

business@school German Finals

Cargo Bike Trend Identified and Danger Averted: Student Team from Cologne Wins Finals for Germany's Best Student Business Idea

A team of students from Erzbischöfliche Liebfrauenschule in Cologne won the German Finals of business@school, the educational initiative of the international management consultancy Boston Consulting Group (BCG) with its product idea "Cycle Guard," an airbag system for cargo bikes. Second place went to the team from Otto-Hahn-Gymnasium Bensberg in Bergisch Gladbach with "ClearPath Cancer," a web application for doctors. The team from Anton-Philipp-Reclam-Schule in Leipzig came in third with "NoTwo," a food box with a nitrogen freshness system.

Munich, June 18, 2024. "Cargo bikes drive through traffic like cars. But have you ever wondered whether your child is properly protected?" asked Ann-Sophie (17), a member of the team at Erzbischöfliche Liebfrauenschule in Cologne, introducing their business idea at the pitch. "Our team wants to ensure safety on every trip and provide for safe and sustainable transportation." Together with Anna (16), Antonia (16), Felix (17), Jonas (16), and Vincent (16), she developed an airbag system for cargo bikes. This idea, the accompanying business plan, and its slogan "Travel safe and smart, use Cycle Guard" won the student team the German Finals of business@school, the educational initiative of the international management consultancy Boston Consulting Group (BCG).

An initiative with a big impact at school

Acquiring business knowledge, sparking entrepreneurial spirit, and developing their own business idea—that's what more than 1,000 students at around 70 schools have been focusing on over the past ten months. This school year, the participants in business@school have immersed themselves in the world of business and developed impressive business ideas and business plans, supported by their teachers and roughly 400 volunteer coaches from over 20 well-known companies and BCG.

Eleven teams qualified for the finals in eleven regional competitions around Germany. Two additional teams won spots in the German Finals with special prizes: The team from Otto-Hahn-Gymnasium Bensberg in Bergisch Gladbach won the **Social Entrepreneur Prize sponsored by SOS Kinderdorf e. V.** with its idea "ClearPath Cancer," while the team from Anton-Philipp-Reclam-Schule in Leipzig, which had already won the pitch event in Potsdam, won the

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Sustainability Prize sponsored by Boston Consulting Group with “NoTwo.”

The twelve teams that qualified for the German Finals presented their business ideas at the Munich office of Boston Consulting Group, after which they answered the judges’ critical questions. The teams from Bergisch Gladbach, Cologne, and Leipzig prevailed in three preliminary rounds to advance to the final round, where they presented their pitches to a large audience and the panel of high-profile judges. Chairman of the panel of judges Michael Brigl, Managing Director & Senior Partner and Head of BCG Germany, Austria, Switzerland, and CEE, has high hopes for the student teams: “You are the next generation of founders and proof of the potential we have in Germany.”

The panel of judges included:

- **Michael Brigl**, Head of BCG Germany, Austria, Switzerland, and CEE, Managing Director & Senior Partner, Boston Consulting Group
- **Dr. Andreas Dinger**, Managing Director & Senior Partner, Boston Consulting Group
- **Stefan Drüssler**, Managing Director, Chief Operating Officer, UnternehmerTUM GmbH
- **Jochen Engert**, Founder, Flix SE
- **Corinna Schittenhelm**, Supervisory Board Member
- **Jens Uhlendorf**, Partner, Hogan Lovells International LLP

Second place goes to Otto-Hahn-Gymnasium Bensberg with “ClearPath Cancer”

Just behind the winning team, Fynn (16), Johannes (18), Nick (17), Revin (16), and Tim (17) from Otto-Hahn-Gymnasium Bensberg in Bergisch Gladbach took second place. The five students developed a web application for doctors to navigate through medical guidelines for cancer therapies, with the aim of reducing the workload and increasing efficiency in hospitals and doctors’ offices.

“NoTwo” takes third place for Anton-Philipp-Reclam-Schule

Brian (16), Finn (18), Liv (17), Lovis (17), Rosalie (17), and Vid (17) from Anton-Philipp-Reclam-Schule in Leipzig presented “NoTwo,” their food box with a nitrogen freshness system. The team developed its business idea to combat food waste, a major contributor to climate change. The six students already have the right slogan: “Freshness locked in. Waste locked out.”

