

Business Briefing University of North Texas Undergraduate

May 2024
Frankfurt, Germany



Strategy Challenge: TechQuartier / EY Accelerator

TechQuartier is a leading innovation hub and co-working space located in Frankfurt, Germany. It serves as a vibrant ecosystem for startups, entrepreneurs, corporates, investors, and researchers to collaborate and innovate in the fields of technology and entrepreneurship. TechQuartier provides a supportive environment with access to resources, mentorship, networking opportunities, and educational programs aimed at fostering growth and success for startups and early-stage ventures. Additionally, TechQuartier hosts events, workshops, and demo days that facilitate knowledge-sharing and idea exchange within the thriving tech community. With its strategic location in Frankfurt, TechQuartier plays a pivotal role in driving innovation and promoting Frankfurt as a hub for technology and business innovation in Europe.



Ivicos GmbH

Ivicos GmbH is a Frankfurt-based startup developing virtual collaboration solutions for distributed work environments (Home Office / New Work). In today's hybrid and spatially distributed work landscape, virtual collaboration is essential for cross-functional and boundary-spanning organizational interactions. Their products facilitate sustainable, efficient, and people-oriented hybrid work processes, fostering social interactions crucial for success. By enabling a functional "hybrid office" and flexible work options, they help companies retain talent and access a broader talent pool. Their goal is to assist clients in transitioning to "New Work" successfully, offering employees an innovative and attractive work experience.

Case details:

- Hybrid working conditions that were established after Corona are influencing the way consultancies like EY operate. Please develop a concept with the right balance between remote and on-site work (consultancy office, client site, work from home) including actions to ensure communication, team spirit as well as maintaining cost and productivity.
- **Set-up:** Split group into 4 sub-groups
- **Timing:**
 - 10 minutes introduction
 - 45 minutes case preparation
 - 30 minutes presentation (5 min per group + Q&A / feedback)

Juwi Group Frankfurt

Juwi Frankfurt is a renewable energy company based in Germany. They specialize in developing and implementing solar, wind, and bioenergy projects. Juwi Frankfurt focuses on providing sustainable energy solutions to businesses, municipalities, and communities. They offer a range of services including project planning, construction, and operation of renewable energy facilities. Juwi Frankfurt is known for its commitment to innovation and environmental stewardship in the field of renewable energy development.



Christian Hinsch **Head of Organizational Corporate Communications**

As the Head of Organizational Corporate Communications, Christian is the strategic leader responsible for managing and directing communication efforts within Juwi Group.

Innovectis - Goethe-Unibator

Bridging the gap between academic research and commercial applications. As a leader in innovation management, Innovectis facilitates the transfer of cutting-edge technologies and intellectual property from universities and research institutions to industry partners and entrepreneurs. Through strategic collaborations and licensing agreements, Innovectis enables the development and commercialization of novel technologies, fostering growth and impact in various sectors including healthcare, engineering, and information technology. With a dedicated team of experts, Innovectis drives innovation forward, unlocking the potential of academic research to address real-world challenges and opportunities.



Madeleine Mussgnug
Program Manager

Madeleine is a dedicated marketer with a passion for startups and entrepreneurship. She specializes in leveraging social media to drive meaningful engagement and create positive impacts in people's lives. Through her work, she supports emerging businesses and foster connections that inspire growth and innovation



Koin Group

Koin Group is a German multinational manufacturer of materials handling equipment, with its headquarters in Frankfurt. They are a global leader in forklift trucks, warehouse equipment, and supply chain solutions, with top rankings in industrial truck sales in EMEA and warehouse automation revenue. As supply chains expand, substantial investment in warehousing and logistics is required and automated supply chain solutions are crucial for competitiveness across industries. With over 42,000 employees, Koin Group AG generated approximately €11.4 billion in revenue in the 2023 financial year. By the end of 2023, their equipment was utilized by customers across six continents, totaling more than 1.8 million forklift trucks and warehouse systems. Their solutions optimize material and information flow in warehouses, production plants, and distribution centers spanning 100+ countries.

Business Attire

Formal Business

- Business suit
- Dress shirt
- Business-style dress with jacket
- Dress shoes, flats or heels – dark dress socks
- Conservative tie

Business Casual

- Slacks, khakis, or skirt
- Seasonal sport coat or blazer with slacks or khakis
- Dress shirt, casual button-down shirt, open-collar or polo shirt
- Modest, nice dress
- Flats, loafers, or loafer-style shoes and socks

Smart Casual

- Khakis, casual dress, skirt or nice jeans (clean, no holes)
- Polo shirt, casual button-down shirt, blouse and/or sweater
- Flats, loafers, or loafer-style shoes and socks

Business Meeting Etiquette

- **Use the restroom** before the meeting begins to avoid getting up during the presentation.
- **Silence or turn off** your mobile phone before arriving at the meeting location and refrain from using it throughout the meeting.
- **If taking notes**, bring a pen and paper unless the speaker has given permission to bring laptops or tablets.
- **Raise your hand** to ask a question - note that some presenters will prefer to take all questions at the end vs. during the presentation (this is usually announced at the start of the presentation).
- **Stay seated and alert** throughout the meeting.