



# **Center for Digital Technologies and Management**

**Educating the Innovators of Tomorrow**

**Press Kit 2019**

## ABOUT CDTM

Founded in 1998 by the Ludwig-Maximilians-Universität and the Technische Universität München, the Center for Digital Technology and Management (CDTM) is an institution for interdisciplinary education and research.

It is a member of the Elite Network Bavaria and a center for innovative teaching, applied research and entrepreneurship with around 75 active students and more than 900 alumni.

CDTM offers an add-on study program at the intersection of digital technology, management and entrepreneurship. Each semester up to 25 highly qualified and ambitious students are recruited from a pool of over 300 interdisciplinary applicants to attend the add-on study program "Technology Management", at the end of which they attain an Honors Degree.

The study program is entirely conducted in English and puts a strong emphasis on practical experience through close collaborations with diverse and renowned industry partners.

Classes at CDTM are interdisciplinary. Students from various study backgrounds work on projects in the realm of digital technologies for three semesters. The study experience at CDTM is best described by the so-called "Center Spirit", originating in the enthusiasm and openness of the students, who all share a thirst for action, both on the projects and in the organization of the center.

While major strategic decisions are discussed and taken with the Board Professors of the CDTM, the center assistants (the academic staff and management team of the CDTM) and the students manage a core part of the center organization themselves. Every student participates in at least one of the various task forces, ranging from marketing to recruiting or IT.





## FACTS & FIGURES

- Founded in **1998** as a joint institution of **TUM** and **LMU**
- part of the **Elitenetwork Bavaria**
- **25 interdisciplinary students** from diverse study backgrounds out of **over 300 applicants per semester**
- 3 semester program with **hands-on real-life projects**
- **semester abroad** with more than 15 renowned partner-universities
- over **900 alumni** working as entrepreneurs (36%), in corporate and consulting (39%) or in research (25%)
- **190 startups** founded by CDTM alumni and students
- **4 of the 20 prizes** in the 2018/1 round "Gründerwettbewerb – Digitale Innovationen" by the Federal Ministry for Economic Affairs and Energy went to CDTM-affiliated startups

*"IN MUNICH, THERE IS AN ELITE FORGE FOR START-UPS INSPIRED BY THE MIT. THE FOUNDERS OF KONUX AND NAVVIS STUDIED HERE AS WELL AS THE FITNESS GURUS OF FREELETICS."*

**Corinne Schindlbeck** (Markt&Technik)

*"FOR ME THIS IS THE SMALL SILICON VALLEY OF GERMANY, WHERE YOU ARE SURROUNDED BY PEOPLE WHO ALL THINK SIMILARLY."*

**Nina Piatcheck** (ZEIT Online)



## 2018/19 - A LOT HAS HAPPENED IN THE LAST TWO SEMESTERS

2 x new classes, 6 x Inspire Dines, 6 x Electives, 2 x Design Fairs ...



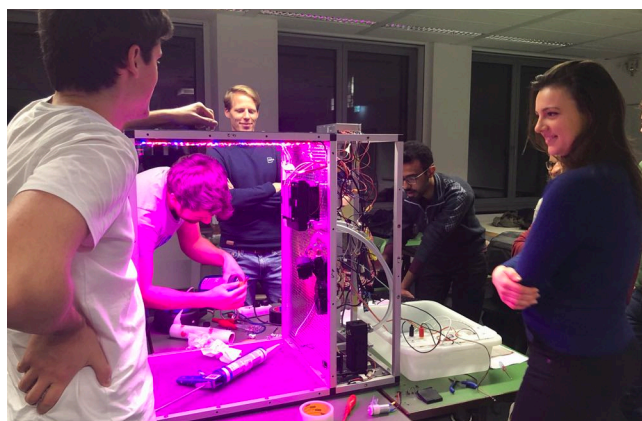
Students represent the Center at the CDTM exhibition booth



Four students working in a team on a strategic consulting project



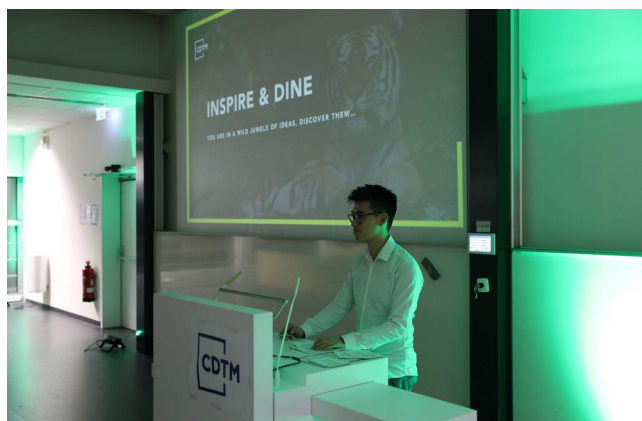
Development of innovative prototypes as part of the MPD module



