



***FUTURY INNOVATORS  
ACADEMY***

***PROJEKT-  
INFORMATIONEN***

**Eurowings Digital**

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**FUTURY**

***FUTURY INNOVATORS ACADEMY***

***DAS PROJEKT BRIEFING***

## CORPORATE PARTNER



- The Eurowings group consists of the airlines Eurowings, Germanwings and Eurowings Europe. Together with Brussels Airlines and the equity investment in SunExpress they form they point-to-point segment within the Lufthansa Group. The route network of the Point-to-Point Airlines is served from a total of eleven bases and in the summer flight timetable 2017 comprised 192 destinations in 62 countries. With the Eurowings group, the Lufthansa Group has an innovative and competitive offering for price-sensitive and service-oriented customers in the growing direct traffic segment. The Eurowings group is to be developed into a leading European player in direct traffic in the years ahead.
- In order to further expand the service offerings to customers besides the classic flight business, Eurowings founded Eurowings Digital. This independent unit is to be developed into Europe's leading travel platform. Working with the latest tools, technologies and agile methods the mission is to re-think travel, all the way along the travel chain. The people at Eurowings Digital are visionaries, doers and enthusiasts with a strong passion for the digital travel experience. The DNA consist of three essential parts: being curious, thinking and acting customer-centric and delivering 100% digital. The aim is to develop new services and products along the travel value chain that are centered around the customer journey and experience, to create magic travel moments and to make travel simple again.

## THEMA



- With its autonomous service offering, clear customer-centric focus and digital mission, Eurowings Digital differentiates and positions itself as an independent unit within the Eurowings Group. Therefore, Eurowings Digital has different requirements in terms of staff and recruiting. In order to fulfill the ambitious growth targets, the company needs to attract and retain up to 150 new employees within the next year(s). To reach out to future employees with entrepreneurial minds, innovative ideas and digital skills, Eurowings Digital is looking for a new "Campus Recruiting Strategy".

### FRAGESTELLUNG



*„How does the future Eurowings Digital Recruiting Strategy look like? How will it differentiate Eurowings Digital from its competitors? How does it attract the right talent? What is it composed of? And how can it be implemented?“*

### AUFGABE (1/3)



- Eurowings Digital is looking for teams to hand in innovative, disrupting and creative ideas for their new “Recruiting Strategy”. These ideas will further be developed into a solid business case with a first, tested prototype within the Eurowings Digital / Futury Innovators Academy.
- **Which personalities should your new strategy target?**  
Eurowings Digital is looking for **makers, creators and transformers** to join their business. These new hires should be curious, courageous and empathic.
- **Which backgrounds should your new strategy target?**  
Eurowings Digital is looking for people with a strong passion in **eCommerce** and a clear sense for a **customer journey**. These could be profiles with a background in **digital & innovation management, marketing** or **HR, software engineering** and **programming, data science** or **design (UI/UX)**.

## AUFGABE (2/3)



### Phase 1 – Concept and measures

- Within phase 1 your **initial idea** should be developed into a strong and **conclusive concept**. Starting with a **detailed analysis of possible candidates'** interests, goals and incentives, you derive the concept how each of the described groups could be targeted. Further, your concept should consider the activities of competing employers and **define a niche** in which Eurowings Digital can **differentiate** itself; this could contain the **positioning**, the **content**, the **communication** (how and where), and the **channels and technology** used.
- After having developed a holistic concept for each target group, the next task is to derive **concrete measures** on how to tackle defined targets and **implement** your concept.

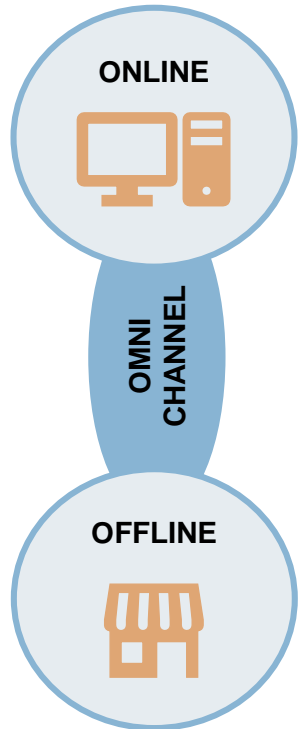
## AUFGABE (3/3)



