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Appendix 2: Challenge Types (1-9)

Challenge type 1: Customer needs (and product properties) of tomorrow

Post your challenge

How you write and describe your challenge is as crucial as what you are seeking for. Find below a variety of templates and choose one to guide you through writing your challenge.

What are you searching for?

Customer needs (and product properties) of tomorrow

Development of future-robust product properties based on scenarios and trend analysis. ⓘ
ⓘ

Long description:

In this challenge, the teams will derive future-robust product properties based on scenarios or a trend analysis. If you have already identified scenarios, you can provide them to the teams. If that is not the case their challenge will be based on a trend analysis. To make the challenge a success, the following process is recommended for your cooperation with the team: You will meet the team at an initial online kick-off meeting (KO). At the KO, you will get to know each other and have the chance to set expectations. The team will then work independently on the challenge in several phases. Firstly, the team will familiarise themselves with the details and methods of the challenge and investigate your company in more detail. In the next phase, the team will analyse the current product features in the product portfolio and present them in a first milestone meeting (MS1). The team then will focus on analysing the future. If scenarios are given to the team, they will base their research on these. Otherwise, their analysis will be based on trends that the teams will identify through their research. This is followed by a second milestone meeting (MS2), where you give feedback to the team on their findings. In the final phase, the teams derive future-robust product properties and prioritise them based on a cost-benefit analysis. A product property is considered future-robust if it appears in multiple scenarios or trends. This is followed by a final meeting (FM) where the team presents their final solution and receives feedback from

you. They will incorporate the final feedback into their deliverables before the final submission.

The timeline presented here is a suggestive guide for the teams. The time frame is between four to eight weeks. The teams will also be provided with the suggested methods and templates. They will be able to choose whether or not to use them, but it is highly recommended to do so. Furthermore, it is recommended to do the milestones proposed, to ensure the solution is developed in the desired direction. If you would like to know more about the information provided, please click here (Link to the area, where Innoget provides the download area for students (specific for each Challenge type)).
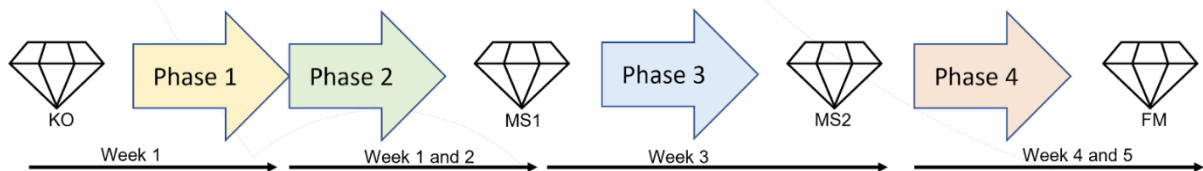

Figure 1 - Process timeline Challenge type1

When solving the challenge, it is expected to deliver the following outputs:

- Scenario/trend analysis and references (e.g. Word)
- Catalogue of future robust product properties (e.g. Excel)

*Enter a Title for your Challenge: 4 - 15 words

*Upload a picture to represent your Challenge:
*Short description: 50 - 100 words

*Initial Problem description: 50 - 250 words

*Context: 50 - 200 words

*Connection to Cross-cutting areas: 20 - 50 words

Categorization:
Giving a good categorization is the key to your challenge to be found by appropriate teams.

Giving a good categorization is the key for your Call to be found by appropriate experts

Type in a search term

Aerospace + | Agriculture and Marine Resources + | Agrofood Industry + | Biological Sciences + | Communications + | Computer related +

Consumer related + | Digitalization + | Electronics Related Market + | Electronics, IT and Telecomms + | Energy Market +

Energy Technology + | Genetic Engineering / Molecular Biology + | Industrial Products + | Industrial Technologies +

Industrial manufacturing, Material and Transport Technologies + | Lightweight + | Measurements and Standards + | Medical Health related +

Opthalmology + | Other + | Physical Sciences and Exact Sciences + | Protecting Man and Environment + | Social and Economics concerns +

Sustainability +

Figure 2 - Categorization of Challenge type1

*Input: 5 - 50 words ⓘ ⓘ

*Expectations: 10 - 100 words ⓘ

Desired team profile: 10 - 20 words

Additional Information: 10 - 200 words

Indicate the maximum number of teams you can work with:

Select challenge manager

Only select this option if you want some of your sub-users to manage this challenge publication and all upcoming submissions from platform members.

🎓 Click to select challenge manager among your company account sub-users

*Agreement with Terms and References

The teams interested in submitting a proposal for your challenge will carefully read the terms of the INDUSAC and submit the proposal if they agree and accept the INDUSAC Terms and conditions set out in the call for students and researchers *(linked to the call)*. Additional agreements between students, researchers and companies can be set to specify the cooperation.