Construction of a food computer for the Elective Center Farming



Paper prototyping of initial ideas as first stage of product development



Inspiring impulses and research insights from Inspire & Dine

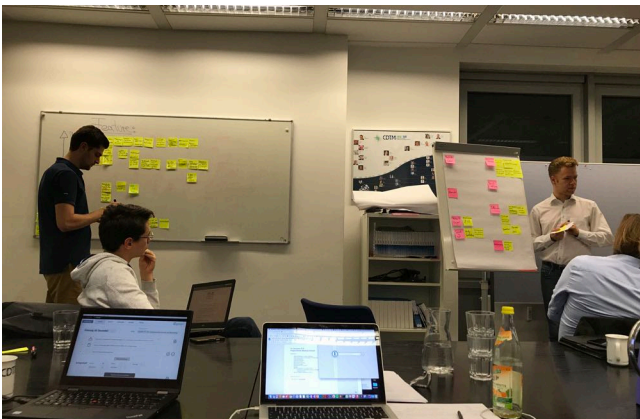




Product presentation of a digital documentation solution at the Design Fair



Maintaining contacts to innovative startups, here on the Berlin Startup Tour



Workshops with the customer and feature prioritization for the prototype



Field trip to a project partner in the construction industry during the trend seminar



Fireside chat with Sabine Bendieck (Managing Director Microsoft Germany)



Product demonstration of a quality management solution for industrial manufacturing

## CORE PILLARS

**CDTM IS BUILT ON FIVE CORE PILLARS: INTERDISCIPLINARITY, INTERNATIONALITY, PRACTICAL EXPERIENCE, ENTREPRENEURSHIP AND LEADERSHIP.**

### INTERDISCIPLINARITY

At CDTM, students with various study backgrounds meet and work together. Although the majority of students is enrolled in Computer Science, Engineering or Business Studies, there are also students of other study programs such as Political Science, Psychology, Mathematics, Industrial Design and Communication Science. This high degree of interdisciplinarity reflects in project results that integrate multiple perspectives. At the same time, it also challenges students to critically reflect upon alternative points of view, to accept different approaches to problem solving and to develop an unique team spirit. Students are sensitized and prepared for a future which is increasingly characterized by interdisciplinary collaboration.



### ENTREPRENEURSHIP

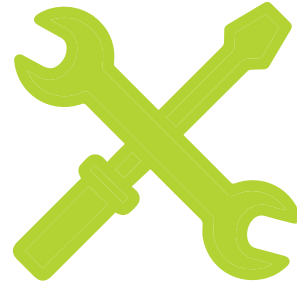
Since its foundation, entrepreneurship has been of core importance to the CDTM, with the goal to establish a flourishing entrepreneurial community in the field of digital technologies. The center actively supports entrepreneurial activities of students and alumni as well as the entrepreneurial environment by providing contacts, advice and office space. Entrepreneurial topics are an essential part of the curriculum. In addition, CDTM organizes a number of events, nurturing an active network of entrepreneurially-oriented students, alumni and investors.



Within the 20 years of its existence, 160 start-ups have emerged from CDTM. Amongst them are companies such as the fashion search engine Stylight, the indoor scanning and navigation newcomer NavVis, the workout platform Freeletics and Kinexon, a contactless sensor provider.

## PRACTICAL EXPERIENCE

Hands-on education has always been a core principle at the CDTM. Right from its foundation, the goal was to complement the traditional studies at university with practical experience, innovative teaching and trend-based research. Experienced professionals hold courses on topics such as project management and communication within teams. In addition, each student has the opportunity to do an internship at one of CDTM's renowned industry partners in Germany, including BMW, Deutsche Telekom and Siemens, or even abroad, e.g. in India as part of the Instep program of Infosys.



## INTERNATIONALITY

At CDTM, diversity is reflected not only by the various study backgrounds. The center welcomes international students who are enrolled at a Bavarian university. Furthermore, to attain the honours degree, students are required to have spent at least four months abroad, e. g. at one of CDTM's partner universities, such as the University of California in Berkeley, the Columbia University in New York or the Waseda University in Tokyo.

## LEADERSHIP

Students are equipped with the skills that prepare them to take on positions with high responsibilities in industry, academia, politics and society. They are encouraged to act proactively, by embracing responsibilities on various projects and courses and by actively contributing to the organization of the center in the various taskforces. Each student is assigned two mentors - a professor of the board and a center assistant. They share their personal experiences and assist their mentees with advice on their career plans.





