Project Study SS 2022: Brainstation

Development of an onboarding process for the futurelabs (Project studies 1 & 2) & Process governance for the Circles (Project study 3)
brainstation in the former Lauda train station is the INNOVATION CENTER OF THE REGION.
A place to bring young people, companies, and the region together and inspire them to:

- COME BY
- LINGER
- NETWORK
- THINK AHEAD

WHAT ARE THE FUTURELABS?
= Heart of the Brainstation

There, young people and companies discover:
- New skills & talents
- Individual & shared perspectives
- Work on specific projects & ideas
- and shape the future of tomorrow

#futurepower
Project study 1: Development of an onboarding process for the futurelabs with a focus on young people/students

Young people are encouraged to work on their own projects & to form a team. They are supported by the futurelabs with:
Design thinking, mentors, exchange rounds, events, contacts to experts & infrastructure (rooms & technology)

The aim is to realize their own dreams and goals, but also to work out their professional orientation

GOAL:
Young people are welcomed with an onboarding process & introduced to the futurelabs ecosystem. They are motivated to tackle their own dreams & goals and to implement their ideas in projects in order to explore their career paths. It is identified in the process which assistance they need & how the futurelabs can support them on their way. It also becomes clear which experts the futurelabs should bring the project teams/young people into contact with.

The task for the student is to elaborate on a process which structures the contact between people responsible for the futurelabs & the young people and leads to a goal-oriented and motivating exchange

TARGET Group: Young people (14-20 years)
SOLUTION AREA: Both digital or analog solution
GROUP SIZE: min. three TUM students
The companies support the futurelabs with annual financial contributions. They use the futurelabs not only to recruit young specialists and future managers, but also to increase their encouraged to engage in open exchange innovative capacity & expand their network. Companies also get inspired by the discussions for their own or cross-company projects.

**GOAL:**
Companies are welcomed with an onboarding process & introduced to the futurelabs ecosystem. The process filters out which assistance they can give the young people, which offers they would like to use for their company & who in the company are suitable contacts. It also becomes clear what their company's focus is & how the futurelabs can support them.

**TASK:** Students The process thus structures the contact between people responsible for the futurelabs & the companies for a targeted exchange. Companies that are not yet financially involved should be motivated to participate.

**TARGET GROUP:** Young people (14-20 years)  
**SOLUTION AREA:** Both digital or analog solution*  
**GROUP SIZE:** min. three TUM students

*Solutions: App, Online Workshop, Offline Workshop in a Design Thinking Style, or others
Project study 3: Development of a process governance for the self-organized circles / exchange rounds

At the futurelabs, young people, companies and regional interested parties are encouraged to exchange ideas & information. The circles are:
- open to any participant, but should be of a professional or project-oriented nature & have a specific topic area (e.g., start-up, sustainable resources, green logistics, etc.)
- used to create or join projects or to work out common ideas & support each other

GOAL:
Circles should be self-organized (without having to be permanently supported by futurelabs staff). All people from the futurelabs ecosystem can create circles themselves. Therefore, the focus lies on the initiators of the circles who start new groups (i.e., people from the futurelabs ecosystem: students, employees or owners of companies). The process is also intended to encourage other contributors to build circles themselves & to actively participate in exchange rounds.

TASK: Development of a process governance that defines how & under which conditions a circle is started & how it is managed

TARGET GROUP: Circles & exchange rounds
SOLUTION AREA: Both digital or analog solution
GROUP SIZE: min. three TUM students

*Solutions: App, Online Workshop, Offline Workshop in a Design Thinking Style, or others
Application Process

Please send the following application documents for the projects nr. 2 and nr. 3 per Email to Ms. Sidney Hribersek:

(1) Letter of Motivation
(2) CV
(3) Transcript of Records

Project Start: Beginning of May, 2022
Application Deadline: April 29, 2022

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