Additional agreements are subordinates of the INDUSAC Terms and conditions for companies and INDUSAC Terms and conditions for students and researchers *(linked to the call for companies and linked to the call for students and researchers)*, and thus INDUSAC is not liable for any additional agreements or contracts. If there is a conflict, the INDUSAC Terms

and conditions for companies and INDUSAC Terms and conditions for students and researchers prevail.

- I agree on the Terms and Conditions set in the Call for companies*
- Create an additional submission agreement

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- Post as Company

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Challenge type 2: Finding white spots in the product portfolio

Post your challenge

How you write and describe your challenge is as crucial as what you are seeking for. Find below a variety of templates and choose one to guide you through writing your challenge.

What are you searching for?

Finding white spots in the product portfolio
Development of an action plan to improve and/or develop relevant clusters within the product portfolio's elements based on a strategic analysis of the product portfolio. ⓘ ⓘ ⓘ

Long description:

In this challenge, the teams will develop an action plan on how to close white spots in your product portfolio based on a strategic analysis of your product portfolio. To make the challenge a success, the following process is recommended for your cooperation with the team: You will meet the team at an initial online kick-off meeting (KO). There you will get to know each other and set expectations. The team will then work independently on the challenge in several phases. Firstly, the team will familiarise themselves with the details and methods of the challenge and investigate your company in more detail. Next, the team will analyse your product portfolio in terms of product families or business units. Having positioned the products in terms of their importance in the market, they will target the clusters that need improvement. They will present the identified product clusters in a first milestone meeting (MS1). The teams will then focus on the white spots and refine them to derive an action plan. This is followed by a final meeting (FM) where the team presents their final solution and receives feedback from you. They will incorporate the final feedback into their deliverables before final submission.

The timeline presented here is a suggestive guide for the teams. The time frame is between four to eight weeks. The teams will also be provided with the suggested methods and templates. They can choose whether or not to use them, but it is highly recommended to do so. Furthermore, it is recommended to do the milestones proposed to ensure that the solution develops in the desired direction. If you would like to know more about the information provided, please click here (Link to the area, where Innoget provides the download area for students (specific for each Challenge type)).
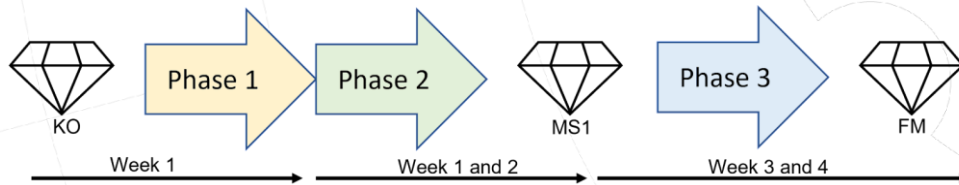
Figure 3 - Process timeline of Challenge type2

When solving the challenge, it is expected to deliver the following outputs:

- Strategic analysis of product portfolio (e.g. BCG-matrix)
- Clustering of product portfolio (e.g. PowerPoint)①①
- Action-plan/white spot analysis for relevant clusters

*Enter a Title for your Challenge: 4 - 15 words

*Upload a picture to represent your Challenge:

*Short description: 50 - 100 words

*Initial Problem description: 50 - 250 words

*Context: 50 - 200 words

*Connection to Cross-cutting areas: 20 - 50 words

Categorization:
Giving a good categorization is the key to your challenge to be found by appropriate teams.

Figure 4 - Categorization of Challenge type2

*Input: 5 - 50 words①

*Expectations: 10 - 100 words①

Desired team profile: 10 - 20 words

Additional Information: 10 - 200 words

Indicate the maximum number of teams you can work with:

Select challenge manager

Only select this option if you want some of your sub-users to manage this challenge publication and all upcoming submissions from platform members.

🎓 Click to select challenge manager among your company account sub-users

*Agreement with Terms and References

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- I agree on the Terms and Conditions set in the Call for companies*
- Create an additional submission agreement

*🔒Privacy settings for this Challenge

- Post as [Name sub-user] from Company

- Post as Company

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Challenge type 3: Marketing campaign of the future

Post your challenge

How you write and describe your challenge is as crucial as what you are seeking for. Find below a variety of templates and choose one to guide you through writing your challenge.

What are you searching for?

