

# Vom Platzl

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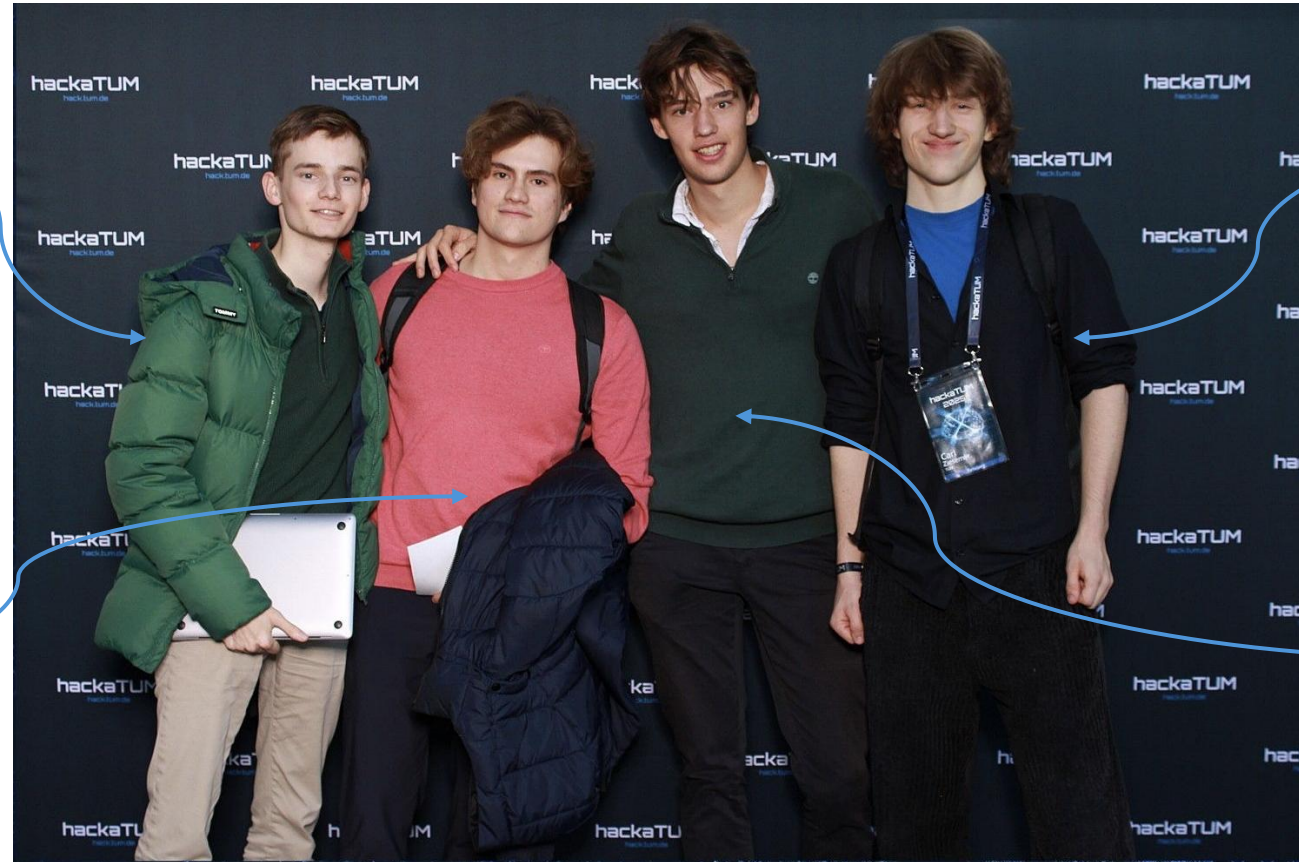
Moritz Soppe, Carl Ziesemer  
21.03.2026



