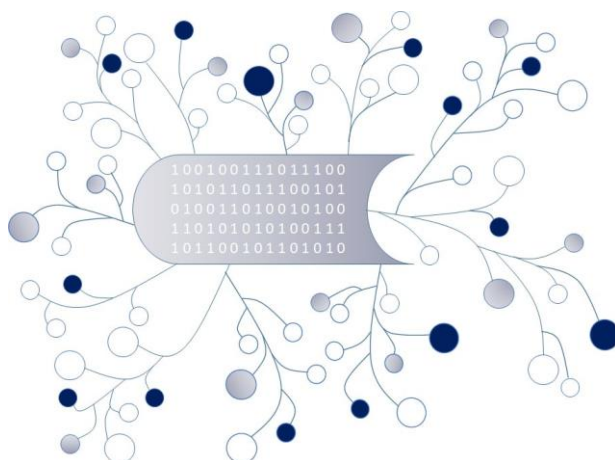




DiGI-VET
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Showcases

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Digi-VET
Fostering Digitization and Industry 4.0 in vocational education
2018-1-DE02-KA202-005145

Online Observatory – Best practices Germany

November 2019
UPB – Marc Beutner

Project Title

DiGI-VET

Reference Number

2018-1-DE02-KA202-005145



Business Profile	
1. Name of the business	ReHub GmbH
2. Years in business	Foundation: August 2018, Start of sale: December 2018. The startup has been operating since 2016 as a student project at the University of Tübingen.
3. Category of business	Health and Life Science
4. Description of business and digitisation	Rehago develops Virtual Reality Training for people with hemiplegia, e.g. after a stroke. With Rehago, patients can train at home, independently of help or a therapist. Thus they have the chance to expand their possibilities and increase the chances of improvement through more training. The training includes several exercises with different focus (cognition, shoulder, arms, wrist), which are constantly extended and can lead to higher motivation and immersion with the help of gamification than the methods used so far. In addition we offer therapists the possibility to see what the affected person sees in the VR glasses and to view his statistics by means of an app on e.g. a tablet, which facilitates the treatment and provides a better overview than before. The cooperation between therapist and patient can thus be improved, as the therapist can guide the patient through the training at home by selecting training plans and has more time for essential parts of the treatment due to time savings in the decrease.
5. Size of your business	4 founders, 3 employees (1 full-time, 2 part-time). Previous turnover from paying customers: approx. 4.000 euros from 15 customers.
6. Supports to set up your business and digitisation	Prize money of 80.000 Euros (Samsung's Life's a Pitch, Eugen-Münch-Preis 2018, BWGoesMobile 2018), BMBF (Federal Ministry of Education and Research) funding with the Reutlingen University of Applied Sciences over 2 years (until Nov 2020) in the amount of 600.000 Euros (premises, founder's salaries, material costs, travel expenses), mentoring included in the above mentioned prizes, also support of mentors on site (see website). For the digitization we rely on online tools for internal communication and data management/ backup. We also use the Unreal Engine for development, which enables us to develop platform-independently and thus always remain at the cutting edge of software development. Our marketing takes place through traditional channels (necessary due to our medical expertise) as well as through our website. Once we have completed our seed investment, we will be able to expand our marketing and development (and the number of employees).
7. Pitfalls and challenges	Our biggest challenge is the absence of digitization in the medical field. There are many pitfalls (for the protection of data and patients and due to other aspects such as inertia of the industry), which make it difficult and sometimes impossible for new companies to enter the market. Without digitization, however, our company would not exist, as we have relied heavily on networking via the Internet and the associated globalization, especially at the beginning, and we will continue to do so in the future.



8. Opportunities and plans for the future

Logo of business
Maybe: enterprise film

The digitalization will make the expansion of our business, outside of Germany, extremely difficult for us. Since we develop software and hardware from standard manufacturers such as Oculus, it is possible for us to develop further markets very quickly. This is what we want for the future. Moreover, one of our goals is to expand in the digital marketplace for therapy games. We want to offer medical hardware manufacturers to combine competent and compatible training possibilities with their hardware. The IoT will also enable us to significantly improve communication between physicians, patients and therapists.

