

**CERTIFICATE**

Innovation Sprint

25/26W

Mao Liu

completed the Innovation Sprint program by UnternehmerTUM and tackled the challenge **REPLY: AI Scams**.

ABOUT

The Innovation Sprint, is a five-day intensive program focused on fostering customer-centric, impact-driven business ideas. This immersive experience brought together individuals from diverse study programs and professions to work in interdisciplinary teams. Under the guidance of seasoned Innovation Facilitators, the participant gained practical insights, continuous feedback, and access to valuable tools. The program emphasized expanding horizons and forging meaningful connections, making it Germany's only open-to-all innovation/design thinking sprint.

**MAO DEVELOPED
COMPETENCIES IN**

- Application of Design Thinking methods by working on the given challenge
- Planning and conducting qualitative interviews with potential users and customers
- Conducting user research to gain insights and validate ideas
- Ideation for and prototyping of possible solutions
- Utilizing problem-solving skills to address and overcome project challenges
- Implementing Agile methodologies to manage and adapt to project changes effectively
- Pitching an impact-driven business idea in front of an audience



Carmen Baur
Head of University Programs
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