

*OPPORTUNITIES AND CHALLENGES OF  
DIGITAL EDUCATION  
FROM AN EDTECH ENTREPRENEUR  
PERSPECTIVE*

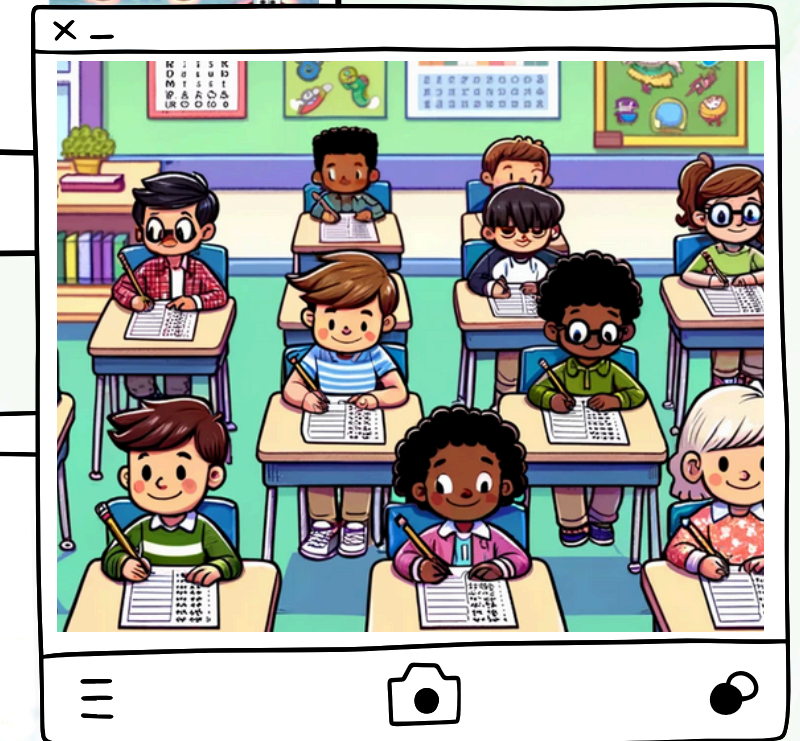
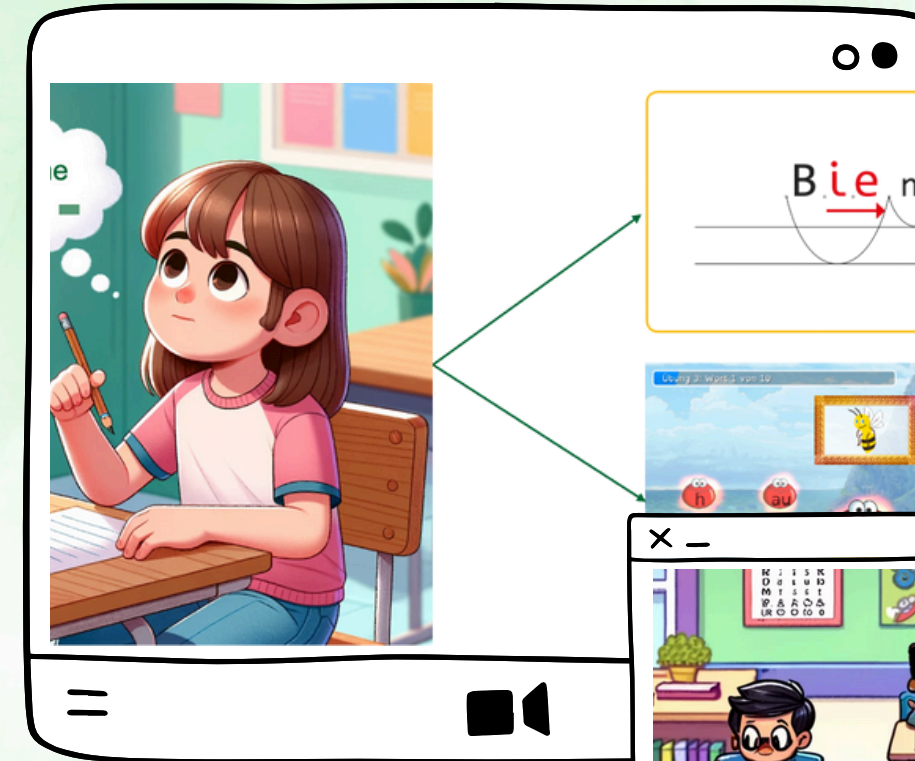
✦ Heiko Holz ✦  
Benedikt Beuttler