Marketing campaign of the future
Design a marketing campaign based on a market analysis with a focus on customers and trend analysis.①①

Long description:

In this challenge, the teams will create a marketing campaign that targets your future customers. They will base their assumptions on market, customer, and trend analysis. To make the challenge a success, the following process is recommended for your cooperation with the team: You will meet the team at an initial online kick-off meeting (KO). There you will get to know each other and set expectations. The team will then work independently on the challenge in several phases. Firstly, the team will familiarise themselves with the details and methods of the challenge and investigate your company in more detail. Next, they will analyse and understand today's customers and then look at future customers. They will also analyse your current marketing strategy to get a deeper understanding of it as a basis for future campaigns. They will present their findings up to this point in the first milestone (MS1). Based on their findings and your feedback, they will focus on future trends and start creating the marketing campaign. This will be based on future customers and trends and will be in line with your corporate marketing strategy. This is followed by a final meeting (FM) where the team presents their final solution and receives feedback from you. They will incorporate the final feedback into their deliverables before final submission.

The timeline presented here is a suggestive guide for the teams. The time frame is between four to eight weeks. The suggested methods and templates will also be provided to the teams. They can choose whether or not to use them, but it is highly recommended to do so. Furthermore, it is recommended to do the milestones proposed to ensure that the solution is developed in the desired direction. If you would like to know more about the information provided, please click here (Link to the area, where Innoget provides the download area for students (specific for each Challenge type)).
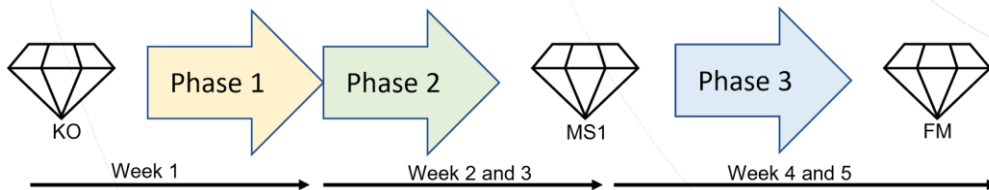
Figure 5 - Process timeline Challenge type3

When solving the challenge, it is expected to deliver the following outputs:

- Market analysis with a focus on customers
- Trend analysis combining future customers and marketing trends
- Design of a marketing campaign

*Enter a Title for your Challenge: 4 - 15 words

*Upload a picture to represent your Challenge:

*Short description: 50 - 100 words

*Initial Problem description: 50 - 250 words

*Context: 50 - 200 words

*Connection to Cross-cutting areas: 20 - 50 words

Categorization:
Giving a good categorization is the key to your challenge to be found by appropriate teams.

Figure 6 - Categorization of Challenge type3

*Input: 5 - 50 words

🕐

*Expectations: 10 - 100 words 🕐

Desired team profile: 10 - 20 words

Additional Information: 10 - 200 words

Indicate the maximum number of teams you can work with:

Select challenge manager

Only select this option if you want some of your sub-users to manage this challenge publication and all upcoming submissions from platform members.

🎓 Click to select challenge manager among your company account sub-users

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Challenge type 4: Feel the future platform - developing a digital platform based on a market analysis

Post your challenge

How you write and describe your challenge is as crucial as what you are seeking for. Find below a variety of templates and choose one to guide you through writing your challenge.

What are you searching for?

Feel the future platform - developing a digital platform based on a market analysis
Development of a digital platform prototype based on a market analysis.ⓘⓘ

Long description:

In this challenge, the team will build a prototype of a new platform for your company based on a market analysis. To make the challenge a success, the following process is recommended for your cooperation with the team: You will meet the team at an initial online kick-off meeting (KO). At the KO, you will get to know each other and have the chance to set expectations. The team will then work independently on the challenge in several phases. Firstly, the team will familiarise themselves with the details and methods of the challenge and investigate your company in more detail. Next, the teams will identify the products or services for which your company needs the platform and determine your requirements. In the first milestone meeting (MS1), the team will present their current findings and align with your company representative on the goal of the platform. The next step is to analyse the market in terms of competitors and your company's marketing and sales strategy. The team presents their findings in a second milestone meeting (MS2). In the final phase, they conceptualise the platform and build a virtual prototype. This is followed by a final meeting (FM) where the team presents their final solution and receives feedback from you. They will incorporate the final feedback into their deliverables before final submission.