MakerSpace special prize for “bikesync” from Gymnasium Puchheim

Stefan Drüssler, Managing Director and COO of UnternehmerTUM GmbH and member of the panel of judges, presented Amelie (16), Konstantin (18), Patrick (18), and Philipp (18) from Gymnasium Puchheim with the MakerSpace special prize for their idea “bikesync,” a puncture-proof, water-repellent bag

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that can be attached to bicycle frames. Their prize was a membership in Europe's largest prototype workshop. "The 'bikesync' team is developing an incredibly exciting product. I am deeply impressed by the team members' passion. They will be an enrichment for the UnternehmerTUM MakerSpace community. I'm looking forward to seeing a real prototype," said Drüssler.

Twelve teams from different schools participated in the German Finals:

- Alexia, Amelie, Lea, Leonie, and Moira (all 16), the team from the **private school St. Ursula Gymnasium in Aachen**, presented "**VITAIX**," a nutritional supplement concept with a vitamin syrup and an app.
- Fynn (16), Johannes (18), Nick (17), Revin (16), and Tim (17) from **Otto-Hahn-Gymnasium Bensberg in Bergisch Gladbach** entered the main round as winners of the Social Entrepreneur Prize and came in second overall with "**ClearPath Cancer**," an app for doctors to navigate through medical guidelines for cancer therapies.
- Charlotte (17), Johanna (17), Lotta (18), Mia (16), Nike (16), and Paulina (16), students at **Ernst-Kalkuhl-Gymnasium in Bonn**, presented their business idea "**Safe Straws**," paper straws with test strips to detect date rape drugs in drinks.
- Benjamin (16), Fynn (17), Leo (17), Remo (17), and Zoë (17) from **Liebigschule in Frankfurt** presented "**Ecominium**," grass paper with a sustainable coating for packaging takeout food.
- Eryk, Friedrich, Jan-Philipp, Kurt, and Sebastian (all 17) from **Christianeum in Hamburg** presented "**SoleSwap**," tennis shoes with modular exchangeable soles for different tennis court surfaces.
- Alina (16), Andreas (17), Johannes (17), Milla (17), Niklas (16), and Quirin (17) from **Schönbuch-Gymnasium in Holzgerlingen** competed with their business idea "**BackCare**," a smart T-shirt with sensors to detect unhealthy sitting positions.
- The team from **Erzbischöfliche Liebfrauenschule from Cologne**, composed of Anna (16), Ann-Sophie (17), Antonia (16), Felix (17), Jonas (16), and Vincent (16), came out on top in the finals with "**Cycle Guard**," an airbag system for cargo bikes.
- Brian (16), Finn (18), Liv (17), Lovis (17), Rosalie (17), and Vid (17) from **Anton-Philipp-Reclam-Schule in Leipzig** entered the main round with "**NoTwo**," their food box with a nitrogen freshness system. The team, which had previously won the Sustainability Prize, came in third in the finals.
- Emilie (16), Inés (16), Karolina (16), Sara (17), and Viktoria (18) from **Städtisches Bertolt-Brecht-Gymnasium in Munich** presented "**Period Pal**," a discreet silicone tampon applicator.
- Amelie (16), Konstantin (18), Patrick (18), and Philipp (18) from **Gymnasium Puchheim in Puchheim** presented "**bikesync**," a puncture-

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proof, water-repellent bag that can be attached to bicycle frames and were awarded the MakerSpace special prize.

- Keanu (17), Luisa-Marie (16), Marie-Thérèse (16), Maya (17), Ole (17), and Paul (18) from **the boarding school Schloss Torgelow in Torgelow am See** presented “**SafeOnTheBeach,**” lockers for the beach.
- Isabelle-Marie, Mariella, Paul, and Samuel (all 17) from **Leibnizschule in Wiesbaden** competed with “**Grow-Wall,**” a modular play and learning wall.

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Social responsibility

Boston Consulting Group (BCG) is a global management consulting firm and the world's leading advisor on business strategy. Founded in 1963 by Bruce D. Henderson, BCG now has more than 100 offices in over 50 countries. In addition to their work for clients, BCG consultants also support selected organizations on a pro bono basis, such as Save the Children and the World Food Programme of the United Nations.

BCG currently works with over 200 partner organizations on 350 social impact projects around the globe. In Germany, the firm is particularly active in the education and support of youths and young adults.

In its initiative **business@school**, BCG has partnered with other companies and with teachers for over 25 years to provide secondary school students with the opportunity to learn about business first-hand at their schools. **business@school** also equips students with key qualifications for their future careers and sparks their entrepreneurial spirit.

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