# STRENGTHS

What do we do well? What unique resources do universities bring?



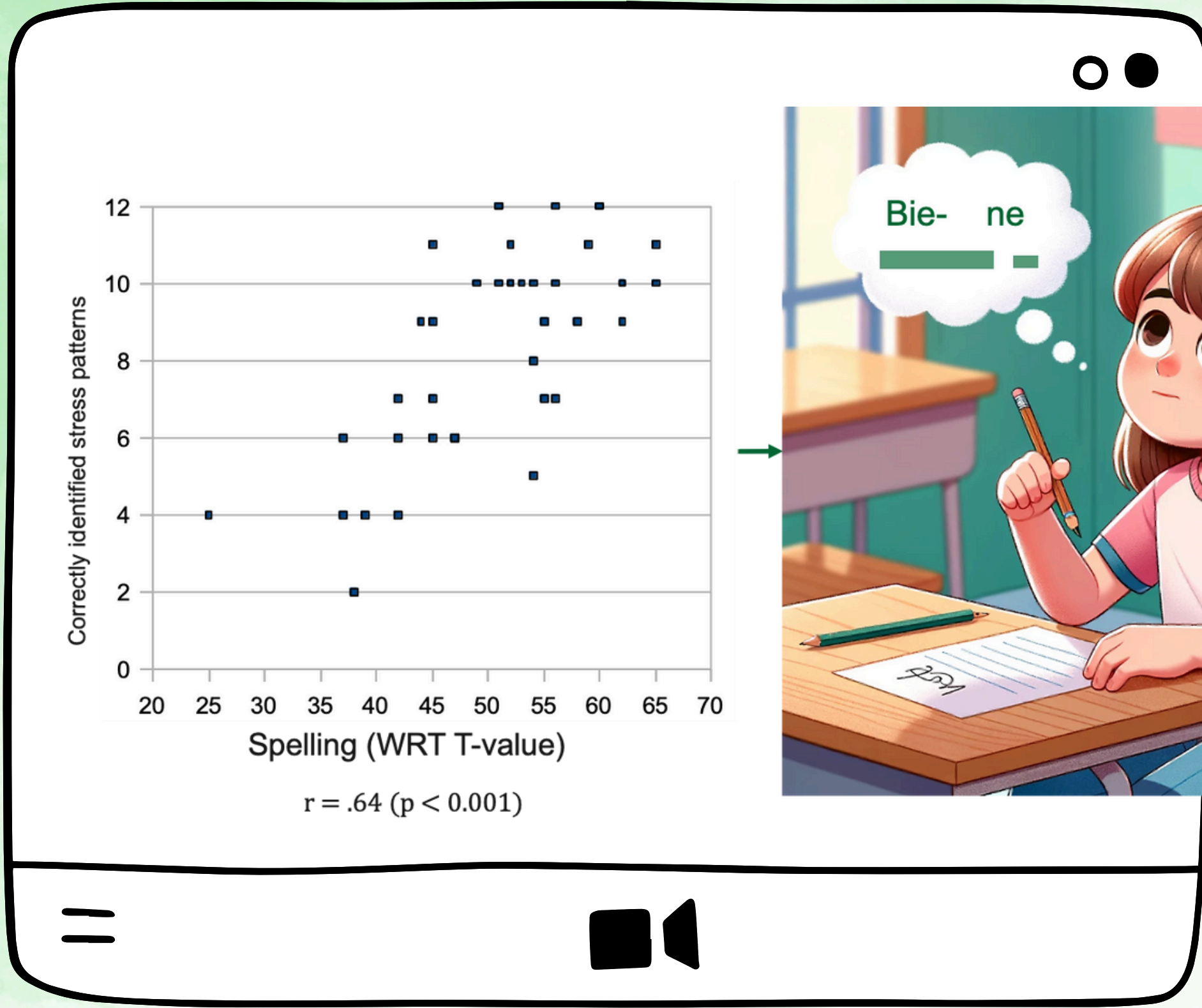




