

EIT DIGITAL MASTER SCHOOL

Do you have a business case to crack?

Take on-board EIT Digital Master School students to boost your business

The EIT Digital Master School offers you master students – skilled in Digital technologies, with operational competences in innovation and entrepreneurship – to crack one or more of your business challenges with a fresh view.

Deadline to submit your case(s):
July 31st 2019

You are

- An EIT Digital Innovation Activity, or
- A scale-up supported by EIT Digital, or
- An EIT Digital partner company.

And you have an innovation or new business development project – in the digital industries or relating to digital transformation – where you would like to:

- Boost your business analysis when exploring potential business concepts/models and/or go-to-market strategies, on specific aspects like macro-level market needs or conditions, business environment, culture, regulation, competition, suppliers, partners, environmental and sustainability issues, etc.
- And/or assess a (related) ICT technology's impact and business potential for alternative applications and/or markets. Assess conditions for its deployment, including social, economic, political, legal and environmental aspects.

Such needs could be for your current EIT Digital Innovation Activity or as a pre-study for your 2020 Activity.

Opportunity for you?

We offer you access to an international pool of young talents, full of enthusiasm and fresh ideas, ready to tackle your challenges and produce real results.

In the second year of each Master School programme, **between September 2019 and March 2020**, our students must apply their business analysis skills and competences on real business challenges for a period of 3 to 4 months. They will work in **groups of 3, 4 or 5 people** and conduct this work **at their university under academic supervision**. The average time invested by each team on your business case is **300 hours**.

The students' will apply a **robust business analysis methodology** consisting in:

- framing the business challenge with you
- choosing appropriate business analysis tools
- collecting data
- interpreting, critically discussing, making recommendations and reporting.

Students will deliver a report with a range of perspectives, conclusions, and recommendations.

This opportunity is free of charge for you.

masterschool.eitdigital.eu

   @EITDigitalAcad

Expectations from you?

You can send in multiple cases. Each case must have a reasonable scope and enough substance to lead to significant results.

The business analysis has to tackle a key business challenge, so that students can critically reflect on alternative business concepts or go-to-market scenarios.

Students must also be able to handle their project with a great deal of autonomy. This means they can for example choose the business analysis tools, as this is part of the pedagogical objectives.

You will assign a contact person who will interact with the students at an agreed-upon frequency. The contact person should help the students access relevant information for the case. This means for example sharing contact points within or outside your organisation from whom the students could collect data.

How to propose a case?

1. Fill-in the case-descriptor template.
2. Send your application to **studentscasesproposals@eitdigital.eu** and to your EIT Digital contact (*) before July 31st 2019.
3. Your case(s) will then be proposed to our partnering universities and students for selection.
4. When your case is selected, you will be contacted by the course teacher to receive details on the team members and start planning the activities.
5. The project will start between September and November 2019 and will be concluded respectively on December 2019 and March 2020.

(*) Your EIT Digital contact:

- If you are an EIT Digital Innovation Activity or High Impact Initiative: your Action Line Leader,
- If you are a company supported by EIT Digital: your EIT Digital Accelerator contact point,
- If you are an EIT Digital partner: the Colocation-Centre manager at your local Node.

About the EIT Digital Master School

The EIT Digital Master School is a collaboration between eighteen **top technical European universities**. The students specialise in an emerging technological area and are, on top of that, being educated in innovation and entrepreneurship. The students study in two different universities, each year of the two-year programme in a different country and receive, upon successful completion, two master degrees plus a certificate of the European Institute of Innovation and Technology (EIT). The school offers the students seven programmes to choose from.

EIT Digital Master School Programmes

1. Cloud and Network Infrastructures
2. Human Computer Interaction and Design
3. Embedded Systems
4. Cyber Security
5. Data Science
6. Autonomous Systems
7. Visual Computing and Communication

Any question? Please send an email to **studentscasesproposals@eitdigital.eu**