The timeline presented here is a suggestive guide for the teams. The time frame is between four to eight weeks. The teams will also be provided with the suggested methods and templates. They will be able to choose whether or not to use them, but it is highly recommended to do so. Furthermore, it is recommended to do the milestones proposed, to ensure the solution is developed in the desired direction. If you would like to know more about the information provided, please click here (Link to the area, where Innoget provides the download area for students (specific for each Challenge type)).
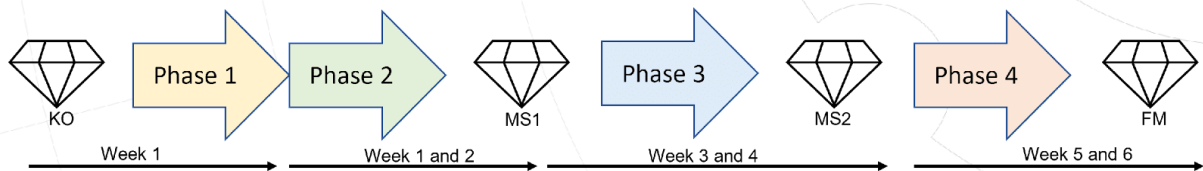
Figure 7 - Process timeline Challenge type4

When solving the challenge, it is expected to deliver the following outputs:

- Market analysis to define the platform
- Digital Platform prototype (click dummy) (based on existing product profiles)

*Enter a Title for your Challenge: 4 - 15 words

*Upload a picture to represent your Challenge:

*Short description: 50 - 100 words

*Initial Problem description: 50 - 250 words

*Context: 50 - 200 words

*Connection to Cross-cutting areas: 20 - 50 words

Categorization:
Giving a good categorization is the key to your challenge to be found by appropriate teams.

Figure 8 - Categorization of Challenge type4

*Input: 5 - 50 words

*Expectations: 10 - 100 words

Desired team profile: 10 - 20 words

Additional Information: 10 - 200 words

Indicate the maximum number of teams you can work with:

Select challenge manager

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*Agreement with Terms and References

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- I agree on the Terms and Conditions set in the Call for companies*
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- Post as Company

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Challenge type 5: Service and product ideas of the future (Basis Persona)

Post your challenge

How you write and describe your challenge is as crucial as what you are seeking for. Find below a variety of templates and choose one to guide you through writing your challenge.

What are you searching for?

Service and product ideas of the future (Basis Persona) ⓘ ⓘ

Development of a service or product idea based on one or multiple personas, and appropriate product properties.

Long description:

In this challenge, the students will derive new service or product ideas for your company based on an analysis of your relevant target group. To make the challenge a success, the following process is recommended for your cooperation with the team: You will meet the team at an initial online kick-off meeting (KO). There you will get to know each other and set expectations. The team will then work independently on the challenge in several phases. Firstly, the team will familiarise themselves with the details and methods of the challenge and investigate your company in more detail. Next, they will analyse your target group and create Personas to better understand your customers. In a first milestone meeting (MS1), they will present the Personas to your company representative to ensure that they have correctly understood the company's customer profiles. Based on the Personas, they will derive several product ideas. The team will work out a maximum of three detailed service or product ideas. In the second milestone meeting (MS2), they will present these services or ideas and you will decide together which of these ideas they should analyse further with a value proposition analysis. The value proposition will be the core of the next and last phase. In the final meeting (FM) the team presents their final solution and receives feedback from you. They will incorporate the final feedback into their deliverables before the final submission.

The timeline presented here is a suggestive guide for the teams. The time frame is between four to eight weeks. The teams will also be provided with the suggested methods and templates. They can choose whether or not to use them, but it is highly recommended to do

so. Furthermore, it is recommended to do the milestones proposed to ensure that the solution develops in the desired direction. If you would like to know more about the information provided, please click here (Link to the area, where Innoget provides the download area for students (specific for each Challenge type)).

Figure 9 - Process timeline Challenge type5

When solving the challenge, it is expected to deliver the following outputs:

- Persona ⓘ
- Product Profile
- Service/ Product idea

*Enter a Title for your Challenge: 4 - 15 words

*Upload a picture to represent your Challenge:

*Short description: 50 - 100 words

*Initial Problem description: 50 - 250 words

*Context: 50 - 200 words

*Connection to Cross-cutting areas: 20 - 50 words

Categorization:

Giving a good categorization is the key to your challenge to be found by appropriate teams.

WWW.INDUSAC.EU

Giving a good categorization is the key for your Call to be found by appropriate experts

Type in a search term

Aerospace + | Agriculture and Marine Resources + | Agrofood Industry + | Biological Sciences + | Communications + | Computer related +

Consumer related + | Digitalization + | Electronics Related Market + | Electronics, IT and Telecomms + | Energy Market +

Energy Technology + | Genetic Engineering / Molecular Biology + | Industrial Products + | Industrial Technologies +

Industrial manufacturing, Material and Transport Technologies + | Lightweight + | Measurements and Standards + | Medical Health related +

Opthalmology + | Other + | Physical Sciences and Exact Sciences + | Protecting Man and Environment + | Social and Economics concerns +

Sustainability +

Figure 10 - Categorization of Challenge type5

*Input: 5 - 50 words

*Expectations: 10 - 100 words ⓘ

Desired team profile: 10 - 20 words

Additional Information: 10 - 200 words

Indicate the maximum number of teams you can work with:

Select challenge manager

Only select this option if you want some of your sub-users to manage this challenge publication and all upcoming submissions from platform members.