# EVIDENCE-ORIENTED RESEARCH

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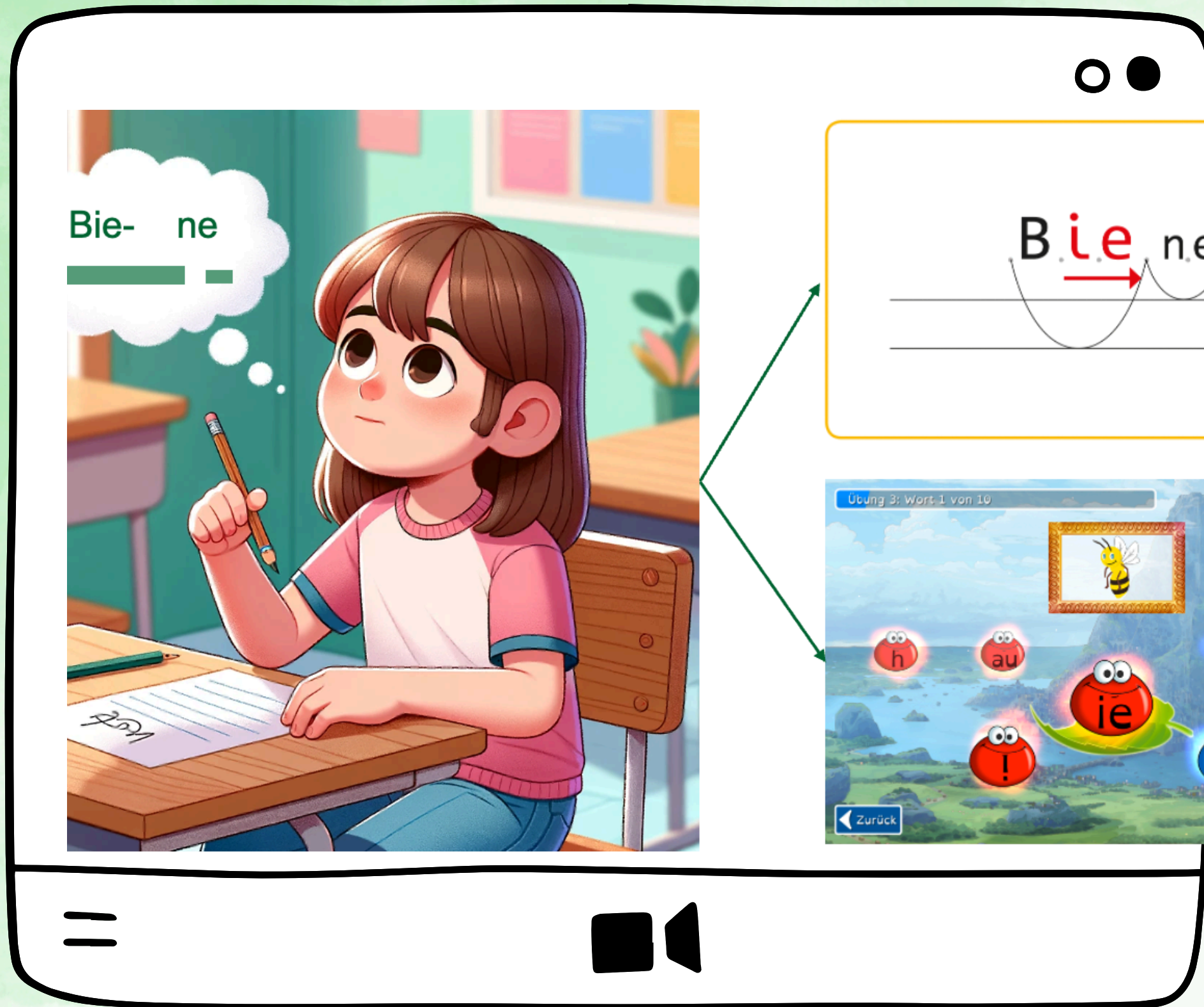


