



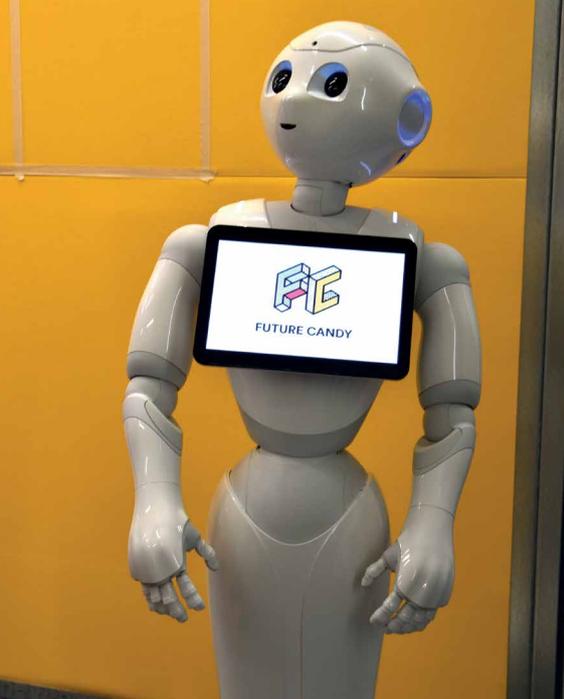
# DI-Lab

DIGITAL INNOVATION LAB @ HSBA



**Innovation. Happens. Now.**

Digital Transformation | Agile Projects |  
Design Thinking | Trainings | Workshops



## What do we do?

We support you in your digital transformation. Our Digital Innovation Lab offers a motivating environment for your project teams to develop and advance innovative solutions and ideas. Supervision and moderation as well as content support by experts create an optimal atmosphere to shape change.

What does digitalisation mean to you? What new opportunities are there for your business model? We support you in finding answers to these questions and driving your digitalisation process forward. We work together with you in developing new ideas and supporting you in order to bring them successfully to the market.

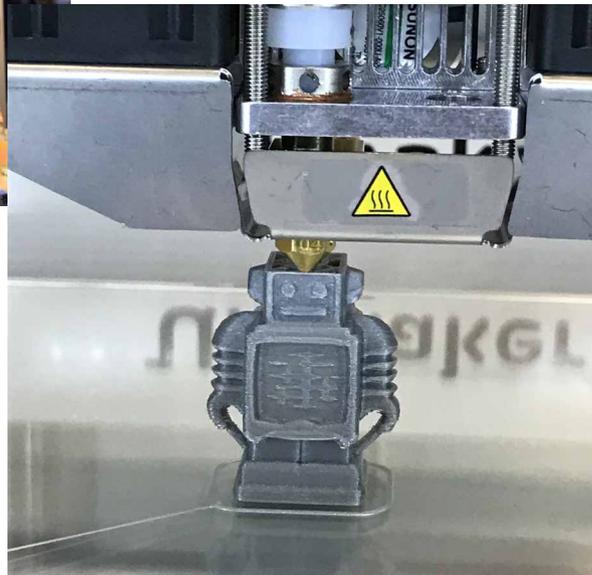
Digital projects are different from conventional business processes. With our Digital Innovation Lab, we have created a space to be able to pursue, test and successfully implement innovative ideas with your team. We support you with our methods and training.