# Our Team

**David Holzwarth**  
Science, Technology  
and Policy @ ETH

**Lukas Ketzer**  
Computer Science  
@ TUM



**Carl Zieseimer**  
Business @ TUM

**Moritz Soppe**  
Engineering  
Science @ TUM

# HackaTUM



Landeshauptstadt  
München

## Event Philosophy

**Rapid Prototyping:** Building functional software and hardware solutions instead of just pitching theoretical concepts

**Direct Networking:** Connecting Europe's top tech talent directly with mentors, domain experts, and industry leaders

**Real-World Challenges:** Sponsors, including the City of Munich (Landeshauptstadt München), provide practical problems for students to solve



## Setup

1000

Participants

>240

Projects

36 h

Building projects

# The Problem



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Serie

## Leerstand in München nimmt zu: "Mit so viel Geldgier macht man die Geschäftsstraßen kaputt"

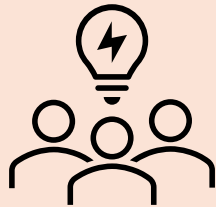
In der City in München schließt ein Traditionsladen nach dem anderen. In den Viertel-Flaniermeilen auch? Die AZ hat sich an der Hohenzollernstraße umgeschaut, wo ewige Kultläden auf hippestes Neues treffen – aber auch: auf Leerstand.