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# INNOVATIVE RESULTS

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**INNOVATIVE  
RESULTS**

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turn into ideas







# TEAM

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highly skilled, cross-functional and interdisciplinary





# ACCESS TO TARGET GROUP

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# WEAKNESSES



What can we improve? Where do we have fewer resources than others?



## NO PROFESSIONALS

Software engineering,  
assets (graphics, sounds, ...)



## INNOVATION HAPPENS IN PHD/POSTDOC PROJECTS

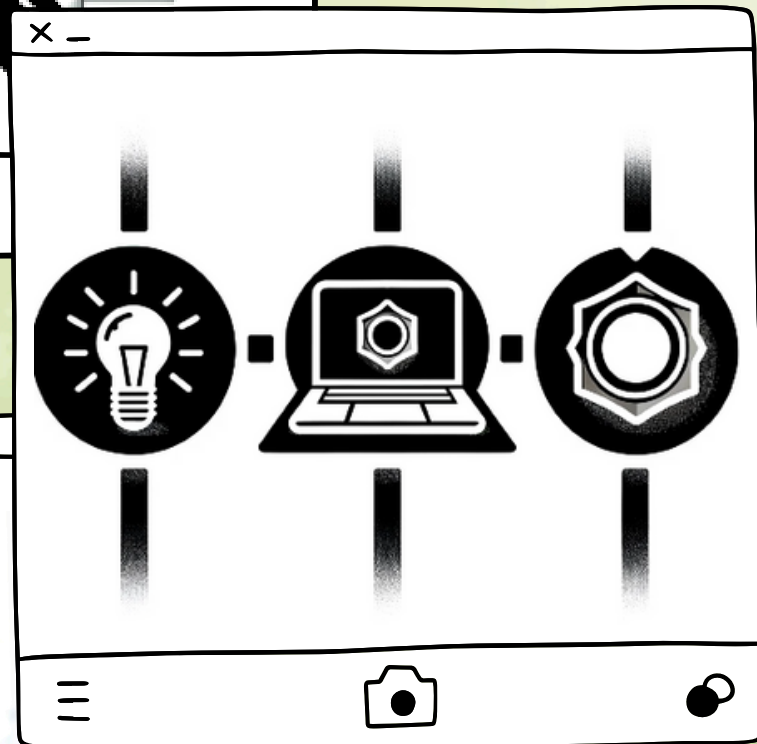