🎓 Click to select challenge manager among your company account sub-users

*Agreement with Terms and References

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- I agree on the Terms and Conditions set in the Call for companies*
- Create an additional submission agreement

*🔒Privacy settings for this Challenge

- Post as [Name sub-user] from Company

- Post as Company

o **Challenge type 6: Service and product ideas of the future (Basis Scenarios)**

Post your challenge

How you write and describe your challenge is as crucial as what you are seeking for. Find below a variety of templates and choose one to guide you through writing your challenge.

What are you searching for?

Service and product ideas of the future (Basis Scenarios)ⓘ ⓘ

Development of a service or product idea based on one or multiple trends/scenarios, and appropriate future-robust product properties.ⓘ

Long description:

In this challenge, the students will derive new service or product ideas for your company based on scenarios or a trend analysis. If you have already identified scenarios, you can provide them to the student teams. If that is not the case their challenge will be based on a trend analysis. To make the challenge a success, the following process is recommended for

your cooperation with the team: You will meet the team at an initial online kick-off meeting (KO). There you will get to know each other and set expectations. The team will then work independently on the challenge in several phases. Firstly, the team will familiarise themselves with the details and methods of the challenge and investigate your company in more detail. The teams then focus on analysing the future. If the students are given scenarios, they will base their research on these. Otherwise, their analysis will be based on trends that the teams have identified through their research. This is followed by a first milestone meeting (MS1) where you give feedback to the team on their findings. Based on the trends or scenarios, they will derive several product ideas and work out the best ones. In the second milestone meeting (MS2), they will present these services or ideas to you, and you will decide together which of these ideas they should analyse further with a value proposition analysis. The value proposition will be the next and last phase. In the final meeting (FM) the team presents their final solution and receives feedback from you. They will incorporate the final feedback into their deliverables before final submission.

The timeline presented here is a suggestive guide for the teams. The time frame is between four to eight weeks. The teams will also be provided with the suggested methods and templates. They can choose whether or not to use them, but it is highly recommended to do so. Furthermore, it is recommended to do the milestones proposed to ensure that the solution develops in the desired direction. If you would like to know more about the information provided, please click here (Link to the area, where Innoget provides the download area for students (specific for each Challenge type)).
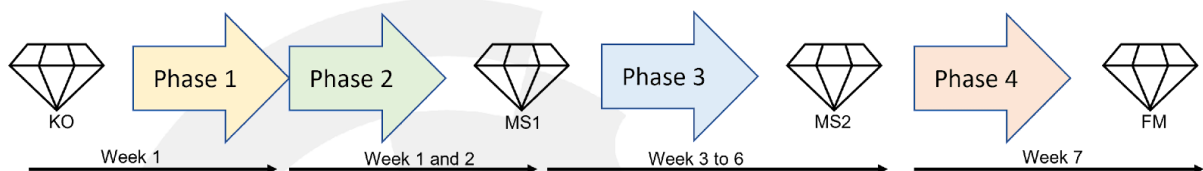

Figure 11 - Process timeline Challenge type6

When solving the challenge, it is expected to deliver the following outputs:

- Persona ⓘ
- Product Profile
- Service/ Product idea

*Enter a Title for your Challenge: 4 - 15 words

*Upload a picture to represent your Challenge:

*Short description: 50 - 100 words

*Initial Problem description: 50 - 250 words

*Context: 50 - 200 words

*Connection to Cross-cutting areas: 20 - 50 words

Categorization:

Giving a good categorization is the key to your challenge to be found by appropriate teams.

Giving a good categorization is the key for your Call to be found by appropriate experts

Type in a search term

Aerospace + Agriculture and Marine Resources + Agrofood Industry + Biological Sciences + Communications + Computer related +

Consumer related + Digitalization + Electronics Related Market + Electronics, IT and Telecomms + Energy Market +

Energy Technology + Genetic Engineering / Molecular Biology + Industrial Products + Industrial Technologies +

Industrial manufacturing, Material and Transport Technologies + Lightweight + Measurements and Standards + Medical Health related +

Opthalmology + Other + Physical Sciences and Exact Sciences + Protecting Man and Environment + Social and Economics concerns +

Sustainability +

Figure 12 - Categorization of Challenge type6

*Input: 5 - 50 words

*Expectations: 10 - 100 words ⓘ

Desired team profile: 10 - 20 words

Additional Information: 10 - 200 words

Indicate the maximum number of teams you can work with:

Select challenge manager

Only select this option if you want some of your sub-users to manage this challenge publication and all upcoming submissions from platform members.

