The HHL approach to incubate digital business models in a structured 12-week program

Introduction

HHL is the cradle of business studies in Germany – after more than 120 years, it is the leading entrepreneurial business school.

DITGIAL SPACE – The HHL Digital Transformation Platform

Entrepreneurs can connect with partners and clients throughout the structured program at DITGIAL SPACE and beyond.

Various activities make DITGIAL SPACE the vivid go-to place for startup entrepreneurs to learn, build, and connect.

Startup teams define the problem-solution fit within 4 sprints and present their MVP at the final Launch Day.

12 central questions guide startups to validate their idea and to build the basis for the following proof concept.