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Initiative
D21

DIGITAL FUTURE CHALLENGE

DFC #6 – Brand Brain
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mit Unterstützung durch

GD Giesecke+Devrient
Stiftung

| BertelsmannStiftung



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Elevator Pitch for Bechtle: **Brand Brain: A Knowledge Transfer System**

By 2036, Germany will be **missing 5 million workers***. Much of the **practical know-how** in companies lives in **experienced staff** who will soon leave the workplace. Brand Brain steps in before that knowledge fades away. It **listens** to their stories and connects them to existing knowledge banks in the company. New hires can **ask** a question and get the kind of grounded, seasoned answer that normally takes months of trial and error to learn. Result; a more **efficient organisation**.



Most tools save documents; they don't save people's judgment. Brand Brain does. It talks to experts, uncovers why decisions were made, and ties their stories to real company data to fill the knowledge gaps. No typing, no manuals, just experience captured before it disappears. Over time, it becomes one true source of knowledge that every generation of employees can build on, so **no one starts from zero again**.



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From the idea to the big picture – your vision as a convincing visualization



Knowledge Transfer

As easy as a conversation



13M*

People **will retire** from the workforce in 2036

have

Tacit Knowledge

should

Accurate Handover

wish

Leaving a legacy



8M*

People **will join** the workforce in 2036

need

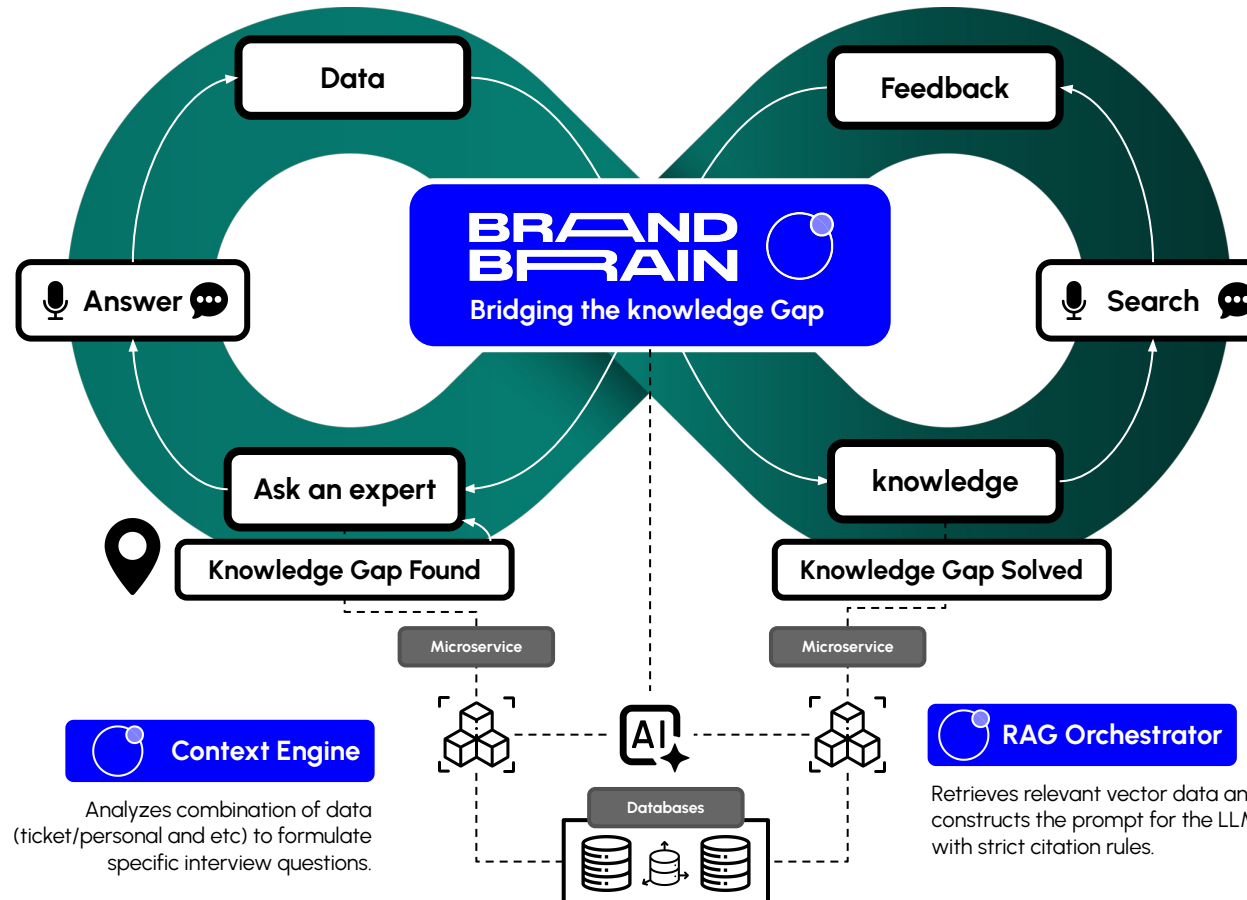
Instant Mentorship

should

Efficient Onboarding

wish

Smooth work



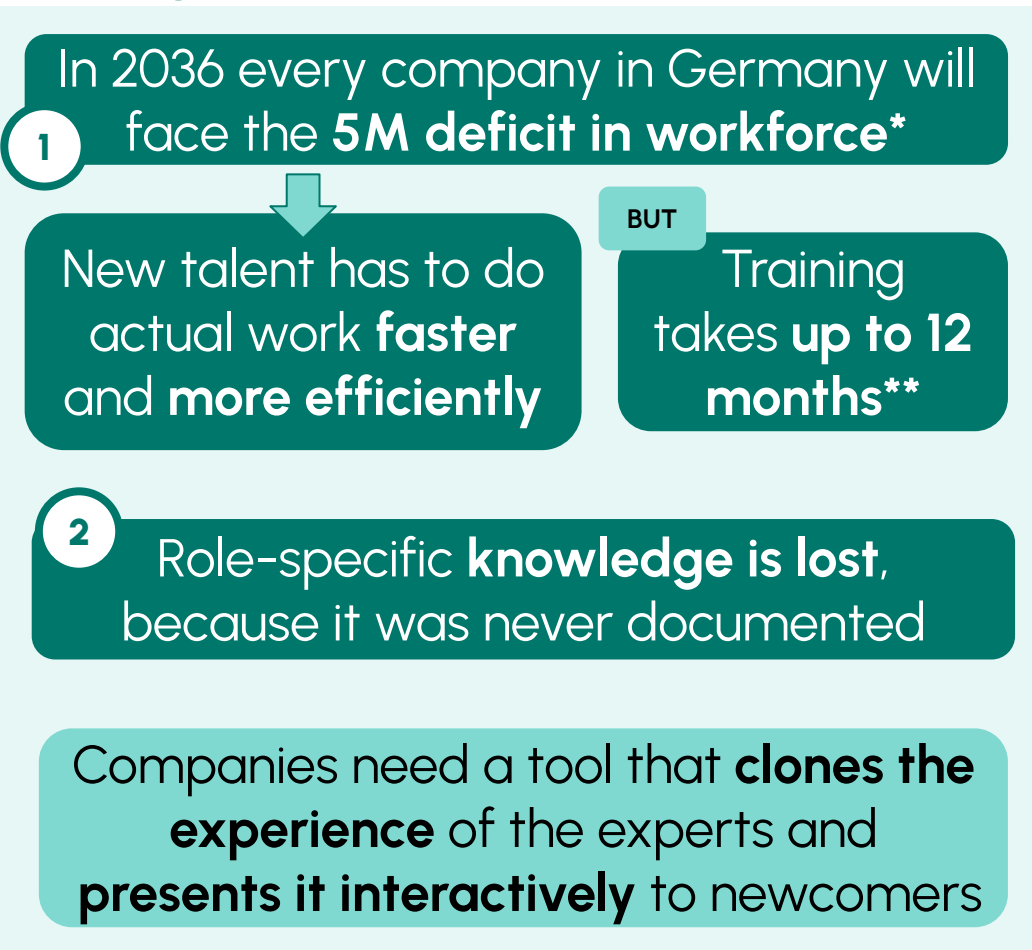
*Source: German Federal Statistical Office (Destatis), specifically the 2023 report "Population Projection and Labor Market Trends to 2036"