### Phase 2 – Prototyping and testing

- After reviewing the concept and measures (and potentially refining them), the single best measure will be **chosen jointly** with representatives of Eurowings Digital **for the prototyping**. Your task is to give birth to one of your recommended measures (might be a social media campaign, a special recruiting event, etc.) with its main features. Right after the prototyping, you will **test your prototype** with a predefined group of candidates (real-life setup) in order to **gain valuable feedback** from the “market of candidates”. This feedback should be collected and gathered in a structured way (**KPI based**) in order to give useful hints for the next development. Further, you will use the feedback to **calculate a solid business case** for the implementation of your concept. At the end, **you present your concept including** the measures, your learnings from the prototype, a solid business case and next steps in front of the Eurowings Digital audience.

## POSITIONIERUNG



- Homepage(s)
- Micropages
- Social Media and social reach
- User groups
- Responsiveness
- Influencer
- Blogs
- User generated content

- Career Fairs
- Demos
- Show Rooms
- Live Marketing
- Customized events
- Content driven recruiting events

## INFORMATION & KOMMUNIKATION



- **Higher engagement and interaction** compared to written content
- Better candidate experience through personalization

Increase customer experience through instant feedback (device independent)

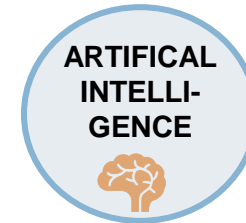


- From **mass to segment to individual communication**
- **Agile HR automation engines**
- Live personalization, relevant content and information

Recruiting and entertainment go hand in hand: **Recruitment**



## TECHNOLOGIEN



- Individual and intelligent candidate **offerings based on algorithms**
- **Automated customer communication** (e.g. Chatbots)

Candidate interest and profile exploration based on collected **omnichannel** data



- **Authentic company experience** through live events at any place
- **Direct recruiting channel**

**GDPR requirements** must be met any time; **increased complexity** through heavy data usage



**ZUNEHMENDE HERAUSFORDERUNG**

***FUTURY INNOVATORS ACADEMY***

***DEIN PROGRAMM***

## FUTURY INNOVATORS ACADEMY

Die besten Ideen werden in die **Futury Innovators Academy** eingeladen, um die Ideen zu einem echten Geschäftsmodell weiterzuentwickeln. **Aber was bedeutet das?**

### **Futury Innovators Academy – FIA**

Unser einzigartiges mehrmonatiges strukturiertes Programm ist designt für junge Talente, die ihre innovativen Ideen weiter entwickeln und bis zum eigenen skalierbaren Projekt gemeinsam mit unserem Partner Eurowings Digital voran treiben möchten. Die Teilnehmer des FIA bekommen:

- Ein eigenes Büro in Frankfurt
- Finanzielle Unterstützung (sowohl als monatliches Gehalt, als auch zur Entwicklung eurer Idee)
- Persönliches Mentoring & Coaching, themenspezifische Fachworkshops, persönliche Betreuung
- Teilnahme an Start-Up und Innovationsevents rund um die Themen Travel & Tourism, Innovation, Digitalisierung, Gründung