with non-permanent positions



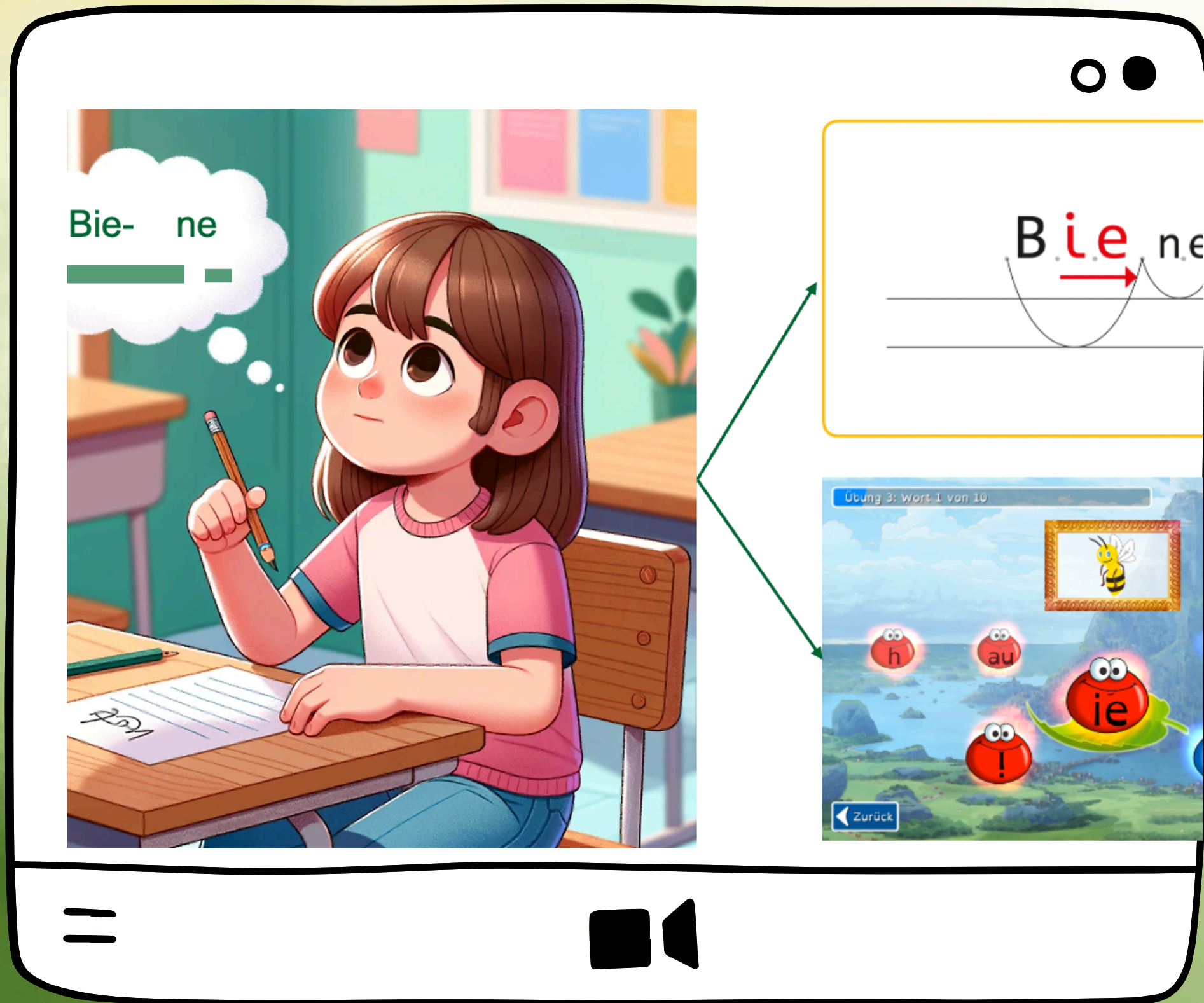
## LIMITED FINANCIAL RESOURCES

compared to industry



A large, stylized window icon with a black border and a tab on top. It has a star icon in the top left and window control icons (minimize, maximize, close) in the top right. The main content area is white and contains the word **OPPORTUNITIES** in a large, bold, black, handwritten-style font. Below this, the question "How can we turn our strengths into opportunities?" is written in a smaller, black, sans-serif font. A small diamond-shaped icon is located on the right edge of the window's border.