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The challenges – and what makes our solution unique

Challenge



Our solution



*Source: German Federal Statistical Office (Destatis), specifically the 2023 report "Population Projection and Labor Market Trends to 2036"

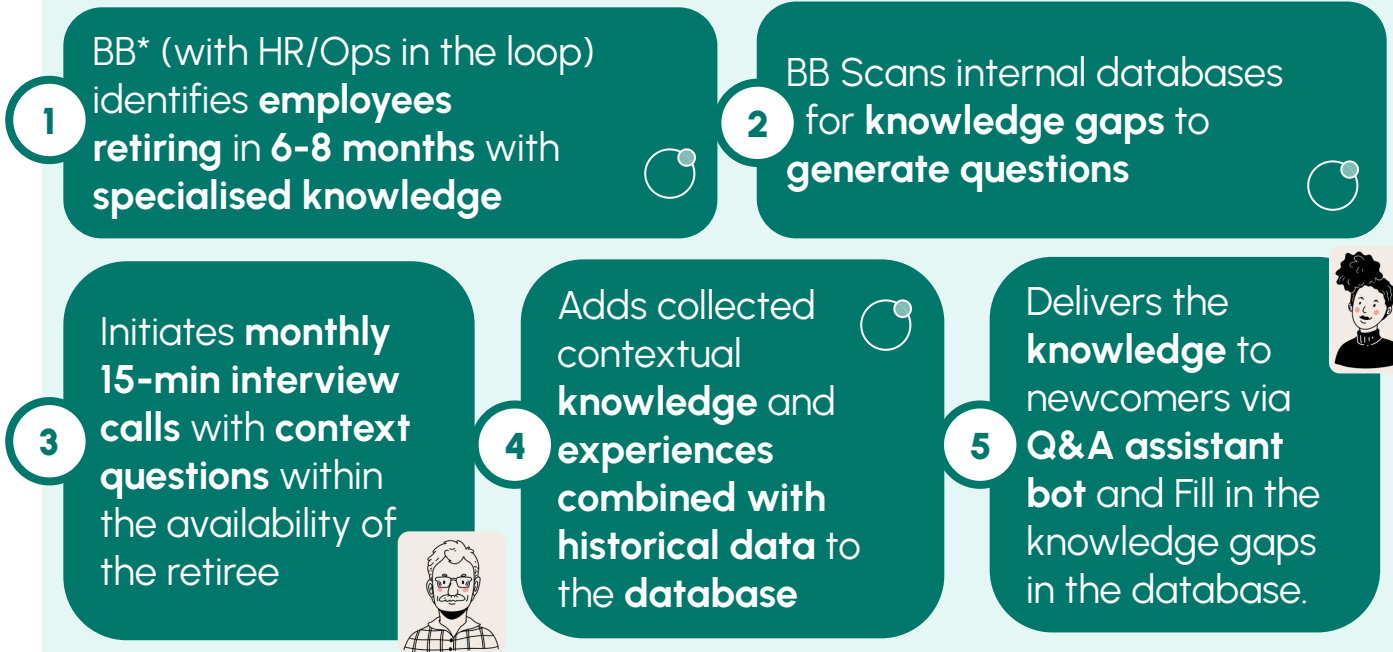
**Source: Gallup. (2024). State of the Global Workplace Report.

***Inclusive & Fair Access:** Voice-first interfaces lower the barrier for non-digital native experts to share wisdom. AI-structured retrieval ensures every new hire (regardless of their network) has fair access to the company's collective intelligence."



How our solution works – and next steps

How our solution works...



How organisations implement Brand Brain:

Integrate with **HR and Operational systems**

Connect **internal corporate databases**

Define the **access rules** and Permission levels

Concrete steps for implementation are...

Step 1: Secure Base
(Data & Infra + AI Model Layer)

Provision EU-hosted Supabase and configure private, local AI model endpoints to ensure compliance with strict data sovereignty requirements from day one.

Step 2: Logic Core
(Core Microservices + Integration Layer)

Develop Python microservices for the RAG pipeline and build API connectors (Jira, HRIS) to enable context generation and logic.

Step 3: User Interface (The Frontend)

Develop the React Native mobile app for retiring experts and the Next.js admin dashboard, utilizing the stable backend.

