



## Design EntrepreneurSHIP



- Projektpartner
- Projektidee
- Projektziel
- Projektstruktur
- Projektidee
- Transdisziplinarität



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PPNT Gdynia  
Pomeranian Science and  
Technology Park



SVID



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SZUK  
PRZYKON  
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# Projektpartner

- Gefördert durch die Europäische Union (South Baltic Region Programm)
- PPNT, Pomeranian Science and Technology Park Gdynia
- Gdynia Design Center
- SVID, Swedish Industrial Design Foundation
- HIE-RO Institut an der Universität Rostock
- Hochschule Wismar, University of Applied Science, Technology, Business and Design





# Projektidee

- Kommunikation
- Interdisziplinarität
- Internationalität
- Experiment
- Bildung
- Erfahrung





# Projektziel

- „ Ziel des Projektes ist es eine bessere Zusammenarbeit zwischen Design Studenten und Studierenden anderer Disziplinen sowie zwischen akademischen Einrichtungen und Partnern aus der Wirtschaft, namentlich Studenten, Firmengründern und kleinen und mittleren Unternehmen zu initiieren und die Fähigkeit Design-Management als Entwicklungsmethode einzusetzen zu stärken.“

from the first concept on interdisciplinary education and labour training sessions



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# Projektstruktur

- **3** Disziplinen
- **3** Nationalitäten
- **3** Stakeholders
- **3** Durchgänge
- **3** Seminarblöcke
- **3** x 3 Themen
- **3** x 30 Teilnehmer



# Didaktische Struktur

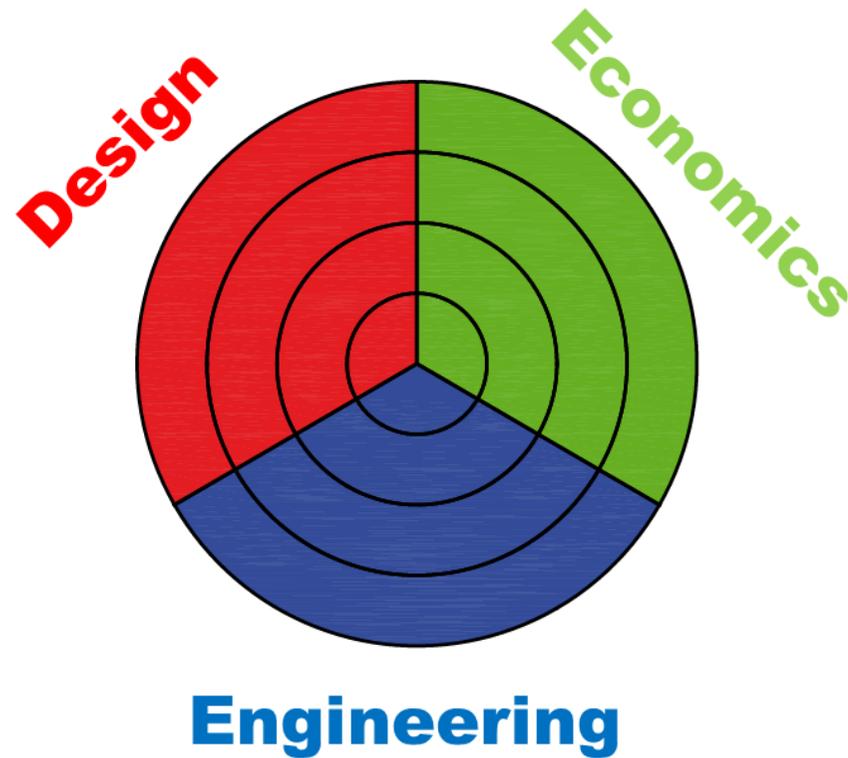
- Verknüpfung der Disziplinen Technik, Wirtschaft und Design
- Transdisziplinäres Arbeiten an realistischen Fallstudien verschiedenener KMUs
- Unterschiedliche Arbeitsweisen in den jeweiligen Workshop-Runden (gestalterisch, technisch, ökonomisch)
- Differenzierte Arbeitsmittel für die jeweilige Teamarbeit





