

Better growth starts here

with you.♦

Workshop

Monetizing Digitalization

- How to become a Digital Hero

May 08, 2025 – 2:00 p.m. – 6:00 p.m. + Dinner

conducted by Simon-Kucher in cooperation with fuks e.V.

Workshop Description

Internet of Things, block chain, artificial intelligence ...

Standing on their own, these digital buzzwords are not the game changers everyone says they are. However, they enable tremendous change in the way we do business – by being the tools and mechanisms companies use to create new products, solutions, and services, and provide new channels to communicate with and see to customers.

While 81 % of companies already made investments in digitalization, only 18 % of companies manage to monetize theater digital investments” These Digital heroes achieve on average an EBITDA that is 37% higher than that of other companies.

Why are the remaining 82% companies struggling?

Are there differences between industries?

How do Digital Heroes achieve these results?

We want to discuss the challenges and opportunities that companies face in a digital world. (How) Can every company become a Digital hero?

Join our discussion – we are looking forward to the next Digital Heroes!

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Agenda

2:00 p.m. – 2:45 p.m.	Introducing Simon-Kucher & insights into project work
2:45 p.m. – 3:15 p.m.	Challenges of monetizing digital innovations
3:15 p.m. – 3:30 p.m.	Break
3:30 p.m. – 5:15 p.m.	Discuss and present potential solutions
5:15 p.m. – 5:45 p.m.	Q&A
At 6:00 p.m.	Networking & dinner

Venue

IHK Haus der Wirtschaft Karlsruhe GmbH | Lammstr. 13-17 | 76133 Karlsruhe

Applying

Please submit your application (resume with grades) for the workshop [here](#) by 01.05.2025.

Simon-Kucher is a global consultancy with more than 2,000 employees in 30 countries.

Our sole focus is on unlocking better growth that drives measurable revenue and profit for our clients. We achieve this by optimizing every lever of their commercial strategy – product, price, innovation, marketing, and sales – based on deep insights into what customers want and value. With 37 years of experience in monetization topics of all kinds, we are regarded as the world's leading pricing and growth specialist.

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Unlocking better growth