



REGISTRATION IS OPEN NOW: TAKE PART IN THE ULYSSES STUDENT CONTEST!

The registration period for the 1st European digital student contest explicitly focused on family businesses has started. In the Ulysses Student Contest, participants will work in internationally mixed groups on real-life challenges of Hungarian, Austrian and Italian family businesses. We are looking forward to the participation of students all over Europe for the Ulysses Student Contest until 21 March. The best submission has the chance to win prize money of up to 3,000 euros!

The contest is organised by an international consortium funded through the EU's Erasmus+ program. The project leader is the University of Szeged (Hungary), but partners include Management Center Innsbruck (Austria), University of Vienna (Austria), Univations GmbH (Germany), Free University of Bozen-Bolzano (Italy) and marketing agency Agentur fundus GmbH (Austria).

To create the most authentic content possible for the competition, the Ulysses competition team made close cooperations with a variety of family businesses. Through interviews, various challenges faced by family businesses were identified. The so-called case studies are now to be worked on by the students as part of the competition. Teachers at a higher education institution are invited to integrate the collected case studies into their teaching material.

Students can register online - individually or as a pair - and are going to be introduced to their international teammates once the registration phase is completed. After the first round, the nine best teams will compete in a second round and present their results to a jury of experts in the final. The first place will receive 3,000 euros, the second place 1,500 euros and the third place 500 euros.

Overview of the contest dates:

- **Until March 21: REGISTRATION**
Students register (individually or in pairs)
- **April 11: KICK-OFF ONLINE EVENT**
Family firm case studies are presented and provided to the student groups
- **April 11-25: FIRST ROUND**
Student groups working on the case studies
- **May 2 - 16: SECOND ROUND**
The best nine teams participate in this round and get a new case study
- **May 23: FINAL**
Presentation of solutions in front of a jury of experts & family firm members

The contest offers students the opportunity to apply the theoretical knowledge they have acquired during their studies in practice. They can train their entrepreneurial mindset, develop ideas and innovations and turn them into solutions and actions.



If you have any questions, please do not hesitate to contact us, we appreciate your interest!
To stay up to date with the news, make sure that you follow the social media sites of the contest and subscribe to the Ulysses newsletters on the project website.

Website: <https://www.ulysses-contest.eu>

Facebook: <https://www.facebook.com/Ulyssescontest>

Instagram: <https://www.instagram.com/ulyssescontest>

LinkedIn: <https://www.linkedin.com/company/ulysses-contest>

Contact person: Dr. Paola Rovelli, paola.rovelli@unibz.it

Press release, Bozen, 15 February 2023