Feasible due to all technology and infra being available

Challenges of our solution are...

Usage & Retention

Database Management

GDPR Compliant

Resources needed are...



Existing members + tech



Investment, for MVP and Testing



Access to existing DB environment & APIs

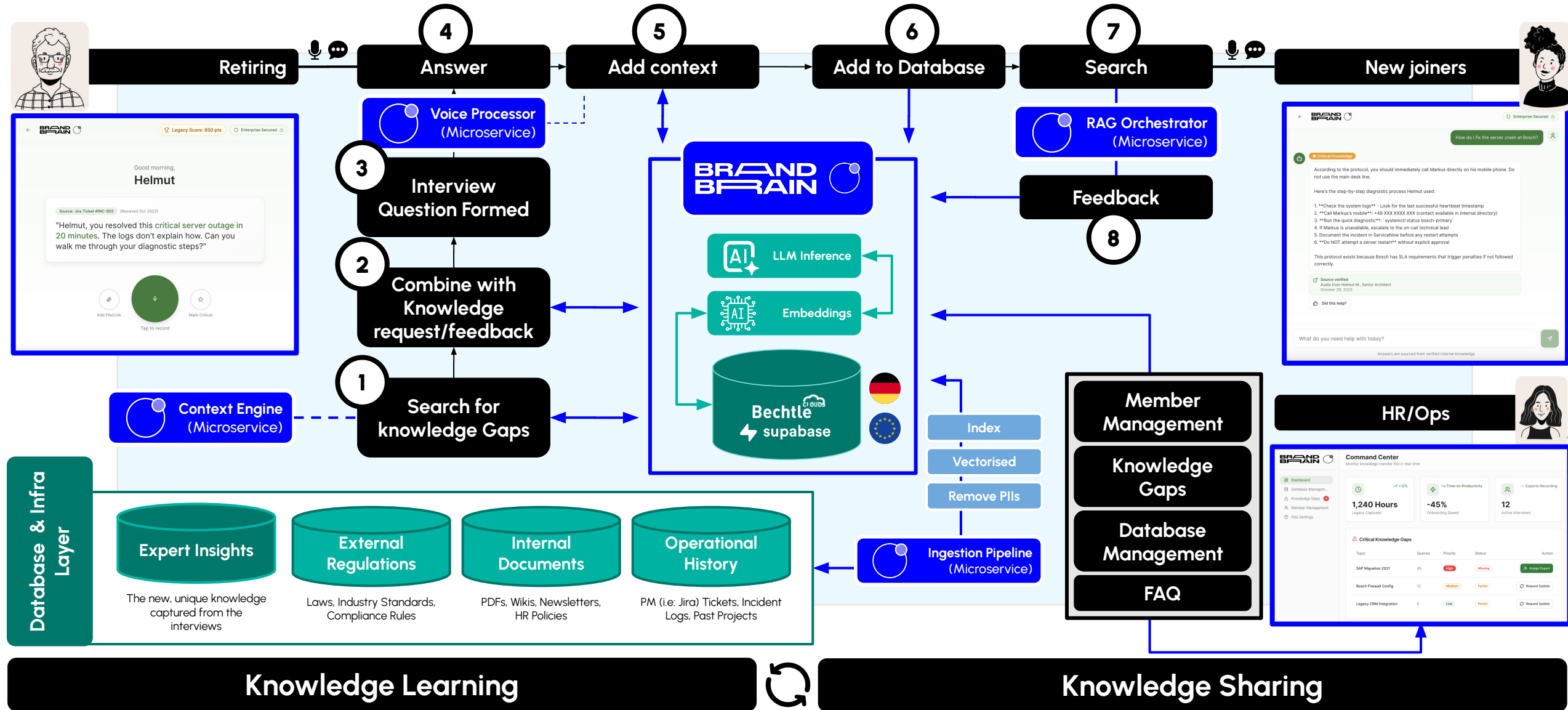


Pilot test with group of 20 employees & HR.



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Extra page: **Brand Brain's** integration with **existing solutions** through employee **user journey** in an organisation.