# Why Local Stores?



Sustainable



Expertise and  
passion



Try out, buy  
immediately



Engagement in the  
city centres



The Problem

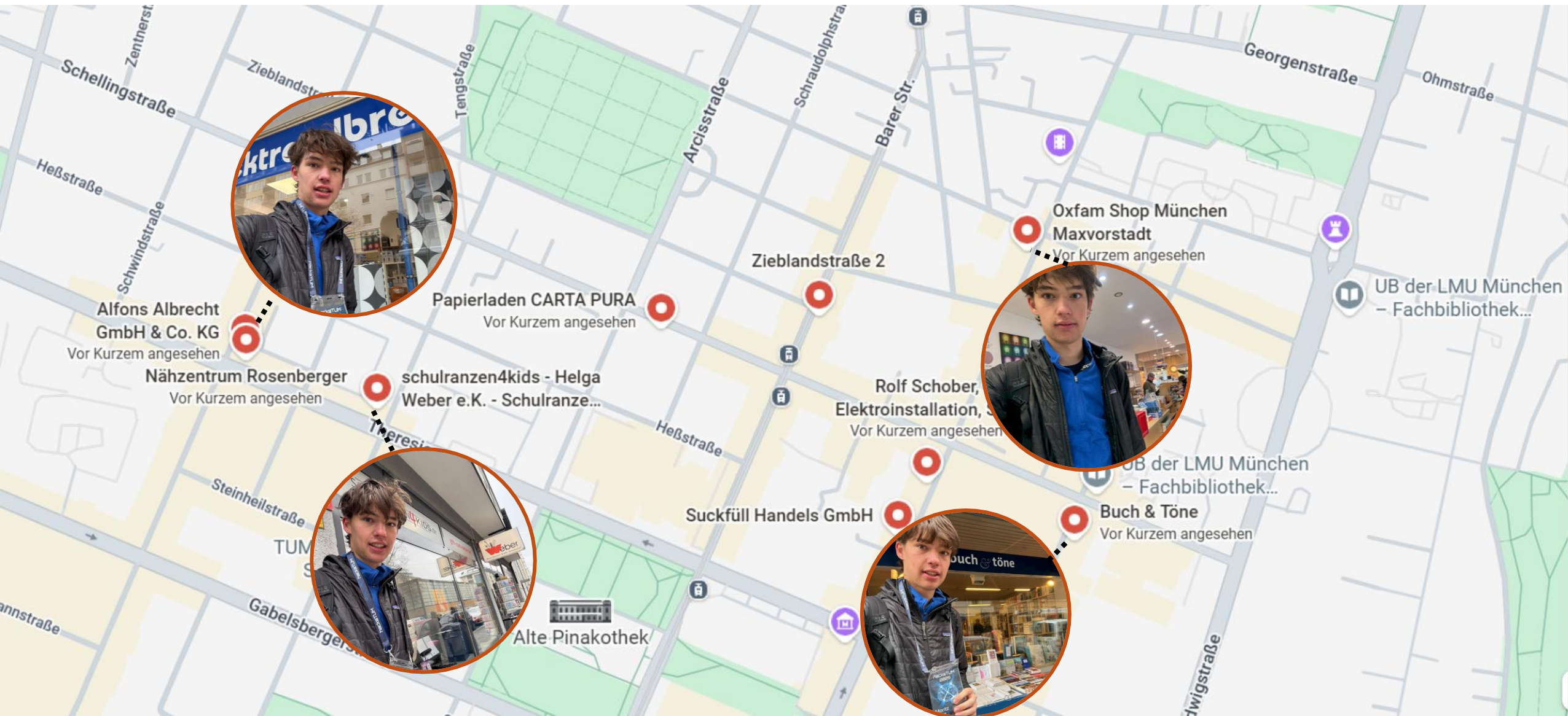


Research

# Research



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„Viele wissen gar nicht, dass  
wir das Produkt hier haben  
[...]. Sie bestellen einfach  
direkt online“  
*Ladenbesitzer*

# Situation Today



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München

schuhe

X | Microphone | Camera | Search

AI Mode | **All** | Images | Products | Product sites | Short videos | Places | More | Tools

Women's | Men's | Children's | Boys' | Unisex | Trainer | Nike | Adidas

Results for 85748 Garching bei München-Hochbrück [Use precise location](#)

Sponsored products

Skechers  
Sneaker mit M...  
€89.99  
bonprix.de  
+€4.99 shipping  
★★★★☆ (2k+)  
By smec

Bugatti  
Schnürboots a...  
€99.99  
bonprix.de  
+€4.99 shipping  
By smec

Skechers Uno -  
Stand On Air S...  
€56.95  
Deporvillage.de  
+€5.99 shipping  
By Channable

Winterschuhe  
herren, Schuhe...  
€12.86  
Temu  
Free  
By Shoparize

Bugatti  
Schnürboots a...  
€89.99  
bonprix.de  
+€4.99 shipping  
★★★★★ (26)  
By smec

Gefütterter Rieker  
Komfort-Platea...  
€69.99  
bonprix.de  
+€4.99 shipping  
★★★★★ (11)  
By smec

Bugatti Sneaker  
aus Leder,  
€56.99  
bonprix.de  
+€4.99 shipping  
★★★★★ (18)  
By smec

SALE  
Nike Air Force 1  
'07 Herren wei...  
€95.99 €120  
snipes.com  
Free  
By Shoparade

Sponsored results

Gomez SA  
<https://www.gomez.com.de>

**Black Sale bis -70 % - Schuhe bis zu 70%**

Entdecken Sie stylische Marken mit bis zu -70% Rabatt auf gomez.de

**Black Friday: Bis zu 40% auf Gomez Black Week** · Gültig vom 13. Nov. bis zum 30. Nov.



The Problem



Research

Building the Solution





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# Demo



The Problem



Research

Building the Solution



Outlook and next steps



# 5

## Roadblocks & learnings



• **Distrust in Data Sharing:** Shops overprotect inventory data

• **Reliance on Big Tech:** Google & Meta are most accessible sources

• **The Scalability Catch-22:** No Data → no value → no data

• **High Onboarding Friction:** Manual onboarding is not scalable

• **Different infrastructures:** Shops often lack modern POS systems

# Outlook and next steps



## Expand data sources

*(March – April)*

- Connect local ERPs for real-time stock availability
- Leverage Munich's portals and OSM for merchant metadata
- Use community feedback to bridge digital gaps for SMEs



## Launch a test phase

*(Mai - Juli)*

- Run district-specific trials (e.g., Maxvorstadt) to track interaction
- Track how many users actually go from "searching" to "visiting"
- Fix bugs and polish the UI based on direct user feedback



## Deploy it

*Autumn 2026*

- Launch the extension for Chrome, Firefox, and Safari
- Partner with Munich's city council and local trade groups
- Monitor performance metrics to drive continuous tool optimization