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Business idea from East Bavaria meets marketing strategy from the USA – Silicon Valley Program starts

The youngest participants of the Silicon Valley Program of the Deggendorf Institute of Technology (DIT) began their exciting nine-month journey in mid-July. They want to bring a business idea to the market and learn how to do it with help from the Silicon Valley Program. The role model is the Silicon Valley start-up scene in California, where the journey will continue for a week at the end of the certificate programme.

The eight groups laid the foundation for marketing their projects during the introductory week. Each project group got to know their mentor from Santa Clara University in Silicon Valley, California, via video conference. The American elite university has been a partner in the certificate programme since the beginning. Over the next nine months, the project groups will contact their mentors once a month via video conference and present the progress of their work packages. Prof Peter Schmieder, founder of the programme, and Alexander Dorn will support them in this process. In addition, the participants will be provided with working documents online via a learning platform.

The aim of the programme is to make the teams or their business ideas eligible for investment. The participants will be supervised until the final pitches, which will take place in March 2021 at Santa Clara University if the corona situation allows it. Often, however, it is only then that the participants really get started. If investors are found when their business plans are presented, the dream of their own company could quickly come true, as it has for many previous participants.
The participants of the Silicon Valley Program got to know their mentors from America via video conference.

Alexander Dorn