🎓 Click to select challenge manager among your company account sub-users

*Agreement with Terms and References

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The teams interested in submitting a proposal for your challenge will carefully read the terms of the INDUSAC and submit the proposal if they agree and accept the INDUSAC Terms and conditions set out in the call for students and researchers *(linked to the call)*. Additional agreements between students, researchers and companies can be set to specify the cooperation.

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- I agree on the Terms and Conditions set in the Call for companies*
- Create an additional submission agreement

*🔒Privacy settings for this Challenge

- Post as [Name sub-user] from Company

- Post as Company

Challenge type 7: Business plan – reduce your risk and optimise your planning

Post your challenge

How you write and describe your challenge is as crucial as what you are seeking for. Find below a variety of templates and choose one to guide you through writing your challenge.

What are you searching for?

Business plan – reduce your risk and optimise your planning ⓘ ⓘ

The development of a business plan after a SWOT analysis and an estimation of profitability.

Long description:

In this challenge, the students will develop a business plan after a SWOT analysis and will then estimate the profitability of the business plan they've developed. To make the challenge a success, the following process is recommended for your cooperation with the team: You will meet the team at an initial online kick-off meeting (KO). There you will get to know each other and set expectations. The team will then work independently on the challenge in several phases. Firstly, the team will familiarise themselves with the details and methods of the challenge and investigate your company in more detail. Next, they will conduct a SWOT analysis of your business in total and determine how each finding impacts the business and its goals. They determine if a finding is positive or negative and identify any areas of concern that may need to be addressed in the business plan. In a first milestone meeting (MS1), the team presents the findings to your company representative to make sure early in the process, that they understood the goals of the company. Within this milestone, you can see how the analysis develops and guide the team in the right direction. Based on their results, they will prepare a business model canvas and write a business plan that fixes the weaknesses and threats identified in the SWOT analysis and pushes the opportunities and strengths to the next level. They will present the business plan in the second milestone meeting (MS2) and discuss it with your company representative. Based on the feedback from the milestone meeting and their findings, they will evaluate the business plan with an estimation of the profitability of the business. This is followed by a final milestone meeting (FM) where the

team presents their final solution and receives feedback from you. They will incorporate the final feedback into their deliverables before final submission.

The timeline presented here is a suggestive guide for the teams. The time frame is between four to eight weeks. The teams will also be provided with the suggested methods and templates. They can choose whether or not to use them, but it is highly recommended to do so. Furthermore, it is recommended to do the milestones proposed to ensure that the solution develops in the desired direction. If you would like to know more about the information provided, please click here (Link to the area, where Innoget provides the download area for students (specific for each Challenge type)).
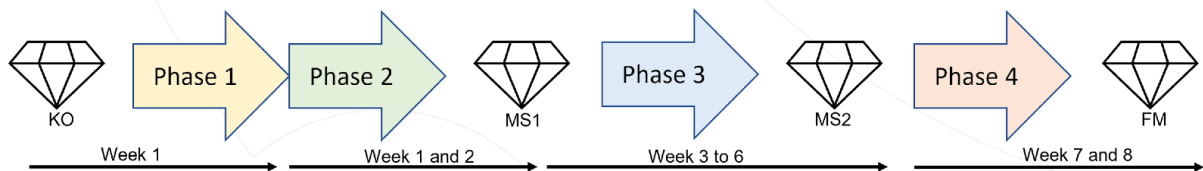

Figure 13 - Process timeline Challenge type7

When solving the challenge, it is expected to deliver the following outputs:

- SWOT-Analysis
- Business plan
- Estimation of profitability

*Enter a Title for your Challenge: 4 - 15 words

*Upload a picture to represent your Challenge:

*Short description: 50 - 100 words

*Initial Problem description: 50 - 250 words

*Context: 50 - 200 words

*Connection to Cross-cutting areas: 20 - 50 words

Categorization:

Giving a good categorization is the key to your challenge to be found by appropriate teams.