Link to image video: <https://www.youtube.com/watch?v=RHJeFNGAeWY>

Link to website: <https://rehago.eu/>





Business Profile	
1. Name of the business	Scavenger Hunt GbR
2. Years in business	Since 2016
3. Category of business	Services/ Habitat Conservation
4. Description of business and digitisation	<p>Scavenger Hunt Germany offers so-called Scavenger Hunts. This is a modern form of scavenger hunt, which is played with a specially created app ("Scavenger Hunt DE"). Elements of gamification help to communicate content and information of any kind via extremely creative and versatile tasks. This knowledge transfer is combined with an funny event.</p> <p>The areas of application are manifold: Team building events for companies where employees get to know their colleagues better. Scavenger hunts for entire cities or regions where the aim is to bring the participants closer to their home country in an exciting and funny way. Or Festival Scavenger Hunts, for loosening up and providing information at festivals. While all these events focus on sustainability and environmental protection, we have started the "SDG Entdecker Project" together with the German Youth Hostel Association (DJH) and the German Federal Foundation for the Environment (DBU). There, the focus is on the United Nations' Sustainable Development Goals (SDG). With the help of our Scavenger Hunts we would like to make the SDGs known to young people and make them aware of the problems that lie ahead for us in the coming years and decades.</p>
5. Size of your business	The core team consists of two people. There are also some freelancers (graphic designer, programmer, game master, etc.).
6. Supports to set up your business and digitisation	During the founding of our company, we visited the consultancy of the Paderborn Economic Development Corporation. We did not receive or make use of any further support (unless our tax consultant and our lawyer are counted among them). These were paid for it however). We did not get any support within digitization. The background knowledge for websites, apps, digital advertising (e.g. Facebook) and what else we had to do, we worked out by ourselves.
7. Pitfalls and challenges	Our product was digital from the beginning. While we were still playing the first Scavenger Hunts with a dropbox, it was immediately clear to us that the game had to be played with an app. Then we used and tested its first version half a year later. That's why we never really digitized the game. An important point in digitization processes is the scope: Either you digitize completely, or you leave it. Digitizing some parts of the company, while you still have to order materials by handwritten fax, leads to problems.



8. Opportunities and plans for the future

Logo of business
Maybe: enterprise film

Digitization offers companies many opportunities. We also would like to expand our offer in the future.

In ten years, we'll have established the term "scavenger hunt" as a brand and organise events all over Germany. Our app is always up to date and offers our customers the best possible service. Moreover, it offers participants an unforgettable experience.

www.ScavengerHunt.de
www.SDG-Entdecker.de





Business Profile	
1. Name of the business	Frese & Wolff Werbeagentur GmbH
2. Years in business	Since 1976
3. Category of business	Services
4. Description of business and digitisation	We are experts in brand strategy, online marketing, classic advertising and sales promotion. Therefore, we are the perfect partner regarding campaigns in print, radio and film, successful sales promotions or attention-grabbing packaging. We also assist our customers in the development of effective SEO measures, plan SEA or social media campaigns, develop content marketing concepts and produce high-quality moving image content with our in-house film production. We advise holistically or specifically on individual projects: The complete brand appearance from logo to business equipment is just as much part of our portfolio as the implementation or updating of an SEO-optimized website including shop system.
5. Size of your business	30 employees
6. Supports to set up your business and digitisation	We advise our clients and including start-ups regarding all aspects of digital marketing. This starts with the creation of websites or online shops and does not end with the evaluation of Google Shopping Ads conversions. Strictly speaking, in the digital world, nothing ever stops because everything is constantly moving. So, we can serve our customers holistically, our team is set up accordingly: Our performance marketing manager takes care of the evaluation of the digital channels, while our media planner manages Facebook campaigns. Our copywriters and consultants are trained in SEO and know which content to use to reach your target group. Our web designers always have UX in mind. And we also have programmers in-house. We create local test environments in which the complete system of a customer is mirrored so that a seamless transition is possible without downtime, for example when we relaunch a web shop. We can actively manage our customers' accounts via our own Facebook and Google accounts. We work with consultants from Google and Facebook as well as a network of specialized professionals, so that we can also serve extremely special requests.
7. Pitfalls and challenges	If we could do something different, we would enter the field of digitization around 1980. The challenges of digitisation are not small for companies in general. The core business of a company is often quite different, which is why additional resources have to be made available. If there is not enough personnel and time resources, these topics are often outsourced. Of course, management consultancies and agencies benefit from this.