✧  
**EVIDENCE-ORIENTED  
RESEARCH**

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turns into







# *EVIDENCE-BASED DEVELOPMENT*

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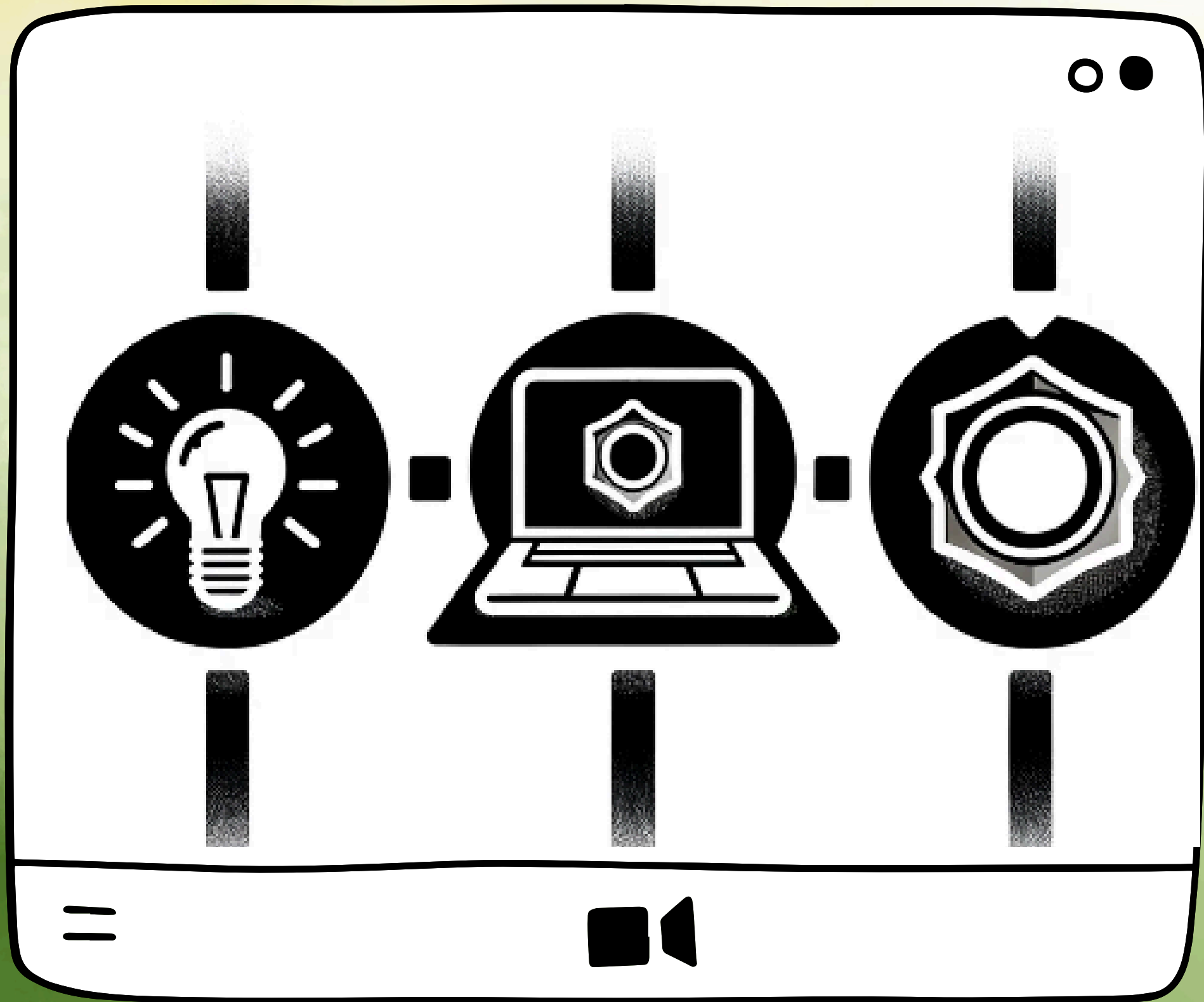
# CROSS- FUNCTIONAL TEAM

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enables







# *FAST PROTOTYPING*

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# EARLY ACCESS TO TARGET GROUP

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enables early testing with target group

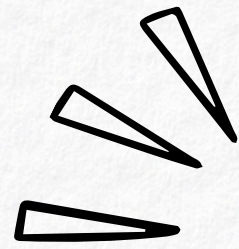




STEP 1  
2017

STEP 2  
2018

STEP 3  
2019



***THREATS***

what threats do our weaknesses expose  
to us?

