 0.3 points per day.