# Das Didaktische Modell

## Manufacturing Enterprise



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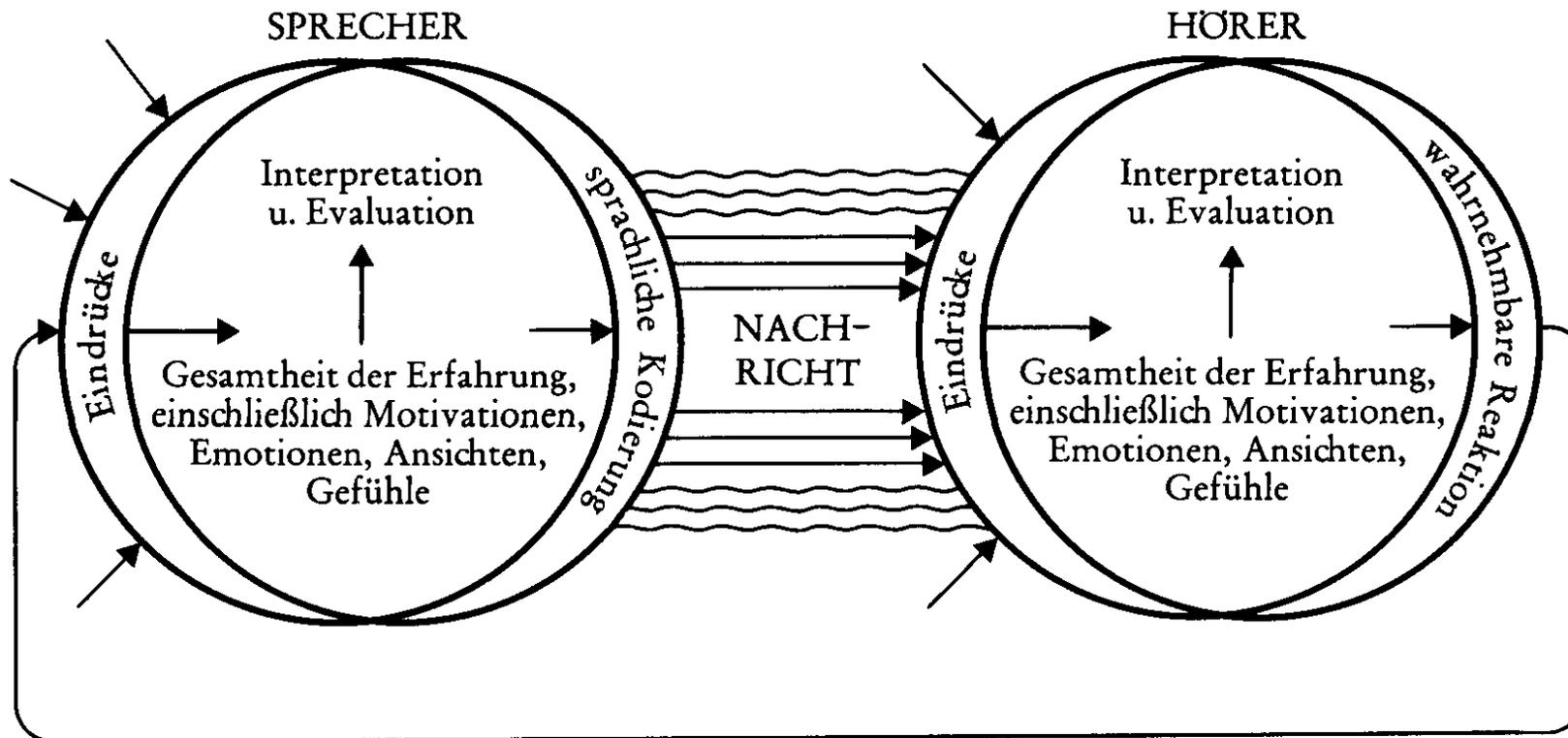


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# Das Kommunikationsmodell



(Vgl. D. Bryant, K.Wallace 1947)



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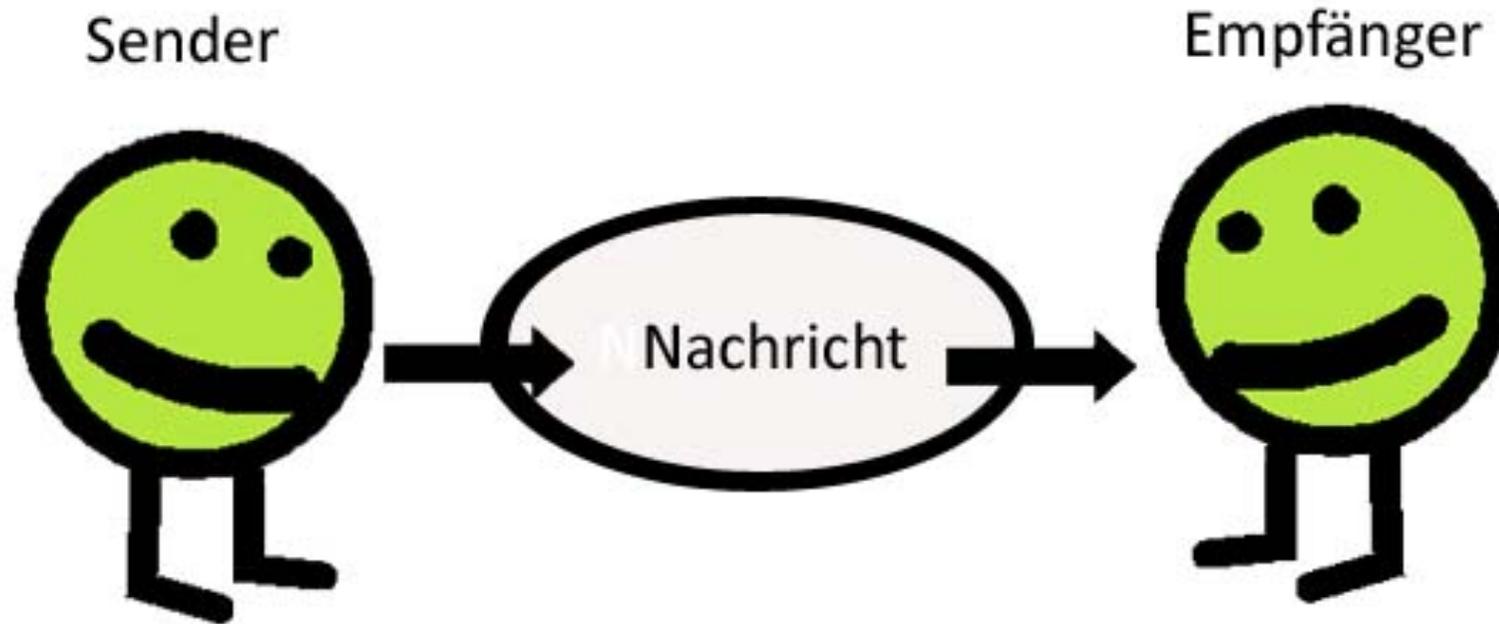
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# Das Kommunikationsmodell



