

# IS Project (Master)

## Accelerate X Futures: Solving real-world problems of a digital venture

---

### Project scope

The project aims to provide solutions and support to aid a real-world, digital venture. The project will involve a team of students who will work closely with the digital venture to identify and analyze their business needs, then develop and implement a solution that aligns with the venture's goals and objectives.

The project will start with a thorough analysis of the venture's current strategy, business model, and stakeholder network. This will involve conducting interviews with key stakeholders, reviewing existing documentation. Based upon a status quo description, you will assess core assumptions for further developing the business model and digital infrastructure (infrastructure, service, content) of the venture. Together with the venture, you define value assumptions that are supposed to be tested during the project and develop a detailed project plan that outlines the scope, timelines, and deliverables of the project in relation to these assumptions.

Next, you will propose methods to test value assumptions. This includes conceptualization and design of minimum viable products and testing scenarios in close interaction with the venture. During these tasks you will deepen your understanding of product Management, business Modeling or system engineering in a new venture context.

The milestones of the project are linked to formulation and testing of value assumptions that might help the venture in pursuing next steps in their venturing process, such as market access or preparing for funding. The project will, overall, follow an iterative design process. The project requires strong communication and project management skills. Technical expertise is a plus.

### Background on the new venture: conTime

The real-world venture in summer 2023 is conTime.

Understanding time is crucial for organizing daily life and being independent. Roughly 4 million people in Germany have difficulty with time due to conditions such as autism, ADHD, or cognitive impairment. They rely on rigid routines or caregivers for structure, and short-term changes can increase confusion. conTime has developed a patent-protected aid that displays time without numbers on digital devices, allowing for efficient scheduling and automatic adjustments. This gives people with temporal disorientation the security they need.

[Anthropia](#), situated in Duisburg-Ruhrort, creates impact spaces for people who think differently and want to tackle and solve today's social problems. Together with their partner organizations, they have created the renowned accelerator program [Impact Factory](#).

As fellows in the Impact Factory, conTime has sharpened the idea and developed their business model. After discussions with software developers, they are preparing a pilot project to gain insights on feedback and experience from the target group.

## Project team

All participating students (Bachelor and Master) will be grouped into a single project team:

- Depending on the number of students, the project team will be further divided into sub-teams
- Because of the higher CP count in Master projects, Master students will have a more extensive task load, i.e., will be required to apply more elaborate methods to test value assumptions, take leadership roles in managing sub-teams as well as conducting quality assurance of deliverables

## Project information

- Project duration: 5 months
  - (Preliminary, will be discussed)
    - Kickoff: 19.04.2023, 15:00
    - Deadline: 10.09.2023, 23:59
- There will be 5 graded project milestones to verify progress and check for problems
  - Attendance is mandatory
  - Students will receive immediate feedback
- The IS Project credits are 6 ECTS for Bachelor students (equal to 180 hours) and 12 ECTS for Master students (equal to 360 hours). On average, students need to allocate around 9 hours/week (Bachelor) and 18 hours/week (Master) over five months for this project.

## Project Evaluation

The final grading will be based on the sum of performance across the individual milestones:

- 1) Milestone-01: Understanding Status Quo (20%)
- 2) Milestone-02: Formulating Value Assumptions (15%)
- 3) Milestone-03: Validation of Value Assumptions (30%)
- 4) Milestone-04: Final Submission (35%)

## Project Registration

Interested Bachelor and Master students (or groups of students) can apply for this project by submitting a) a *current grade transcript* and b) a *brief motivational letter* before **Sunday, 10.04.2023, 23:59** to [sekretariat.SUST@icb.uni-due.de](mailto:sekretariat.SUST@icb.uni-due.de).

Please send your application, including the relevant documents (in PDF format), via email (see above) using the subject line **ACCELERATE x Futures (summer '23)**

Shortly after the submission deadline, you will receive information via email about your acceptance and the date of the initial kick-off meeting for this project.