



Business Project „VELOving“

- **Project Client**
FH Kufstein Tirol – Sports, Culture & Event Management
- **Project Duration**
One Semester
- **Project Goal**
Concept Development
- **What was the main focus of your project?**
The project's goal is to develop a concept for a bike tour from Kufstein to Den Haag. It also included a film making concept in order to promote this journey as a healthy, active alternative to conventional travelling.
- **What did the team members like the most? What did they enjoy the most?**
The best part of our project was the freedom we had to reach our goal. We were able to contribute our idea and design the bike tour and the movie as we would like to be. This applied for every section in our project, for example the route, marketing, and sponsoring.
- **Which personal interests or requirements should someone bring along for this project?**
A big advantage is passion about biking, outdoor adventures and active travelling. Everyone from our team likes to do sport and be outside, or even counts rice baking to its hobbies. Therefore, it was easy for us to work on the project and think of a concept.
- **What did you learn?**
We learnt about new project management tools, like Teamwork, and also about some group meetings techniques, for efficient team meetings. Another key factor we learnt was to think big and also contact big companies for sponsoring. If you try and reach out, it can be fruitful and give you something back.
- **What was the biggest challenge?**
The biggest challenge was the unpredictable times we were working in. We had to plan our route with crossing three borders and regulations were changing weekly, due to the current pandemic. Moreover, our group was also split, which made meetings and photo shoots more complicated.