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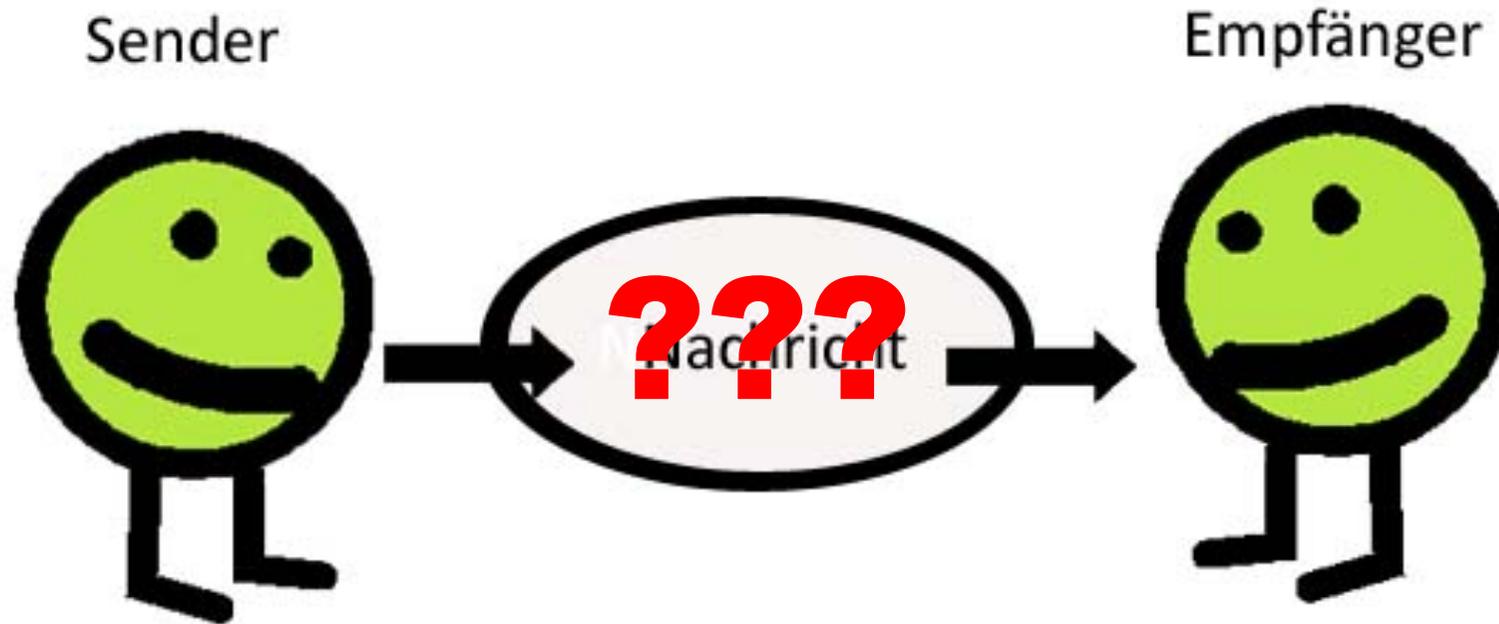


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# Das Kommunikationsproblem



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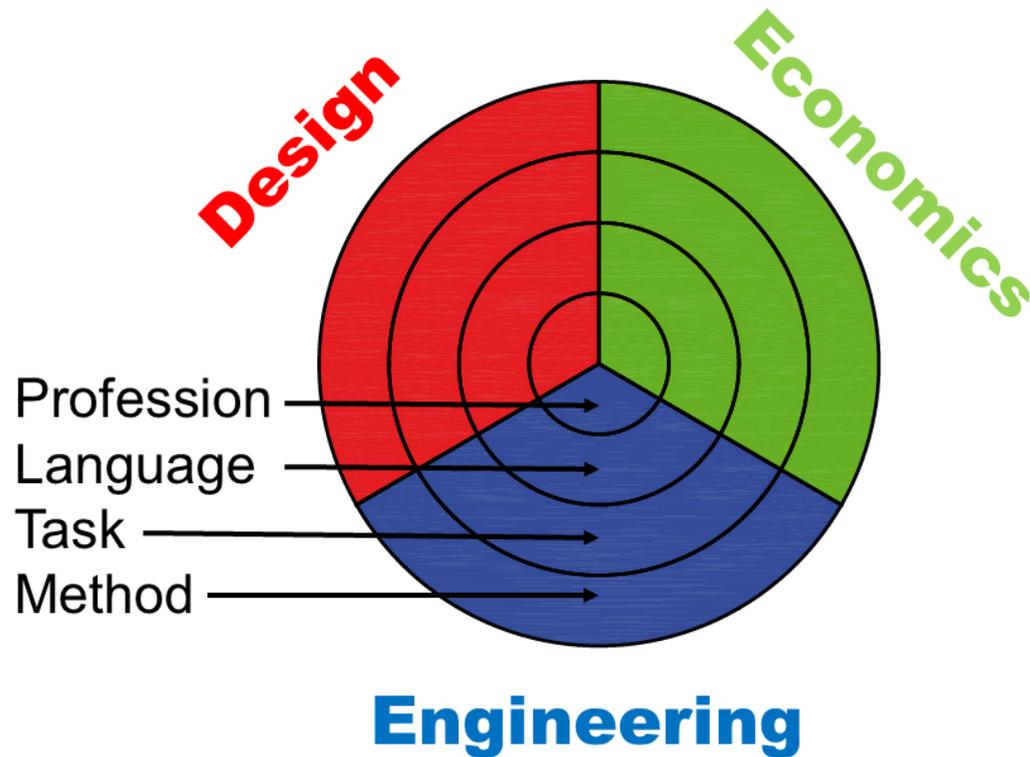
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# Das Didaktische Modell

