

10 Cases in 42435



1 DTU Management Engineering,  
Technical University of Denmark

## Cases 1



### ***Device for sleep apnea diagnosis:***

#### ***Pain:***

Obstructive sleep apnea syndrome (OSAS) is a severe breathing disorder. An estimated 160.000 Danes suffer from OSAS. Presently, ambulant diagnosing of OSAS is not very accurate and is also troublesome for the patient. Hence large additional expenses are added due to re-diagnosis and treatment of healthy patients at hospitals.

#### ***Value creation:***

We will manufacture and sell an affordable device for ambulant diagnosis of OSAS, able to provide point-of-care parameters of an unprecedented quality to the medical practitioner. This will reduce costs for the hospital by minimizing re-diagnosis and treatment of healthy patients. Furthermore, our method will be more convenient for the patient.

#### ***Jury:***

Doctors, hospital management and patient associations

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## Cases 2

### **Queue Management System**

#### **Idea:**

A SMS Queue Management System that predicts waiting time and notifies the user using mobile connectivity.

#### **Pain:**

The pain seems to be end user's waiting time, but the real pain is with major management queue system companies that fight for market shares in a highly competitive and stagnant market

#### **Value Creation**

Introducing our SmsQueue system is expected to increase the sales of ordinary queue management systems by 3%-5% simply because it draws buyers attention and kills the pain for the end users.

#### **Jury:**

CEO of management queue system company. Decision maker from authorities. local Authorities, post offices, banks, restaurants, and anywhere needing a queue management system.

## Cases 3

### **Digital audio amplifier**

#### **Idea:**

A digital audio amplifier for the (semi-)professional audio market with a state of the art electronic design.

#### **Pain:**

Today's analog amplifiers for (semi-)professional use are big and heavy and produce a lot of heat. People traveling with their equipment such as DJs and mobile sound crews suffer from back pains and overloaded vehicles and therefore have an interest in keeping the size and the weight at a minimum.

#### **Value creation:**

Lighter, smaller and also less heat producing amplifier, which means no fan is needed. All without compromising the sound quality or the power of the amplifier.

#### **Jury:**

Primarily DJs and companies renting out audio equipment. Secondly cinemas where the heat production is of interest.

## Cases 4

### **Mobile-free environments**

Mobile phones frequently ring at the most awkward moments, embarrassing 3. parties and making owners feel guilty and ashamed. We provide "radio-dead" anechoic environments where mobile phones do not work.

### **The Pain:**

Audience and performers in theaters and cinemas are disturbed by ringing mobiles – and even by people answering or calling from mobiles during a performance. This reduces the experience and creates problems for the organizers, who involuntary deliver a poorer product.

### **Value proposition**

A guaranty to the audience of full value for the money. A safe environment for absent minded people. A quality stage for actors and musicians. A protection against ruthless mobile phone users. An asset that attracts more audience to theatres and cinemas

### **Jury:**

Cinema-, theater- and opera house management. Artists and their audience as well.

## Cases 5

### **Garbage transportation**

Removing urban garbage from deposit locations and load it on trucks is a demanding job, which requires physically fit and strong persons. Sickness absence and early retirement is widespread.

### **Pain:**

Garbage men have to pull many garbage trolleys every single working day. The garbage trolleys easily weigh about 100 kg, and the access roads are bumpy.

### **Value creation:**

A smart hand truck with an electrical motor that helps garbage men to pull heavy loads will create a healthier working environment and thus reduce sick absence and early retirement

### **Jury:**

Garbage collection companies fx: R98 and local companies.  
Industrial truck suppliers fx, Jungheinrich..

## Cases 6

### **Stock market consultancy service**

This start-up is working with software development of stock analysis.

**Pain:**

New investors need guidance about which stock portfolio is optimal for them.

**Value creation:**

Private investors can benefit from increased interest of their investments. They will explore what their true investment profile is. They will via simple graphs learn about the mechanisms in the stock market and how they interact.

**Jury:** (prioritized from left to right):

Private investors, private investors' associations, investment brookers, banks, auditors and lawyers consulting private investors, companies seeking private investors or planning IPOs.

## Cases 7

### **Obesity combat**

We are in the field of web based fitness.

**Pain:**

Obesity is an increasing problem in society, and people can't find the time to go to the gym.

**Value creation:**

The company offers a membership website with professional and capturing training exercises and nutritional advice, aimed at weight loss.

**Jury:**

Obesive people and their organisations and families, medical advisors, doctors and politicians within public healthcare. professionals within fitness and nutrition.,

## Cases 8

### ***Navigating the CU-SCIENCE offerings***

We are in the field of matchmaking.

***Pain:***

It is a detective-like task, for students at the faculty of science to discover the options that they have available within bachelor's and master's thesis, company internships or projects.

***Value:***

Our simple web portal will allow students to easily find a project of interest, and to earlier make a decision of where and what they wish to work with. For employers and scientists, the web portal will give them a better chance of finding a qualified candidate, and of course exposure.

***Jury:***

Students, scientists and employers

## Cases 9

### ***A Venture Cup winner:***

INVAC is working on vaccines enhancing technologies applicable to all cancers and infectious agents

***Pain:***

Approximately half the population in the western world die from cancers and infectious agents

***Value creation:***

INVACs technology has the promise to allow treatments of hitherto intractable infectious agents and tumors. It can also replace many existing technologies due to increased efficiency, reduced production cost and more practical administration.

***Jury:***

The clinical scientific community. Health authorities and health insurance companies. Big pharma who would license the technology

## Cases 10

### ***Smart bicycle cargo concept***

Denmark is the land of bicycles and foul weather. A high proportion of bicycle riders wear helmets regularly.

### ***Pain***

Unfavorable Danish weather conditions easily spoil cargo transported on a bicycle. Further, a bicycle helmet is inconvenient to carry and store in between trips.

### ***Value proposition***

A bicycle basket that protects cargo in foul weather in a locked compartment that allows the user to safely store items between trips. One such item is the bicycle helmet.

### ***Jury***

Direct customers: retailers like bicycle shops and supermarket chains

Indirect customers: end users, in our case Danish cyclists, both male and female via their bicycle organization(s).