![INDUSAC logo]

Giving a good categorization is the key for your Call to be found by appropriate experts

| Type in a search term |

Aerospace + | Agriculture and Marine Resources + | Agrofood Industry + | Biological Sciences + | Communications + | Computer related + | Consumer related + | Digitalization + | Electronics Related Market + | Electronics, IT and Telecomms + | Energy Market + | Energy Technology + | Genetic Engineering / Molecular Biology + | Industrial Products + | Industrial Technologies + | Industrial manufacturing, Material and Transport Technologies + | Lightweight + | Measurements and Standards + | Medical Health related + | Opthalmology + | Other + | Physical Sciences and Exact Sciences + | Protecting Man and Environment + | Social and Economics concerns + | Sustainability +

Figure 14 - Categorization of Challenge type7

*Input: 5 - 50 words

:

*Expectations: 10 - 100 words ⓘ

Desired team profile: 10 - 20 words

Additional Information: 10 - 200 words

Indicate the maximum number of teams you can work with:

Select challenge manager

Only select this option if you want some of your sub-users to manage this challenge publication and all upcoming submissions from platform members.

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Challenge type 8: Innovative product ideas that solve the customer pain

Post your challenge

How you write and describe your challenge is as crucial as what you are seeking for. Find below a variety of templates and choose one to guide you through writing your challenge.

What are you searching for?

Innovative product ideas that solve the customer painⓘ

Based on a specified customer need, new product ideas should be developed and shown in a virtual prototype.ⓘ

Long description:

In this challenge, the students will develop alternative product ideas based on specific customer needs that you provide the teams with. After a detailed analysis, they will build a prototype based on a product idea. To make the challenge a success, the following process is recommended for your cooperation with the team: You will meet the team at an initial online kick-off meeting (KO). There you will get to know each other and set expectations. The team will then work independently on the challenge in several phases. Firstly, the team will familiarise themselves with the details and methods of the challenge and investigate your company in more detail. In the next phase, they derive product ideas based on the given customer pain points and existing product profiles (your description and details on the customer needs that you identified before the challenge). To evaluate their ideas, they will perform a utility analysis. In the first milestone meeting (MS1), they will present their current findings. Your company representative and the team will assess which product idea should be built as a virtual prototype. The students will build the virtual prototype in the next phase. This is followed by a final milestone meeting (FM) where the team presents their final solution and receives feedback from you. They will incorporate the final feedback into their deliverables before final submission.

The timeline presented here is a suggestive guide for the teams. The time frame is between four to eight weeks. The teams will also be provided with the suggested methods and templates. They can choose whether or not to use them, but it is highly recommended to do

so. Furthermore, it is recommended to do the milestones proposed to ensure that the solution develops in the desired direction. If you would like to know more about the information provided, please click here (Link to the area, where Innoget provides the download area for students (specific for each Challenge type)).
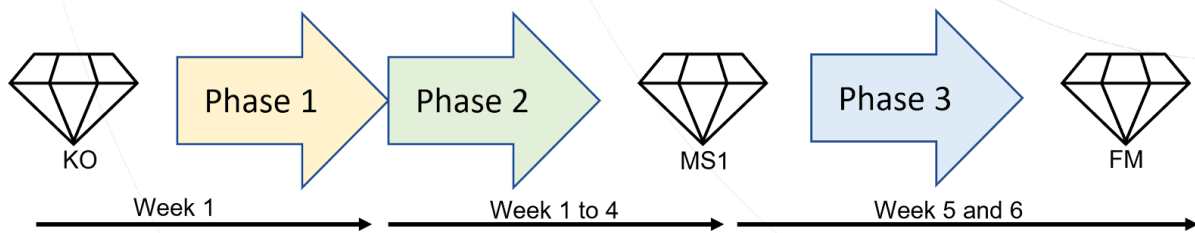

Figure 15 -Process timeline Challenge type8

When solving the challenge, it is expected to deliver the following outputs:

- Development of alternative product ideas ⓘ
- Utility analysis and evaluation of ideas
- Virtual prototype

*Enter a Title for your Challenge: 4 - 15 words

*Upload a picture to represent your Challenge:

*Short description: 50 - 100 words

*Initial Problem description: 50 - 250 words

*Context: 50 - 200 words

*Connection to Cross-cutting areas: 20 - 50 words

Categorization:

Giving a good categorization is the key to your challenge to be found by appropriate teams.

![INDUSAC logo]

Giving a good categorization is the key for your Call to be found by appropriate experts

| Type in a search term |

Aerospace + | Agriculture and Marine Resources + | Agrofood Industry + | Biological Sciences + | Communications + | Computer related +

Consumer related + | Digitalization + | Electronics Related Market + | Electronics, IT and Telecomms + | Energy Market +

Energy Technology + | Genetic Engineering / Molecular Biology + | Industrial Products + | Industrial Technologies +

Industrial manufacturing, Material and Transport Technologies + | Lightweight + | Measurements and Standards + | Medical Health related +

Opthalmology + | Other + | Physical Sciences and Exact Sciences + | Protecting Man and Environment + | Social and Economics concerns +

Sustainability +

Figure 16 - Categorization of Challenge type8

*Input: 5 - 50 words

⊙
ⓘ

*Expectations: 10 - 100 words

Desired team profile: 10 - 20 words

Additional Information: 10 - 200 words

Indicate the maximum number of teams you can work with:

Select challenge manager

Only select this option if you want some of your sub-users to manage this challenge publication and all upcoming submissions from platform members.