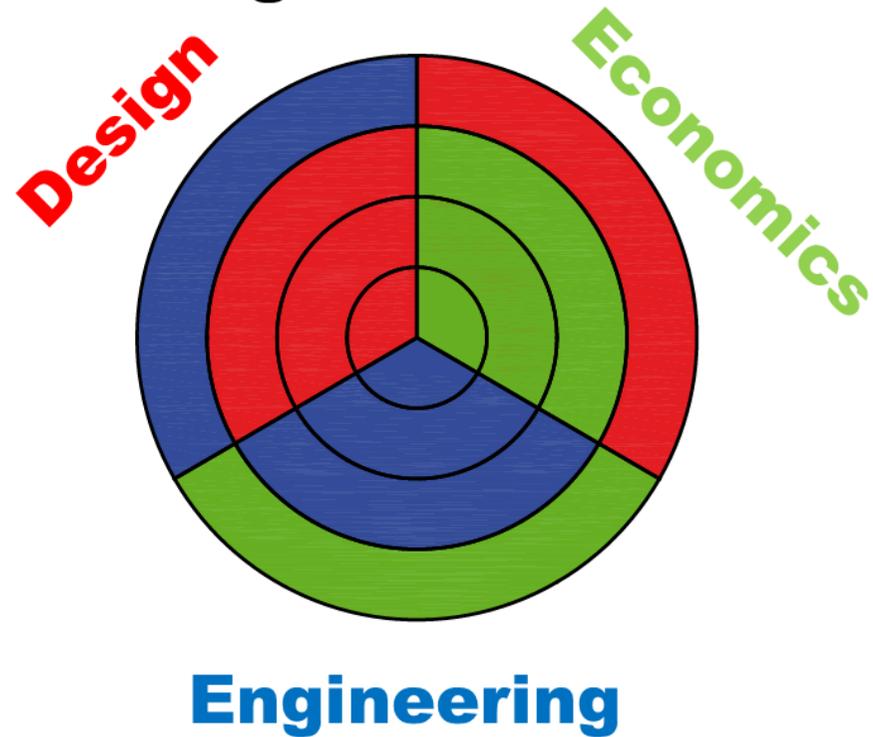
## Manufacturing Enterprise





# Das Didaktische Modell

## The Experiment: Change of Methods



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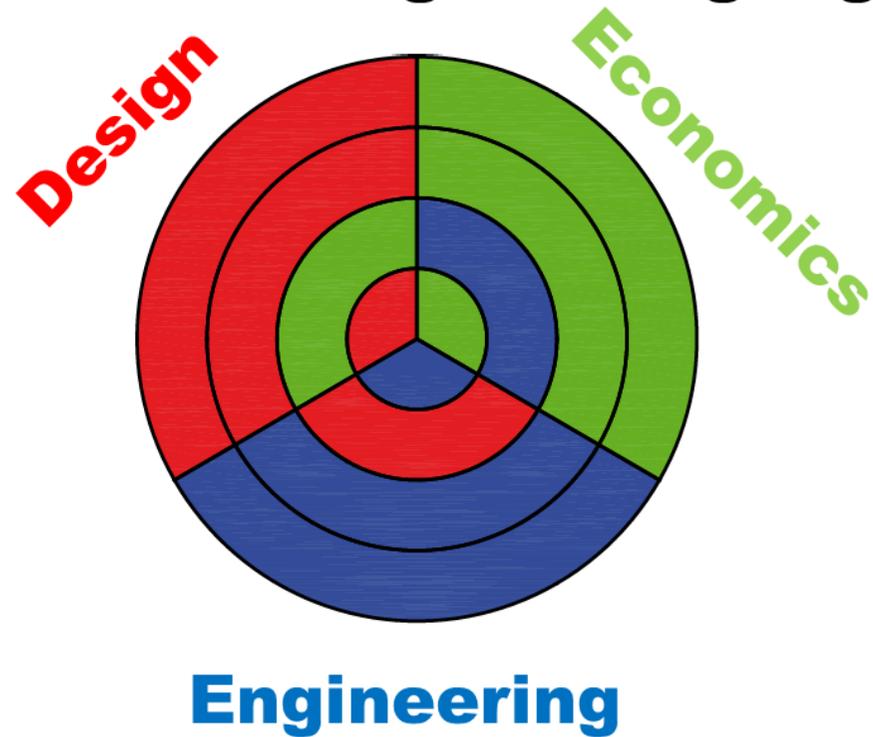
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# Das Didaktische Modell