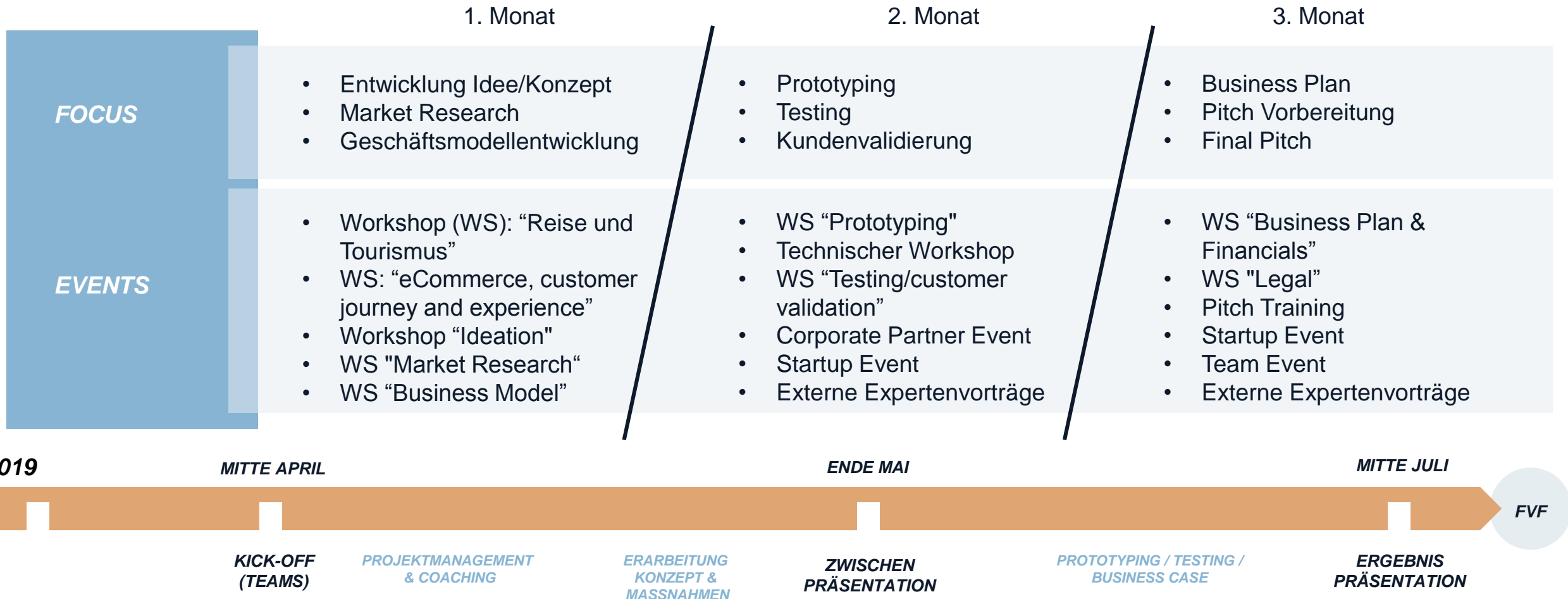
### **Unser Netzwerk**

Vor allen Dingen aber bekommt ihr Zugang zum Netzwerk von **Futury** und der **Eurowings Digital**. Das bedeutet erstklassige Verbindungen zu Top Universitäten, Venture Capitalists, Corporate Partnern, Experten und der Startup Szene. Innerhalb eines erfolgreichen Projektes besteht auch die Möglichkeit für einen Direkteinstieg bei Eurowings Digital.





## WAS PASSIERT IN 3 MONATEN PROJEKTLAUFZEIT?



## BEWERBUNGS-INFO

Eurowings Digital

### ALS TEAM ODER INDIVIDUELL

Reicht eure Idee bis zum **07. Februar 2019** auf [www.futury.eu](http://www.futury.eu) ein oder sendet uns eure Bewerbungsunterlagen als Mail an [apply@futury.eu](mailto:apply@futury.eu).

### Sendet dazu folgende Unterlagen ein:

- Kurze Beschreibung eurer Idee, z.B. als Idea Scribble
  - Was ist eure Idee? Was macht sie besonders/neu (USP)?
  - Max. 2 Seiten oder 5 slides\* → nutzt gerne unser Bewerbungstemplate
- Dein CV bzw. die CVs deines Teams

Wir freuen uns schon sehr auf eure spannende Bewerbung – viel Erfolg!

**Talent Pool:** Du hast kein Team, möchtest aber trotzdem teilnehmen? Kein Problem!  
Sende uns deine Individualbewerbung, wir nehmen dich, bei erfolgreicher Bewerbung, auf in den Futury Talent Pool und matchen dich mit passenden Teammitgliedern.

\* Bei der Ideeneinreichung wird bewusst noch kein Geschäftsmodell oder Business Plan gefordert



### TEAMMITGLIEDER

Studenten, Gründer, Athleten

### IDEALE TEAMGRÖSSE

~ 3 Personen



### GESUCHTE PROFILE

- Business/Economics
- UI/UX Design
- Software & Technology

### GESUCHTE KENNTNISSE

- eCommerce
- Customer journey and experience
- Travel and Tourism