

# ALEXANDRA BÖHM

BORN ON SEPT. 11, 1984, 2015-003-000430

HAS SUCCESSFULLY EARNED THE DISTINCTIVE AWARD

## TEST CERTIFICATE BUSINESS MODEL INNOVATION

The candidate has solved 3 case studies that were based on real world challenges of BeeUp partner companies.

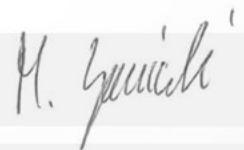
The candidate earned following credentials:

- Number of ECTS: 3
- Average Grade: 5.5 / ECTS-Grade F
- Applied Competences in Case Studies: SWOT, Business Model Canvas, B2B Marketing
- Gained Industry Experience: Marketing Mix, German, English, SWOT, Lean Startup, Business Model Canvas, Science, injection molding industry, Industry service industry, B2B Marketing, Life Science, Creativity Techniques

Zurich, 14, September, 2015

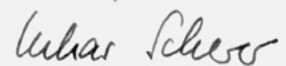
MICHAEL CZARNIECKI

CEO BEEUP.



PROF. DR. LUKAS SCHERER

Director of the Institute IQB-FHS University of Applied Sciences of Eastern Switzerland (FHO)



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TITLE	MARK	ECTS	GRADE
BEING ON FIRE IN LIFE SCIENCE: NEW MARKET SOUGHT	5.0	1	C
NEW APPLICATIONS FOR NARROW CHANNELS FROM UNDERGROUND TO THE SKY: COMMUNICATING THE	5.5	1	B
BROAD APPLICATIONS OF A TECHNOLOGY	6.0	1	A
CERTIFICATION MARK	5.5	3	F

The certificate includes a workload of 90 hours (case study analysis, project management, reporting, reviewed self study, free self study).  
For the certificate, the candidate has documented at least ECTS (European Credit Transfer and Accumulation System).

Zurich, 14, September, 2015

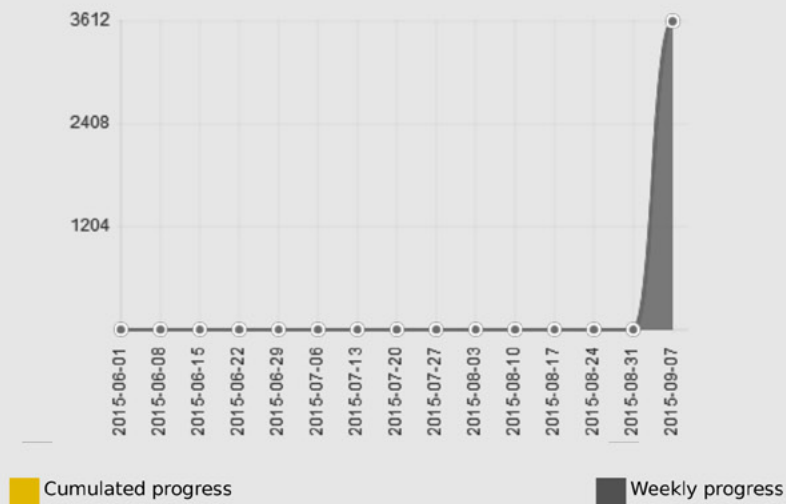
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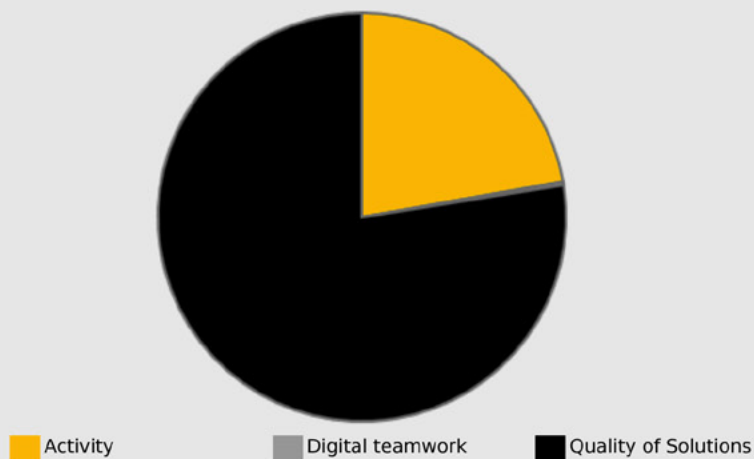
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## BEE UP BIOGRAPH - FACT SHEET