## The Profit: Understanding of Language



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# Das Didaktische Modell

Zum Beispiel:

- Gdynia  
Business aspects
- Wismar  
Technology aspects
- Malmö  
Design aspects



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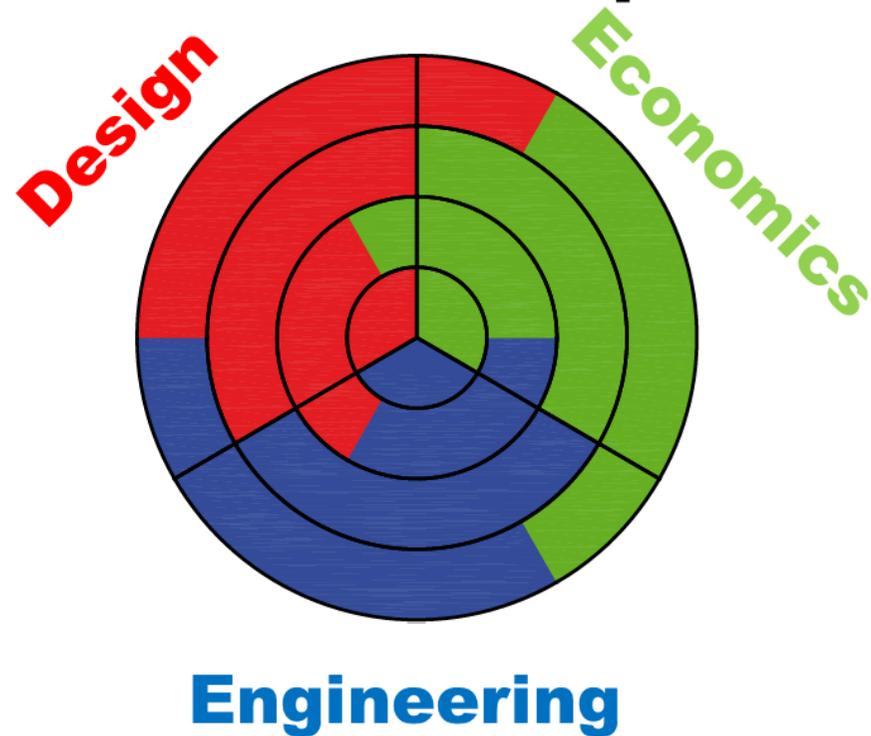
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# Das Didaktische Modell

**Target of Project  
Profit for Participants**



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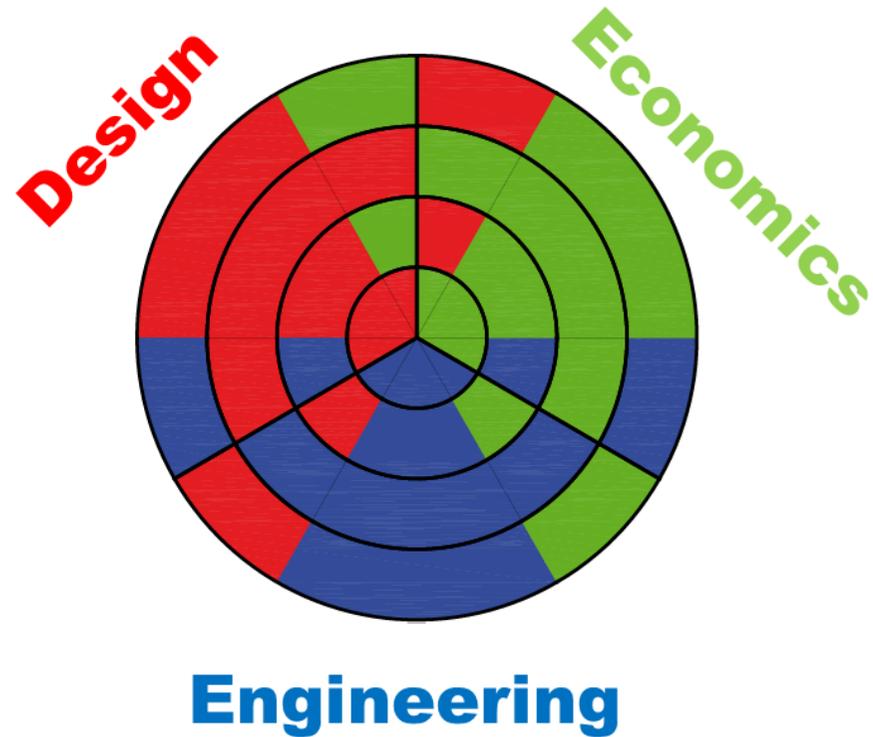
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# Das Didaktische Modell

**Target in Future  
Profit for SMEs**



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# Ein realistisches Beispiel

- Die Entwicklung einer neuen Kaffee Maschine



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# Ein realistisches Beispiel

- **Technik:** bekannt
- **Gestaltung:** geringe Innovation
- **Markt:** groß und kalkulierbar





# Ein realistisches Beispiel

folglich die Erwartung:



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# Ein realistisches Beispiel

Das Ergebnis:

- Was ist passiert?
- Wie läßt sich das wiederholen?
- Welches System steckt dahinter?