8. Opportunities and plans for the future

Logo of business
Maybe: enterprise film

The opportunities associated with digitisation are extremely diverse. As an agency, we can focus more on our clients' target groups and reach them better. Overall, our business is currently developing more and more digitally. Print media, outdoor advertising, business equipment, etc. are still needed, but the demand for topics such as websites, apps, social media, content marketing, SEO and SEA is rising extremely. The future has pixels!

<https://frese-wolff.de/>

FRESE & WOLFF



Business Profile	
1. Name of the business	LEONEX Internet GmbH
2. Years in business	Since 2008
3. Category of business	IT/ Services
4. Description of business and digitisation	Full service internet agency; conception and design of web projects, implementation of websites via TYPO3 and WordPress, implementation of individual software solutions based on PHP, creation of successful e-commerce systems via Magento or shopware, online marketing (SEO, SEA, CRO, content marketing, SMM).
5. Size of your business	> 30 employees
6. Supports to set up your business and digitisation	Online marketing, digital business models, digitalization of business processes, e-commerce, digital brand management, individual software development in web and app environments to simplify business processes.
7. Pitfalls and challenges	The digitization of business processes is significantly dependent on the human factor, so that these business processes must be made as easy as possible to use. Here, software with a high usability supports both the user and the company.
8. Opportunities and plans for the future	The digitization of business processes companies enables their most valuable resource - the human - to do what they do best: Be innovative. LEONEX supports this with intuitive digitization projects, the grown against fully automatic, digital processes. In this environment, artificial intelligence plays an important role, to provide the user meaningful suggestions as a basis for decision-making.
Logo of business Maybe: enterprise film	https://www.leonex.de/ 



Business Profile	
1. Name of the business	Enlighten Sciences GmbH
2. Years in business	Since 2017
3. Category of business	Education
4. Description of business and digitisation	Enlighten Sciences brings space research into education - from kindergarten to school to university. As a spin-off from the German Aerospace Center (DLR), we have jointly developed the teaching of the 21st century! Instead of boredom, we have exciting experiments with exciting stories. Who hasn't always wanted to go on holiday on Mars? Stop climate change? Or solve endless traffic jams? We ask questions that occupy everyone at the beginning and trigger fascination and enthusiasm - because unlike all other available teaching aids, our teaching aids were initially developed to have fun. With this enthusiasm, students acquire new knowledge independently and effectively. With our turnkey all-round package consisting of experimental setups and specially developed software, we relieve the strain on teachers, foster the MINT sector and create a lasting contribution to better education in Germany.
5. Size of your business	No information
6. Supports to set up your business and digitisation	<p>We had an EXIT start-up scholarship, which made the start into self-employment and entrepreneurship much easier. In addition to a monthly income, the scholarship also included coaching for experienced founders and managing directors. In addition, we had and have the full backing and support of our "parent institution", the German Aerospace Center (Deutsches Zentrum für Luft und Raumfahrt; DLR).</p> <p>An advantage of our foundation compared to earlier foundations is the networking. We have implemented everything digitally right from the start. There was no way around this for software development anyway, but for hardware development and production, we also implement a digital workflow. Thus many of our data go directly to the conveyor belt of our producers without detours.</p>
7. Pitfalls and challenges	<p>At the beginning, we worked on several projects in parallel because we underestimated the manpower required in each case. We would not tackle that again. In addition, we initially focused on "do it your way" in all areas. While this is the right way for the actual product, we have integrated various industry standards for efficient and professional production. Otherwise there are too many queries and delays, so that the advantage of the digital workflow is quickly lost. In the future, we see opportunities and risks regarding the constantly increasing pace of development. While we can make adjustments very dynamically and quickly, large and otherwise sluggish companies could benefit from Industry 4.0 and reduce our competitive advantage.</p>



