Germany Study Tour
a model for innovation

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Chazen Leaders
FOUR REASONS YOU DON'T WANT TO MISS THIS TRIP
REASON 1: BEER
REASON 2: CASTLES
REASON 3: PLANES TRAINS AND AUTOMOBILES
REASON 4: DA CLUBS

IN DA CLERB
WE ALL FAM.
Germany Chazen Leaders

Munich, Potsdam, Berlin
The German Model for Innovation

- German brands are trademark names for quality and reliability
- Sustained quality – in the face of vast technology changes over decades

How do they do it?
Corporation to Start-up

BMW
- Started out making aircraft engines
- Also designs plane and train interiors
- Headquarter is shaped like 4-cylinder engine
- Created a powerplant out of used electric car batteries

Lufthansa
- Largest European airline
- First airline to offer in-flight internet
- 5 star rating from Skytrax
- Fun Fact: Lufthansa is world's largest purchaser of caviar
Start-up Ecosystem in Germany

Example Visit: N26 European Mobile Bank
2.3 million customers
Monthly transaction volume: more than €1.5 billion.

Freie Demokraten Partei
Platform: support of human rights, civil liberties, and internationalism; economic liberalism; promotion of free markets and privatization.
LOGISTICS

- **When:** May 19-26, 2019
- **Where:** Munich, Potsdam, and Berlin
- **Budget:** ~$2,000 USD, not incl. airfare
- **Tour Limited to:** 30 people
- **Other Potential Company Visits:** Deutsche Bank, Siemens, Bertelsmann, VCs (TVM, Earlybird, Wellington, Dievini), EOS, Fraunhofer Institute
- **Advisor:** Professor Farrokhnia
- **Contact:** Claire Kao (ckao20@gsb.columbia.edu)
Please remember for all Chazen trips:
1.) No significant others or shadowers.
2.) Students cannot have holds on their accounts.
3.) All company meetings are mandatory.

The bidding site is: https://chazentours.gsb.columbia.edu/
Bidding starts February 21, 2:00PM, Bidding Ends February 26, 4:00PM
Results Announced February 27, 12:00PM
Those graduating in May can join, but will miss Business School graduation (5/19) and University Commencement (5/22).