# Ein realistisches Beispiel

Das Ergebnis:

- Ein integrierter Entwicklungsprozess mit einem gemeinsamen Ziel: „Kaffee genießen“





# Ein realistisches Beispiel

Das Ergebnis:

- Neues Design
- Neue Technik
- Neuer Markt



# Beispiele aus dem Projekt

Wismar 2012

**N<sub>2</sub> telligence**  
Power for prevention.



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# Wismar 2012



## Erster Tag

- Impulsvorträge
  - Creative thinking
  - Product development
  - Brand behavior
- Vorstellung des Praxispartners



# Wismar 2012



## Zweiter Tag

- Team work
  - Individuelle Konzeptentwicklung
  - Feedback Runden
  - Konzept Präzisierung
- Präsentationsvorbereitung



# Wismar 2012

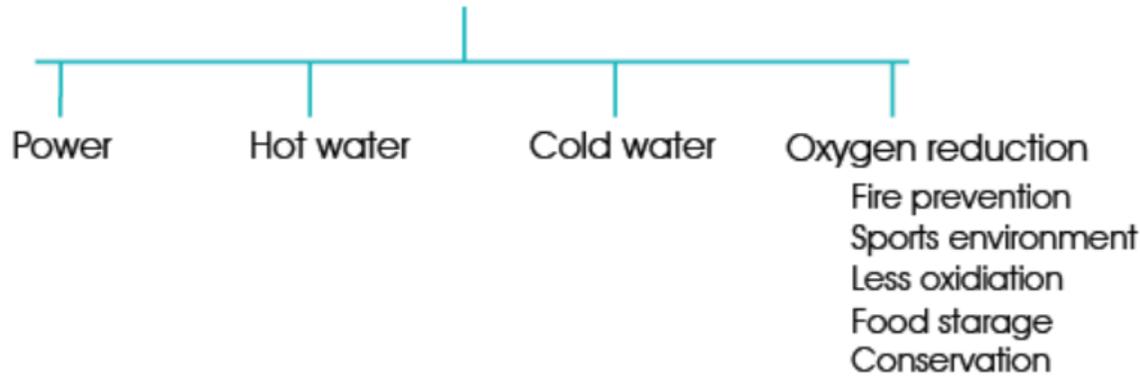


## Dritter Tag

- Ergebnisse und Perspektiven
  - Präsentation der Konzepte
  - Weiterführende Diskussionen
- Fazit
  - Zusammenfassung
  - feedback



# Wismar 2012



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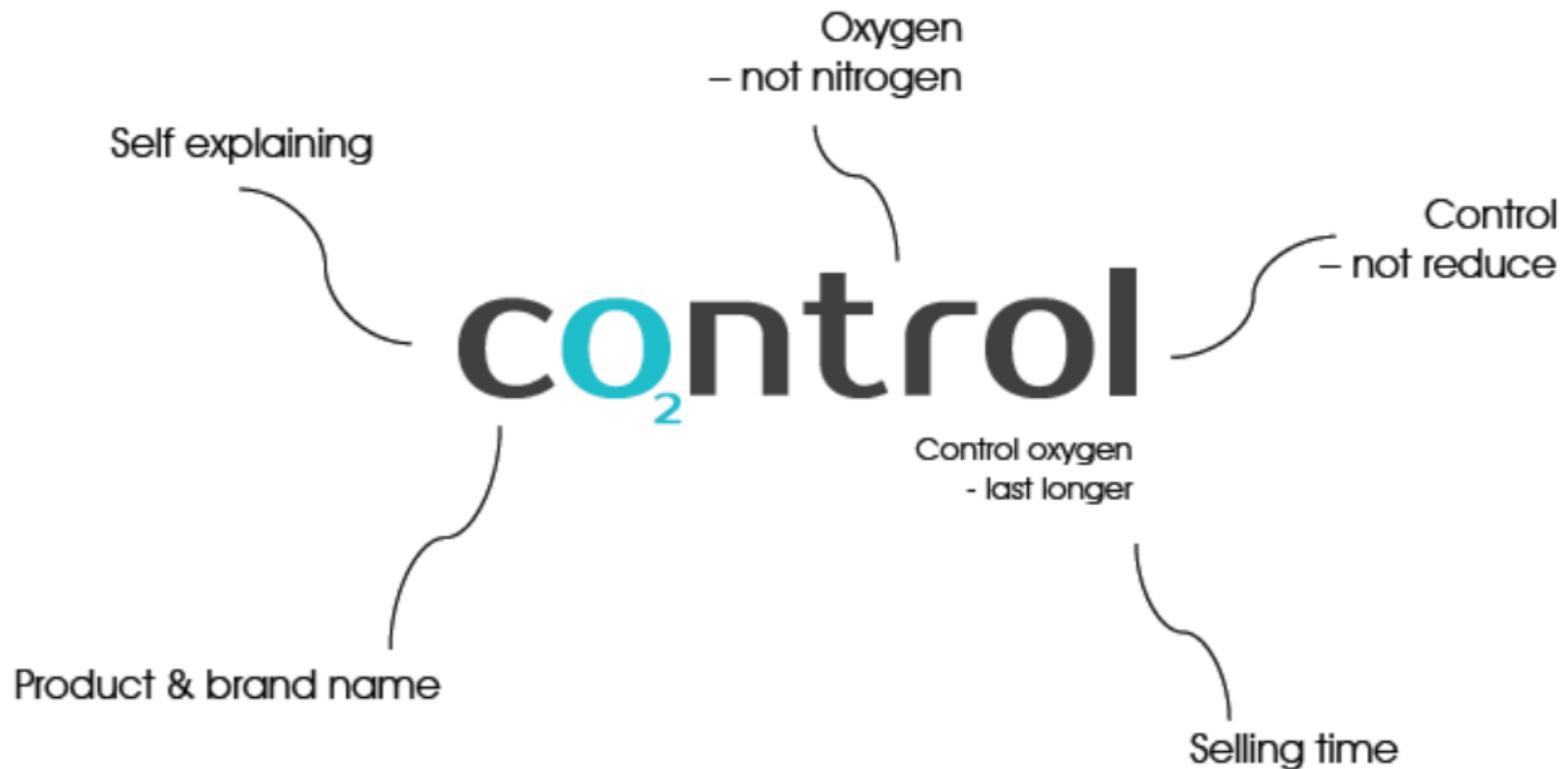
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# Wismar 2012