## CDTM COURSES

THE CDTM CURRICULUM COMPRISES THREE CORE COURSES AND SEVERAL ELECTIVES, WHICH IN TOTAL AMOUNT TO 45 ECTS. IN ORDER TO SUCCESSFULLY GRADUATE WITH AN HONOURS DEGREE, STUDENTS ARE REQUIRED TO HAVE SPENT A MINIMUM OF FOUR MONTHS ABROAD.

### TREND SEMINAR

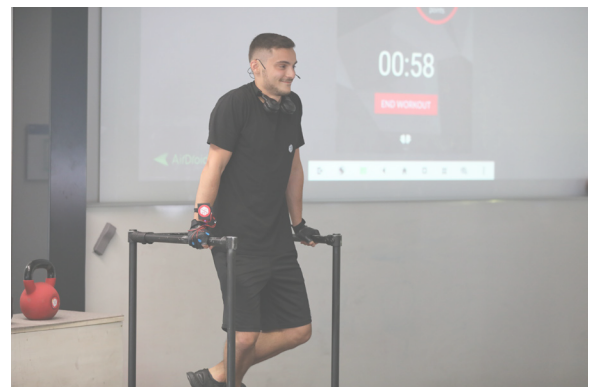
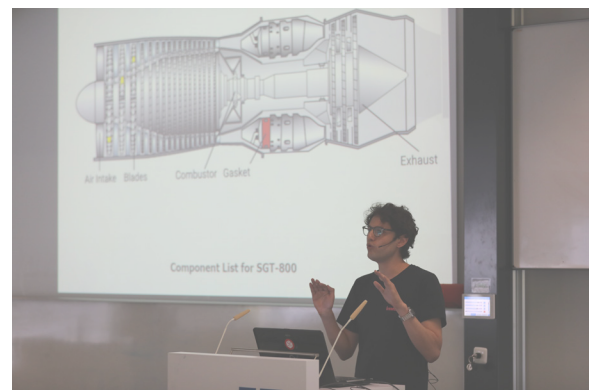
Within seven weeks of the semester break, students analyze the trends on a given topic of high strategic relevance. Based on these trends, students create scenarios for the future and come up with innovative products and services. Throughout the course of the seminar, students are supported by intensive coaching sessions and lectures on topics such as scenario planning and ideation as well as on soft skills, such as presentation skills and teamwork. Course results are published as a book, the so-called Trend Report.

Past reports dealt with diverse trend topics, e.g. Digitalization of the Construction Industry and Digital Innovation in Diabetes Care.

### MANAGING PRODUCT DEVELOPMENT (MPD)

The Managing Product Development course, MPD in short, is a second core course and includes the conceptualization, the development and the prototyping of new products and services. For one semester students work in interdisciplinary teams of four to five students. They conduct user need studies, develop product concepts and build prototypes, while handling the management of the project.

The highlight of the MPD course is the Design Fair at the end of each semester, where the student teams present their results to a diverse audience including their industry partners. An example project is „CU“, developed in collaboration with FRAMOS, a 3D-camera-based navigation solution for visually impaired people.