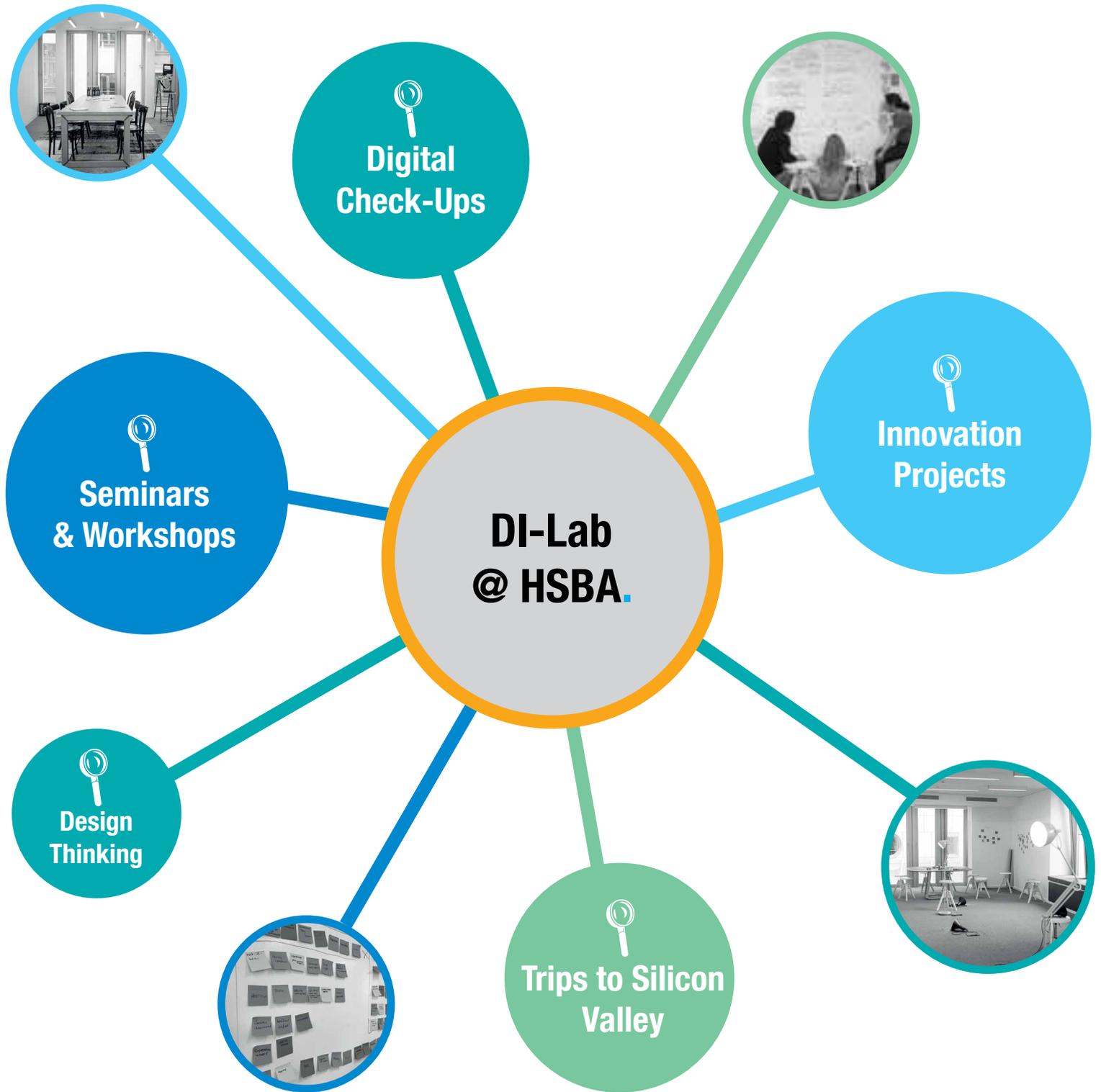
Just come by and have a look at our DI-Lab. We inform, advise and guide you on your digitalisation journey. From digital lounges to innovation workshops to inspirational trips to Silicon Valley or to China, we offer a broad programme.

We are happy to talk to you about your needs and how we can support you - just contact us.



3D Printing, Virtual Reality or Robotics - Try out these new technologies together with us!





  
**Digital  
Check-Ups**

  
**Innovation  
Projects**

**DI-Lab  
@ HSBA.**

  
**Seminars  
& Workshops**

  
**Design  
Thinking**

  
**Trips to Silicon  
Valley**

# What is the aim?

Change just as your competitors does not wait. We know that in- during your daily business there is often now no room and no time to think about the further development of the organisation and your business model. With our DI-Lab we offer you a creative time-out. Good ideas are never a coincidence; but in an innovative spaceswith an interdisciplinary team and an iterative method, we will help you in developing ideas. This way you can take advantage of the oppor- tunities given through the digital transformation, true to the motto „Innovation. Happens.Now. „.



Photo: Jana Tolle

Work on your digitalisation strategy with our methods and trainings in the DI-Lab @ HSBA.

## Inform

Digital Lounges

Networking

Introductory Workshops

Lectures

## Orientate

Digital Check-ups

Business Model Challenges

Networking with Experts

Silicon Valley Trips

## Learn

Open/ Internal Seminars

Specialist Workshops

Exercises

# Why with us?

## 01 OUR DI-LAB = YOUR SPIN-IN

With our DI-Lab @ HSBA you create a **start-up atmosphere** in your company. In our open spaces, you can escape your daily business and have the chance to pursue innovative ideas.

## 02 CROSS-INDUSTRY NETWORK

HSBA Hamburg School of Business Administration is the board of the Digital Innovation Lab. With over 250 partner companies as well as 30 professors from six disciplines, we are a strong know-how partner with a comprehensive network and offer a **neutral outside view** on your company.

## 03 INNOVATION PARTNER

Our experts and partners support you in your innovation process with **scientific competences and methods**. They help you finding ideas and also implementing them in your company.

## Come by!

Our team looks forward to hearing from you - you can reach us here:

Cindy Kubsch  
cindy.kubsch@hsba.de  
+49 (0)40 36 138 676

[www.DI-Lab.net](http://www.DI-Lab.net)



# DI-Lab

DIGITAL INNOVATION LAB @ HSBA

“The DI-Lab @ HSBA offers the ideal workshops: getting creative with a hands-on approach in small teams. Drawing, creating, discussing - and questioning oneself. The participants of our workshops loved it!”

Christof Schwaner, Press Spokesman, Verband Deutscher Reeder (VDR)

## Our Board.

HSBA is the Business School in Hamburg. It is our mission to support companies in qualifying their employees and recruiting promising talents who want to study our internationally-oriented dual Bachelor's and part-time Master's degree programmes. It is our aim to deliver excellent education programmes to students of all career levels regardless of their financial background. We cooperate with around 250 companies and offer over 900 students excellent career prospects. Together with our executive education offerings, applied research and the services of the Digital Innovation Lab, we actively strengthen the competitiveness of Hamburg based companies in the age of digital transformation.



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BUSINESS ADMINISTRATION

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