### EXPERIENCE SCORE OVER TIME



### COMPOSITION OF EXPERIENCE SCORES



## CERTIFICATE SUPPLEMENT TEST CERTIFICATE BUSINESS MODEL INNOVATION

This Certificate Supplement follows the model developed by the European Commission, the Council of Europe and UNESCO/CEPES. The purpose of the supplement is to provide sufficient independent data to improve the international transparency and appropriate academic and professional recognition of qualifications (diplomas, degrees, certificates, etc.). It is designed to provide a description of the nature, level, context, content and status of the studies that were pursued and successfully completed by the individual named on the original qualification to which this supplement is appended. It should be free from any value judgements, equivalence statements or recommendations about recognition. Information in all six sections should be provided. Where information is not provided, an explanation should give the reason why.

### 1. Personal data of the qualification holder

1.1 Last name(s): Böhm

1.2 First name(s): Alexandra

1.3 Date of birth: Sept. 11, 1984

1.4 Student identification number: 2015-003-000430

### 2. Qualification data

2.1 German and English designation and title conferred, with abbreviation: Test Certificate Business Model Innovation

2.2 Name and status of institution awarding qualification: BEEUP. GmbH, Switzerland

2.3 Name and status of institution administering course studies: BEEUP. GmbH, Switzerland

2.4 Language(s) of instruction/examination: German and English

### 3. Information on the level of qualification

3.1 Qualification level: Post-graduate Certification

3.2 Duration and scope of study: Minimum of 3 ECTS credits.

1 ECTS credit corresponds to an average investment of 30 working hours.

### 3.3 Entry requirements

Each candidate has successfully solved Multiple-Choice questions relevant for the case study at hand. The Multiple-Choice questions relate to the methods which the candidate needs to apply in the case study. Only candidates who have understood the methodological materials are allowed to enter the case study.

### 4. Information on contents and results

4.1 Mode of study: Part-time and on-/offline

4.2 Programme requirements Graduates

- Are able to delve into methods and industries and solve business cases in an uncertain environment.
- Have proven problem-solving skills like creativity, context-reflection and client-orientation.
- Are intrinsic motivated and have proven self-discipline for finishing business cases.
- Are able to recognize the limits of their knowledge and organize experts where needed.
- Are able to work online in virtual teams

4.3 Details about the course of studies and the grades obtained: See relevant grade sheets

4.4 Grading scheme and grading references

Local grading scheme:

6 = outstanding, 5.5 = very good, 5 = good, 4.5 = satisfactory, 4 = sufficient, 3.5 = inadequate, 3 = poor,

2.5 = poor to very poor, 2 = very poor, 1.5 = very poor to useless, 1 = useless

ECTS assessment:

A = outstanding, B = very good, C = good, D = satisfactory, E = sufficient, FX = almost fail, F = fail

During a transition period, the ECTS assessment is deduced from the conventional grading scheme by linear correlation (6 = A, 5.5 = B, 5 = C, 4.5 = D, 4 = E)

4.5 Overall qualifying classification: See relevant grade sheets

### 5. Information on qualification status

5.1 Entry for further studies No automatic eligibility to any subsequent course of study. Allowances may be made for study achievements.

5.2 Professional status: authorization to practice Successful graduates document with the BeeUp certificate their ability to plan and develop market-oriented new businesses in an uncertain environment. Possible Functionalities are: Business Development, Change Management, Business Consulting and Marketing.

## CERTIFICATE SUPPLEMENT TEST CERTIFICATE BUSINESS MODEL INNOVATION

### 6. Additional information

#### 6.1 Additional information about the study programme

The content of the BEEUP. materials is dependent on the needs of BeeUp clients. Thus, the teaching content is strictly determined by the market needs.

#### 6.2 Additional information about the educational institution

The didactical concept has been developed by BEEUP. GmbH in co-operation with the University of Applied Sciences of Eastern Switzerland (FHO) during a CTI promoted research project. BEEUP. GmbH offers basic and continuing education programmes in Business Development. In the areas of teaching, research and continuing education, BEEUP. GmbH is committed to quality, innovation, personal support and a dynamic corporate culture.

#### 6.3 Sources of further information

Zurich, 14, September, 2015

**MICHAEL CZARNIECKI**

Founder BEEUP.