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Gdynia 2013



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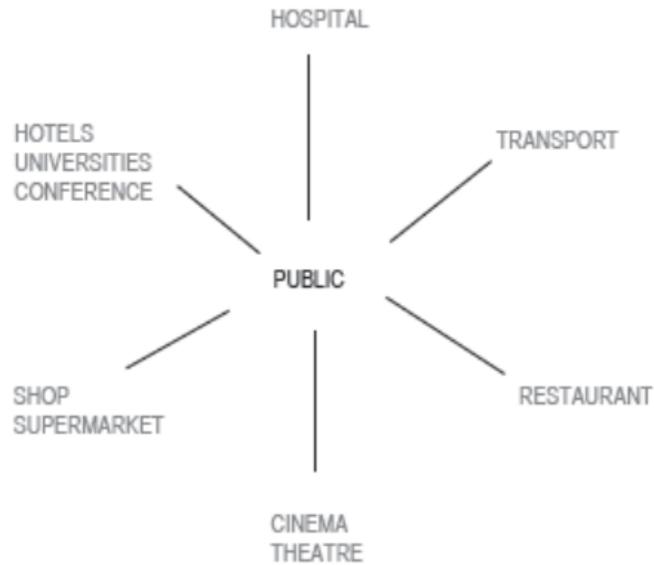
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# Gdynia 2013



## WORKING METHOD\_BASICS



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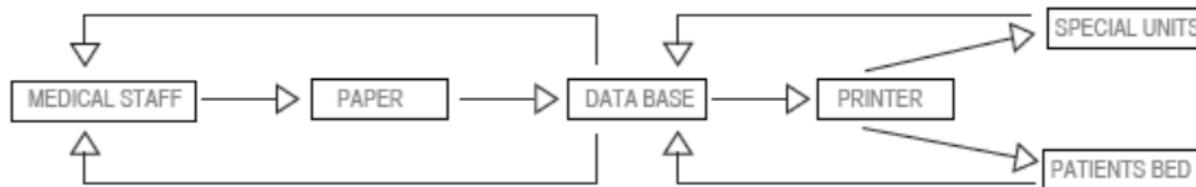


## HOSPITAL IN DETAIL

USER

MEDICAL STAFF (DOCTORS, NURSES, ...)

CURRENT SITUATION



NEW SITUATION



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# Gdynia 2013



## MARKET POTENTIAL

POLAND (2009)

\_754 HOSPITALS  
\_183 000 BEDS

FAIRS

\_SALMED IN POLAND, FEBRUARY  
(INTERNATIONAL MEDICAL FAIR FOR EQUIPMENT)

\_FAIR IN DUESSELDORF, NOVEMBER  
(BIGGEST IN EUROPE, 63 000 VISITORS)

### For medical industry professionals

The majority of SALMED visitors are:

- healthcare managers
- directors of medical facilities
- representatives of the state and local authorities
- physicians
- laboratory diagnosticians
- rehabilitation and physiotherapy specialists
- medical rescue personnel
- nurses and midwives
- medical staff
- medicine students

Management of medical institutions and facilities  
(CEO, director, department manager, owner)

42%

Physicians,  
laboratory diagnosticians,  
nurses and midwives

31%

10%  
Other

Employee 17%

According to surveys conducted by MTP during SALMED 2010, most visitors are key decision makers in health services.

## WHERE DOCTORS OFTEN USE HEALTH-IT

	Global (n=3,700)	U.S.A. (n=1000)	Kanada (n=500)	Gr.Britannien (n=500)	Frankreich (n=500)	Deutschland (n=500)	Singapur (n=200)	Spanien (n=300)	Australien (n=300)
<b>THE MOST USED POSSIBILITIES</b>									
Electronic patient's folder: makes notes	66%	78%	44%	64%	68%	77%	52%	73%	64%
Electronic prescription	21%	65%	8%	12%	7%	4%	49%	33%	6%
Electronic patient's folder: put in results of examinations	54%	62%	41%	60%	37%	50%	49%	63%	67%
Electronical order of the laboratory	34%	57%	17%	46%	9%	31%	56%	61%	12%
Access to hospital files from exterior organizations	47%	45%	44%	54%	34%	39%	49%	69%	42%
Electronical warnings during the treatment	36%	45%	19%	46%	26%	32%	35%	38%	44%

