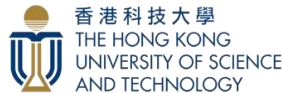




Quelle: Nagy / Presseamt München, <https://stadt.muenchen.de/infos/pressefotos.html>

International Business Plan Competition 2027 in Munich / Bayreuth

January 05 to 16 2027



Participate!

Shape the future of mobility with innovative solutions!



3 universities

48 students

**8 internationally mixed
teams**



Who can apply

Target Group



All interested students can apply (Bachelor & Master)



Core facts

- 11 days of group work in international teams
- Mobility for the Future: Develop your innovative business idea!
- Students from Hong Kong (HKUST), Saudi-Arabia (KAUST), and UBT

What you do: iterative work on your own business idea

- Daily mentoring and feedback
- Keynotes + visits to companies + cultural exchange
- Business Plan Competition: pitch your idea to experts and win the IBPC

What you learn:

- From ideation to pitch: Generate a sound business model
- Intercultural competence + networking
- Time management + project planning in international teams



Date	Plans	Location
Jan 5	Kick-off event (afternoon)	Munich
Jan 5–11	Ideation: <ul style="list-style-type: none">▪ Visits to international companies and start-ups▪ Touristic excursion	Munich
Jan 11	Transfer to Bayreuth	Munich/Bayreuth
Jan 12–14	Finetune your Business Idea <ul style="list-style-type: none">▪ Workshops at the IEI + meetings with local start-ups	Bayreuth
Jan 15	Competition Day and Farewell Dinner	Bayreuth
Jan 16	Departure (no program)	



THE #251 - 300



Costs and Benefits

Costs for Participation

- **300 €**/participant + travel to Munich
- Some food and drinks

Mostly
Sponsored by
UBT

Included Services

- Excursions + some dinners + breakfast
- Travel expenses during the competition
- Accommodation in a hotel in Munich
- Shared bedrooms with one student from another university

What you get

- Two weeks of intercultural exchange that you will not forget
- A steep learning curve
- An international network as asset for your future career



München
Marienplatz



Credits

- Participation in the IBPC program can be credited as a 5 or 6 credit course (ECTS)
- Grading: teamwork and final pitch

BWL and WIng

- Spezialisierungs- / Vertiefungsbereich TIM (BWL XI)
(Bachelor/Master als **Seminar / Hauptseminar**)
- Verzahnungsbereich / Schlüsselqualifikation / Ergänzungsmodulbereich
(Bachelor/Master als **Teamprojekt / Fallstudie**)

MatWerk / Eng. Science

- „Gesellschaftliche und ökonomische Grundlagen“
- „Überfachliche Kompetenzerweiterung“ (Master)

Other

- Please coordinate crediting in other areas directly with respective chairs (we will gladly support this)



You are motivated to participate?

- 1 Send your **CV**, **ToR**, and a short **motivation letter** (in English) to christoph.kretschmer@uni-bayreuth.de

Application-Deadline
10.07.2026

In July: 20-minute interview on your motivation and first “business ideas”

- 2 Applicants will be informed by the end of July
Please let us know if you would like to join

- 3 3 preparation meetings in autumn

- 4 11-days IBPC in January

*Do not hesitate,
try it out.*



Join IBPC !



Your mentors are looking forward to getting to know you!

Any questions?

Just write me an email: christoph.kretschmer@uni-bayreuth.de



„Die Möglichkeit das gelernte Wissen im internationalen und interaktiven Rahmen anzuwenden und gleichzeitig tiefgreifenden Input von verschiedensten Seiten zu bekommen, macht diese **Veranstaltung zu einer der wertvollsten an der Uni Bayreuth.**“

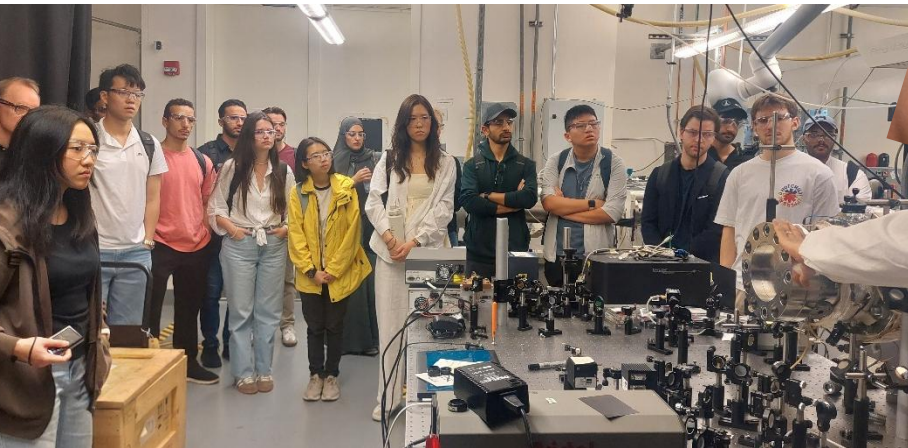
Roberto Kraus Caballero, IBPC 2024

„[...] Ich persönlich erachte solche Erfahrungen im Kontext internationaler und interdisziplinärer Projekte für mit die wertvollsten, die im universitären Kontext zu erlangen sind und **kann eine Teilnahme an der IBPC daher absolut empfehlen.** Man sollte sich jedoch auch darauf einstellen, in solch einem Rahmen seine **„comfort zone“ zu verlassen** und offen gegenüber anderen Kulturen und Arbeitsweisen sein. Ich möchte jeden ermutigen diesen Weg zu gehen und würde es selbst auch jederzeit wieder machen.

Tobias Backmann, IBPC 2024



Energy & Sustainability



Check out the [report!](#)





Check out
the report!

Innovation in Transportation



Austin, Texas



Tech Startup for Greater Bay Area

Guangzhou /
Shenzhen



Check out the YouTube-video
and the report!



Artificial Intelligence in Development and Production of Products and Services

Hamburg



Check out the report!



Integrating People with Disabilities

São Paulo