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Our Team **Brand Brain**



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**Our vision is an inclusive
Digital Future in the
workforce: Eliminating
Digital Divides and
Communication Barriers.**



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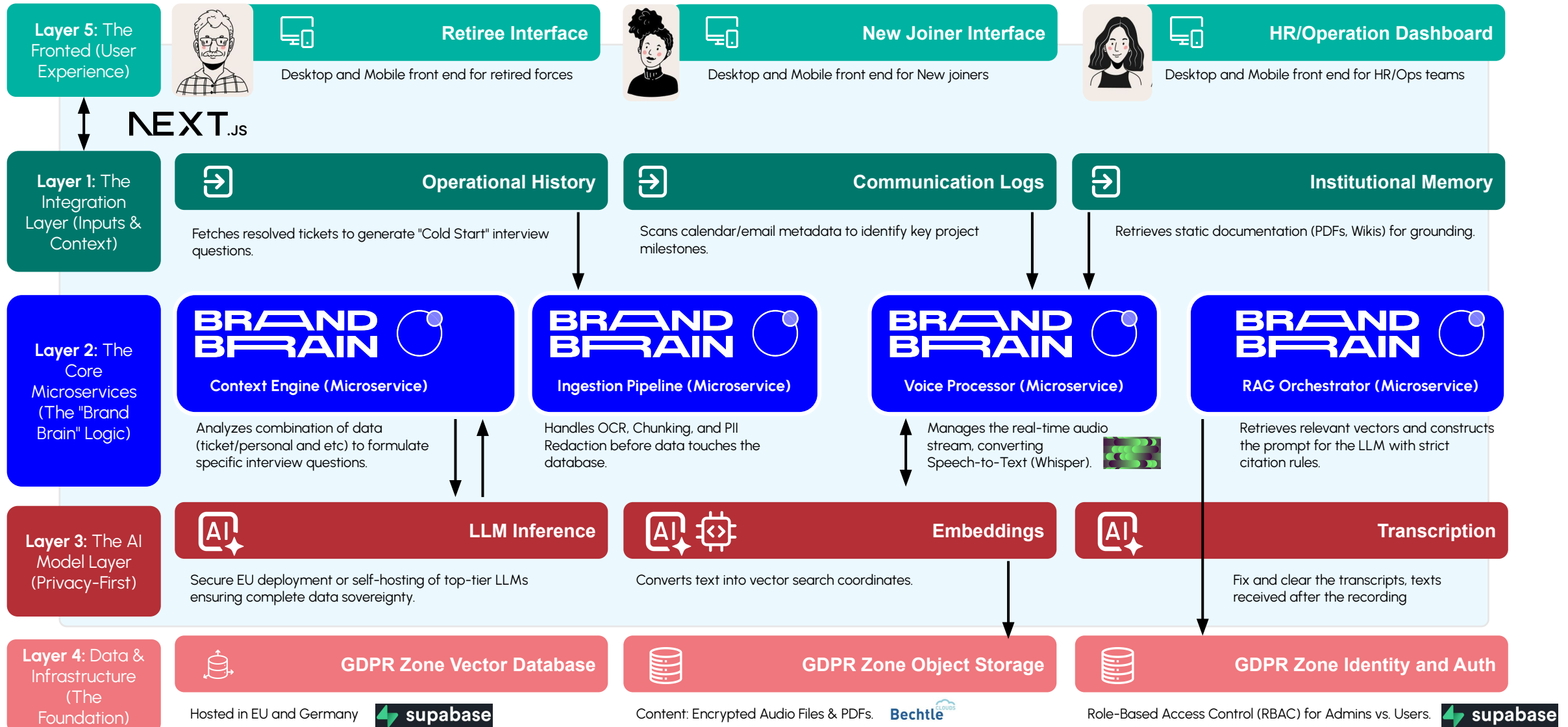
Concepts & Methodologies

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4. Bechtle AG. (2024). *Sustainability Report & Vision 2030*. (Source for Bechtle's strategic goals, brand identity, and sustainability commitments).
5. European Union. (2016). *General Data Protection Regulation (GDPR)*. (Reference for data privacy and sovereignty compliance constraints).



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Extra page: Solution Expanded - Tech stack demonstrating data privacy as the foundation of BB





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Extra page: Live Product Prototype (Live until end of Dec 2026)



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