Quelle: Accenture-Umfrage von 3.700 Ärzten aus acht Ländern, Nov.-Dez. 2012



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DESIGN SHIP



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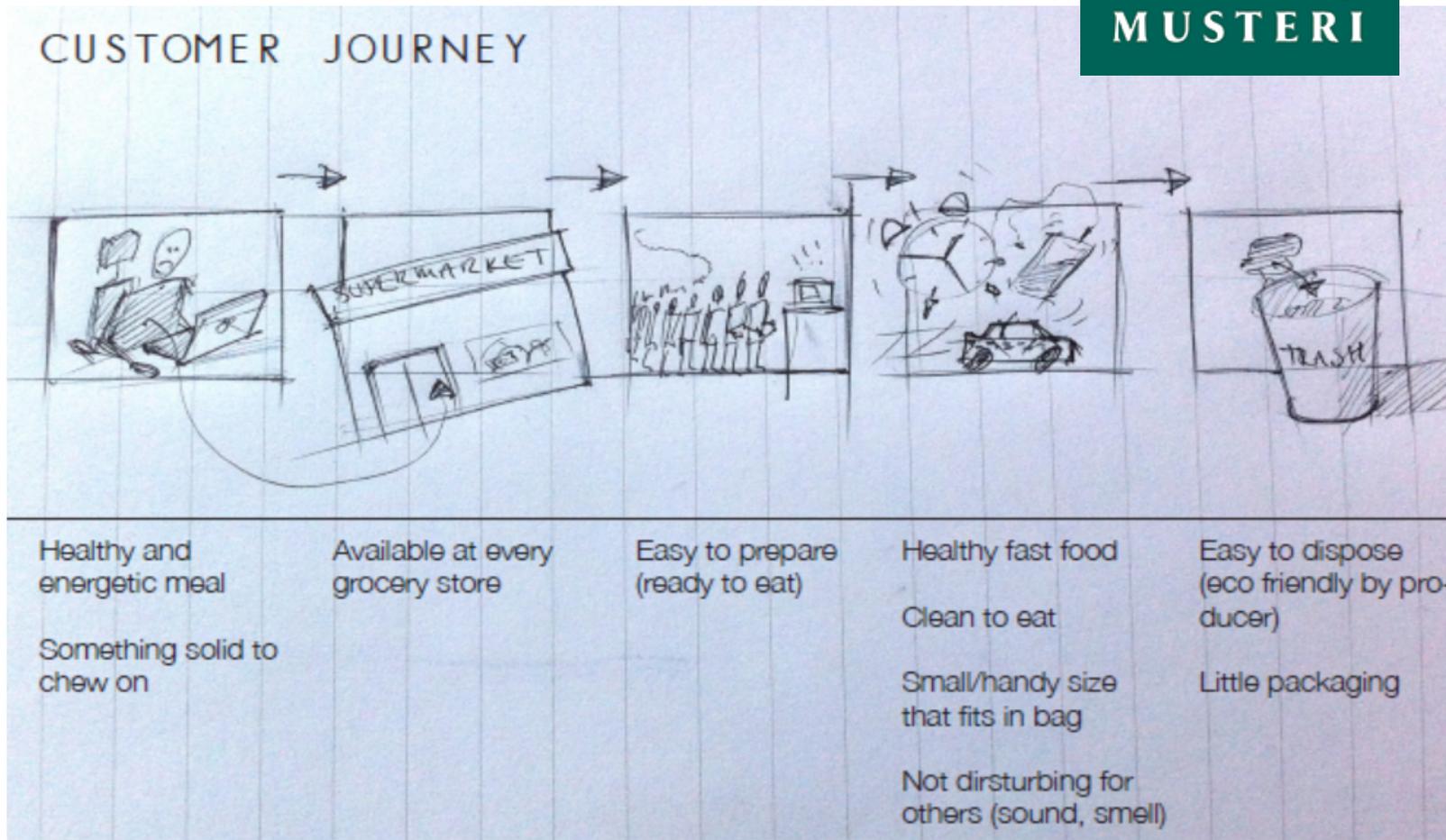


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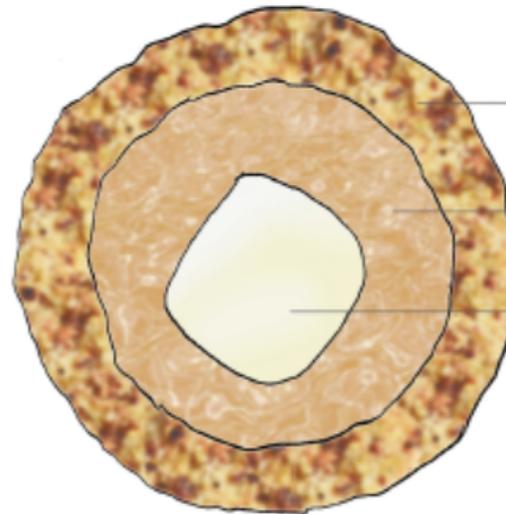
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**crispy**  
(dried apple, honey, nuts, grains)

**liquid/ jelly**  
(shell- leftovers)

**fresh piece of apple**  
(or blueberry etc.)



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# Danke für ihre Aufmerksamkeit



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