8. Opportunities and plans for the future

Logo of business
Maybe: enterprise film

In the prototype phase of our products or their respective upgrades, we often produce prototypes ourselves (CNC milling machines, 3D printers, PCBs, etc.). Through increased digitalisation with an even more direct connection to production facilities, we also could procure components from external producers in the early phases. This process does not take substantially longer or becoming more expensive. This would allow us to reduce our own machinery and its maintenance and focus more on development. Furthermore, we think that an "intelligent factory" will also support the adaptation of a molded part to series production, so that the pace of development will increase continuously and so, less special know-how will have to be purchased.

For us as training providers, this also means that we will continuously develop our content and adapt it to changing circumstances. After all, it is not only the responsibility for our teachers. It is also our responsibility to prepare future generations for tomorrow's working life.

<https://enlighten-sciences.ddns.net/>



ENLIGHTEN
SCIENCES



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Business Profile	
1. Name of the business	unilab Systemhaus GmbH
2. Years in business	Foundation: 22nd August 1988 as unilab Software GmbH in Braunschweig from the Technical University and the Paderborn-based company Nixdorf Computer AG was founded. In the year 1992 a new company headquarters in the Technology Park in Paderborn opened and in the year 2000 further expanded into a stock corporation. Now the group includes 5 companies at the Paderborn locations, Mönchengladbach and Düsseldorf.
3. Category of business	IT/ Services
4. Description of business and digitisation	unilab is a digitization partner for medium-sized companies. unilab, which focuses on digitisation, IT automation, data centre + cloud, network + security and modern workplaces, is located in the OWL metropolitan area and is an established partner for medium-sized companies. Our customers benefit from more than 30 years of experience in consulting, planning, installation and maintenance of IT infrastructure solutions, such as server and storage systems, security solutions, networks and virtualization. As process and digitization consultants for big data, interface management and software-based data evaluation, we provide our customers with advice and support. We accompany medium-sized companies into the digitalization process!
5. Size of your business	Employees: around 55 employees. Total sales in 2018: almost 10 million euros.
6. Supports to set up your business and digitisation	In the course of its development, unilab has already spun off several new topics into its own companies or created new ones. The acquisition of new investments in digital hubs or the establishment of a start-up partner program provide both the financial and the organizational and technical framework.
7. Pitfalls and challenges	Looking back, we would be bringing even closer external know-how on board today to achieve our goals more quickly. Even if some developments can be started from our own know-how, there is sometimes a lack of neutrality for weighing up costs and benefits. It is important to have a clear goal and fixed planning periods and to pursue these consistently.
8. Opportunities and plans for the future	For unilab, the transformation from IT service provider to digital brand is on the agenda. To combine the existing with the new. E.g. our cloud data center as an asset for new startups. To be an incubator for new ideas and solutions. Through Collaboration there is a faster growth. You don't always have to develop everything yourself but build up a large network. Use shared economy but offer customers everything from a single source, this is the challenge. Besides, additional distribution channels are available, particularly in the social media sector. Here, know-how must be built up to revive the networks. Then even in 10 years there will be still an infinite number of synergies to be exploited. According to the motto: "The quality of our goals determines the quality of our future".



Logo of business
Maybe: enterprise film

www.unilab.de/fileadmin/user_upload/videos/unilab_webtrailer.mp4

unilab 



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