



ÜLYSSES

DIGITAL STUDENT COMPETITION ON FAMILY BUSINESS





Dear <<name>>!

The <<Partner institution name>> has set itself the goal of involving family businesses more closely in university education as part of an international project. In the ULYSSES program, partners from Austria, Italy, Germany, and Hungary jointly visit family businesses to explore their specificities and the business challenges they face. These challenges will then be used to create student assignments (case studies) on which international student teams will work in an international competition in April 2023.

We are contacting you here because we believe that <<company name>> is a leading family business in the region and we would like to involve you in this project. In concrete terms, participation would mean that our colleagues would visit some members of your company (and family) and would explore the company's characteristics and business challenges in an informal interview. From this, after your approval, a written case study will be prepared, in which business challenges will be formulated and international teams of students will look for solutions.

Why is it beneficial for you to participate in the Ulysses project? Because...

...talented students from many countries will work on solving your real business problems and present the results to you.

... strengthen your company's university relations.

... increase your company's international visibility - all participating companies will be listed on our website.

... all completely free of charge.

Please let us know if you are interested in this opportunity and if you can be contacted by our colleagues. Your interest does not mean any kind of commitment.

For further information about the project please visit: <https://www.ulysses-contest.eu/>



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