## ENTREPRENEURSHIP LABORATORY (E-LAB)

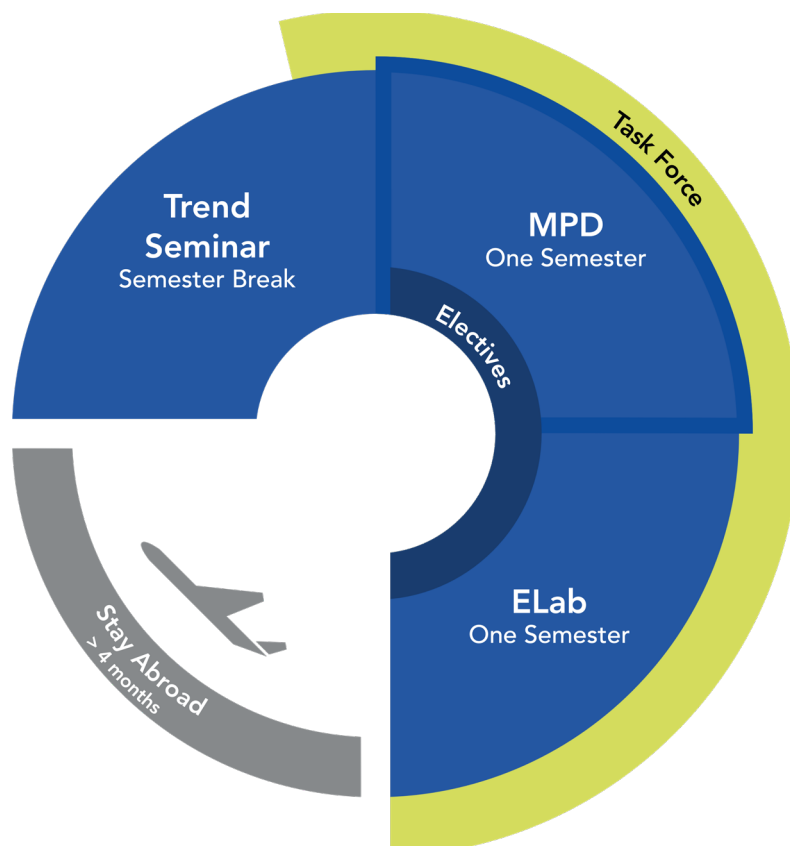
The third core course is the Entrepreneurship Laboratory, or e-Lab in short. Teams of three to four students take on the roles of consultants for one term and assist a company on strategic business decisions. They work closely with senior-level executives of high-tech companies and startups while simultaneously being coached by experienced professional consultants.

In the past, students for example introduced an innovative business strategy for Wooga, which enables the gaming company to cross-link Facebook games and thereby save on advertising expenses.



## ELECTIVES

Electives build on highly innovative course formats, focusing on practical relevance and upcoming trends. They are designed to complement the core courses by offering students the opportunity to deepen their knowledge in areas of their choice. Design Thinking and Sketching with Hardware are only two examples of the various elective courses offered at CDTM, which are continuously adapted to changing technologies and requirements.



# SELECTION OF CDTM EVENTS

## INSPIRE&DINE

Inspire&Dine is an event format that offers a broad discussion forum between students, alumni, professors and partners of CDTM. The event takes place about six times a year and is structured in 20 minutes time slots reserved for different topics including a follow-up discussion. The topics vary broadly from recent startup projects to experience reports shared by industry representatives, students or professors. Examples of invited speakers are Dr. Thomas Vollmoeller, CEO of Xing, or Prof. Bernd Girod, Professor of Electrical Engineering at Stanford University.



## KICKOFF WEEKEND

To kick-off each new term, 25 new CDTM students as well as fellow students and Center Assistants pack their laptops, business clothes and dancing shoes and spend intense 3 days together in a hostel in Bavaria. Aside from getting to know each other during team building games, the new Centerlings get a broad introduction into the CDTM community and take a dive into the consulting world with professionals from renowned consultancies. Furthermore they listen to some first-hand stories from CDTM-affiliated startup founders to later on test their entrepreneurial side by coming up with own product ideas within a short time.



## HOMECOMING & GRADUATION WEEKEND

Organized by fellow students, the Homecoming weekend is the biggest CDTM event of the year and reunites the entire CDTM community. It starts off with the Alumni Evening on Friday evening followed by a CDTM Summit on Saturday including several speeches and discussions. The weekend reaches its climax on Saturday evening at the official Graduation ceremony. After a long night on the dancefloor, the weekend comes to an end with a relaxed closing brunch on Sunday.



## OUR PARTNERS

### SELECTION OF CURRENT AND PAST INDUSTRY PARTNERS



### SELECTION OF CDTM-AFFILIATED VENTURES



### SELECTION OF PARTNER UNIVERSITIES





## SELECTION OF TESTIMONIALS



*„CDTM IS A MAJOR CONTRIBUTOR TO THE ENTREPRENEURIAL ECO-SYSTEM IN GERMANY. IT IS A REAL PLEASURE TO FEEL THE ENERGY, CREATIVITY AND THE OVERALL TEAM SPIRIT. I AM IMPRESSED BY THE APPLICABILITY OF THE PROGRAM OUT-COMES.“*

**Dr. Heinrich Arnold** (CEO Detecon International GmbH)



*„CONGRATULATIONS ON THE TREND-SETTING APPROACH, THE COMMITMENT, THE SPIRIT! THE DISCUSSIONS AT THE FIRESIDE CHAT WERE IMPRESSIVE, REFRESHING, INSPIRING - AND PLEASANTLY DEMANDING. THAT'S THE WAY IT SHOULD BE. I AM LOOKING FORWARD TO FUTURE OCCASIONS.“*

**Georg Sticher** (Senior Partner at Boston Consulting Group)





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## CDTM – CENTER FOR DIGITAL TECHNOLOGY AND MANAGEMENT

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