🎓 Click to select challenge manager among your company account sub-users

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Challenge type 9: Business model: Adding a service to my product – Building a PSS (product service system)

Post your challenge

How you write and describe your challenge is as crucial as what you are seeking for. Find below a variety of templates and choose one to guide you through writing your challenge.

What are you searching for?

Business model: Adding a service to my product – Building a PSSⓘ ⓘ

The development of new business models for a given product.

Long description:

In this challenge, students develop new business models for a given product. This is based on a target group analysis using the persona method. To make the challenge a success, we recommend the following process for your cooperation with the student team: You will meet the team at an initial online kick-off meeting (KO). There you will get to know each other and set expectations. The team will then work independently on the challenge in several phases. Firstly, the team will familiarise themselves with the details and methods of the challenge and investigate your company in more detail. Next, they will analyse your target group and create Personas to better understand your customers. In a first milestone meeting (MS1), they will present the Personas to your company representative to ensure that they have correctly understood the company's customer profiles. Based on the Personas, they will derive three alternative business models. Finally, they will evaluate the business models. This is followed by a final milestone meeting (FM) where the team presents their final solution and receives feedback from you. They will incorporate the final feedback into their deliverables before final submission.

The timeline presented here is a suggestive guide for the teams. The time frame is between four to eight weeks. The teams will also be provided with the suggested methods and templates. They can choose whether or not to use them, but it is highly recommended to do so. Furthermore, it is recommended to do the milestones proposed to ensure that the solution develops in the desired direction. If you would like to know more about the information provided, please click here (Link to the area, where Innoget provides the download area for students (specific for each Challenge type)).
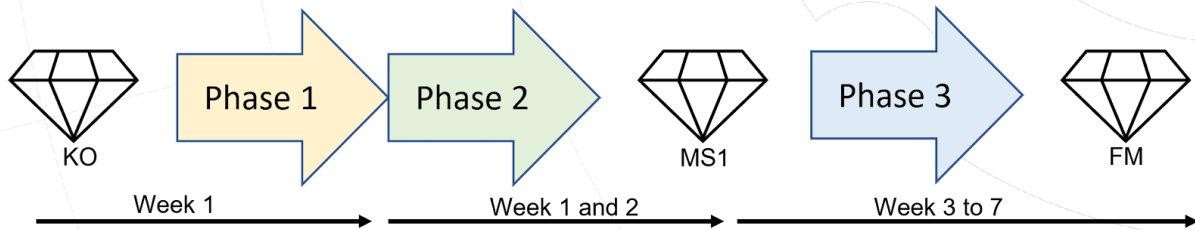
Figure 17 - Process timeline Challenge type9

When solving the challenge, it is expected to deliver the following outputs:

- Persona (user behaviour)
- Business model ⓘ
- 3 alternatives and subsequent utility analysis

*Enter a Title for your Challenge: 4 - 15 words

*Upload a picture to represent your Challenge:

*Short description: 50 - 100 words

*Initial Problem description: 50 - 250 words

*Context: 50 - 200 words

*Connection to Cross-cutting areas: 20 - 50 words

Categorization:

Giving a good categorization is the key to your challenge to be found by appropriate teams.

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Giving a good categorization is the key for your Call to be found by appropriate experts

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Type in a search term
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Aerospace + | Agriculture and Marine Resources + | Agrofood Industry + | Biological Sciences + | Communications + | Computer related +

Consumer related + | Digitalization + | Electronics Related Market + | Electronics, IT and Telecomms + | Energy Market +

Energy Technology + | Genetic Engineering / Molecular Biology + | Industrial Products + | Industrial Technologies +

Industrial manufacturing, Material and Transport Technologies + | Lightweight + | Measurements and Standards + | Medical Health related +

Opthalmology + | Other + | Physical Sciences and Exact Sciences + | Protecting Man and Environment + | Social and Economics concerns +

Sustainability +

Figure 18 – Categorization of Challenge type9

*Input: 5 - 50 words

*Expectations: 10 - 100 words

Desired team profile: 10 - 20 words

Additional Information: 10 - 200 words

Indicate the maximum number of teams you can work with:

Select challenge manager

Only select this option if you want some of your sub-users to manage this challenge publication and all upcoming submissions from platform members.

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