BlendEd Mobility Edition 2023 - project proposal

Submit your idea for Blended Mobility Project - *in English*

Send us a brief description of your company and a clear description of the project you have in mind. You are welcome to offer several projects. Please present them separately: one per form. Make sure the project is interesting for IT, project management, design and marketing/business students. The proposals will be shared with participating lecturers from BlendEd Mobility. We will check if you meet our criteria when we select projects. Once selected, we get back to you to discuss the project with you.

The client (company/start-up) has ownership of the results of the projects (POC, Marketing/Business plan, ...). At the start of the project (February 2023) an NDA will be signed between participating students, professors and companies/startups.

Call deadline: **10/10/2022**

E-mailadres *

info@mefa-agentur.com

Q1. Company name *

MEFA S.A.

Q2. Company website *

www.mefa-agentur.com

Q3. Contact person *

Lars Wilbert

Q4. Email contact person *

wilbert@mefa-agentur.com

Q5. Phone number contact person (incl. country code) *

+352 26 72 86 216

Q6. Brief description of the company (2 sentences) *

MEFA is an agency for strategic communication with a team of specialists from design, digital, communication, live & strategy.

Q7. Title of the project you have in mind *

Digital marketing platform for real estate projects

Q8. Short description of the project you have in mind. (The project is relevant for IT, Business Management, Design, Marketing). *

Students of multiple disciplines work together on one big project. Note: Your first ideas that you propose can still be vague, we will refine them at a later stage. If you have several projects, give short description per project idea (1: desired project. 2: possible project 3: possible project..)

We design and develop a digital tool for promoting real estate projects. The software is designed to help with digital communication and marketing for urban development projects and property developer projects by simplifying the planning process and giving important information at first sight.

The idea is to create a platform that can be integrated into existing or to-be-designed websites and therefore seamlessly integrated into existing communication processes.

For each client, a separate frontend is to be created for each building project, which will then offer in detail all planned residential units that are to be marketed in the respective building project. Interested parties can view detailed plans, floor plans, schedules, equipment details, contract conditions, pictures of the construction process, etc.

The backend must also take on smaller ERP tasks (receiving requests, managing customer data, etc.) and ideally has an API connection so that the information can also be transferred to other systems. The goal is to provide developers with a visual platform for marketing purposes and to achieve transparent communication.

KICK-OFF WEEK - Attendance & providing feedback

Normally, students will meet each other in real life in February 2023 in Orléans, France and work together during one week.

You are expected to attend the introduction & briefing on Monday morning, to explain the project to the students and to introduce yourself. Furthermore, it is advised to give as many feedback and communicate intensely with your student team this first week. Best is to have them collect all questions & issues (IT, Marketing, Design), and schedule one online sparring meeting per day. You decide if this will be with the whole team, 3 representatives (one of each discipline IT, Marketing & Design) or only with the project manager. The more time you spend giving feedback on their work and process, the better your students understand the project goals, the better you keep them motivated and the easier it is to get them on the right/desired track.

During this kick-off week the team will follow a scrum-workshop to strengthen their organizational skills. They will learn to divide tasks and to organize themselves: one scrum-master, one project manager, ... Because the students will mainly work virtual during the project semester, it is important that they feel connected as a team. Therefore, your team will also participate in a 'Team Dynamics & Cultural Cohesion' workshop, with a focus on cultural communication (how they can give and receive feedback to each other in a respectful way), while building trust and cohesion. You don't have to attend these workshops.

From Monday until Thursday, around 5 PM, the students will present their work: to give a status about their process, issues and relating questions. These online presentations will be attended by their professors and preferably also by you as client.

Friday afternoon they will deliver a first real problem-solution pitch. In this pitch they will focus on how to tackle the 'problem', show the roadmap, including defined tasks, division of the work & collaboration tools and time-schedule.

What do we expect from you as client (evt. online if not possible otherwise):

- Monday morning: Introduction & briefing to your student team
- Friday afternoon: End week-pitch
- During week (time agreed between you & your student team): Provide feedback to students
- Attend (some of) the daily presentations at 5 PM.

Q9. Kick-off commitment *

☐ Yes, we will be present on Monday morning

☑ Yes, we will be present on Friday afternoon

☑ Yes, we will give our team interim feedback during the kick-off week

☑ Yes, we will try to be present on the daily presentations at 5 PM

During project: Providing feedback at least one hour per week

After the kick-off week, all students return to their home institution and from there, they work together on a remote base, using online collaboration tools.

It is advised that you give as many feedback and communicate intensely with your student-team during the whole project. Best is to have them collect all questions & issues (IT, Marketing, Design), and schedule one online sparring meeting per week. You decide if this will be with the whole team, 3 representatives (one of each discipline IT, Marketing & Design), or only with the project manager. The more time you spend giving feedback on their work and process, the better your students will stay informed and motivated and the easier it is to hold them on the right/desired track.

Halfway the project an online midterm meeting will be planned: Students will meet online, somewhere at the end of April, beginning of May. Professors will attend this midterm pitch, we'd like you to attend this pitch as well!

Q10. Running project commitment

☑ I definitely understand the value of providing feedback as 'real client in the field'

☑ Yes, we will (try to) attend the online midterm meeting

Real life closing week

With the consortium we are planning to schedule a closing week in Porto and/or Luzano. Students will meet a second time in real life, end of June or beginning of July. They will participate in team-building activities, work intensely together on the project to finalize it. At the end of the week, the students present their final pitch to their professors and client (company/founder). Professors will attend this week, and it would be nice if you can attend the final pitch in real-life! You can sit together with your team to receive all deliverables, to provide and receive individual feedback and potentially discuss further collaboration with these talents (f.i. internships/employees). In addition, some activities are organized. Students & universities prefer you will attend this last meeting & closing activities in real life. However, if that is not possible, we expect you can join the last presentation online.

Q11. Project closing commitment *

◉ We intend to attend the final pitch in real-life

○ We will try to attend the final pitch in real-life, otherwise from remote

○ We will attend the final pitch from remote

Q12. Financial contribution *

We count on a contribution of 2000€ to support our program. The money will be spent during the kick-off and final week, in support of the students and related activities.

☑ Yes definitely. We understand the importance of providing this fee

Q13. Do you have questions/remarks? *

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Dit formulier is gemaakt in Ikdoeict - Opleiding Elektronica/ICT.

Google Formulieren