

FREQUENTLY ASKED QUESTIONS

Payment procedure

How can I pay for the EIA program?

You can pay with the invoice or by credit card link sent by EIA.

Where can I find the due date for my invoice?

You will find the date on your invoice, look for “due date”.

Where can I find the account information?

The account information is located on the bottom corner of the invoice.

Can I pay in separate parts?

Unfortunately, the payment has to be made all at once.

What happens when I miss my payment deadline?

The EIA team will send you a reminder and if you still have not paid after 48h, your place will be released.

Can I pay for the program on the spot?

Unfortunately, all the payments have to be settled prior to coming to EIA. The

confirmation of the attendance by payment is needed for joining the EIA.

If I cannot pay by bank transfer, are there other options?

You may use your credit card or bank transfer (i.e TransferWise services) in order to complete your payment.

Who is paying for the transfer fee?

The participant takes care of all the additional fees that may be included to the transfer.

What does the program price consist of?

The price consists of the tuition fee for the program (3 weeks intensive training).

In which currency is the price of the program?

The price of the program is in EUR

Can I pay under someone else's name (mom/dad)?

Yes, you can pay under some other name, but please make sure you let us know about it or add your name in the description of the payment.

How will I know if you have received the payment?

After we have received your payment we will

send you a confirmation your participation in the EIA.

Pework for the program

Do I need to read something for the program before arriving to EIA?

We recommend reading “The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company” by Steve Blank and Bob Dorf, and “Running Lean: Iterate from Plan A to a Plan That Works (Lean Series)” by Ash Maurya. Additional relevant reading suggestions - online articles, slideshares etc about team formation and ideation - will be added to EIA Playbook before the program starts, and we will inform you about these.

What should I bring with me to EIA?

You will need to bring your own computer. If you are coming from outside of Europe please make sure you bring an adapter for your charger as well.

Do I need to have a certificate for my English skills?

No, but your English will be checked during the registration process. And for sure, even without a certificate you need to speak English on a good enough level to be able to understand the program and mentoring content and participate in group work with your international team.

Do I need to have a certificate related to entrepreneurship?

No, but you have to be motivated and ambitious enough to take part in the program.

Do I have to have my business model ready before the program starts?

No, you will design and complete your business model during the program. You will need to work on filling in some parts of the lean canvas on EIA platform though with your potential teammates. The final team will be formed and confirmed on-site within the first few days, and you will then modify and fine-tune your business model with your team during the program.

Do I need to know the local language in order to participate in the program?

No, you do not need to know the local language for the program as the program is fully in English. Local language could be useful though in your free time when exploring the region.

The Program

Is there a certain agenda for the program?

Yes, the program topics can be checked out at <http://www.inacademy.eu/>. The detailed agenda with rooms and speakers' info will be available on EIA platform a month prior to the program.

Can I join the program without having a business idea?

The program does not require you to have a business idea. During the pre-program on EIA online platform, we ask all our participants to identify and upload problems that they would like to solve at EIA. If you haven't spotted any relevant problem that you would like to solve you may team up with someone else to tackle a problem that they have identified, or join a group still in discussions and agree a common problem-solution. You will be able to modify and change your problems and solutions in the ideation sessions at the beginning of the program.

Do I need to be familiar with other participants' business ideas?

Set deadlines will be given to you by which you will have to comment a certain number of problems/ideas uploaded by your fellow participants. The goal is to distinguish problems with bigger potential and relevance for solving them. This process will be the preselection of ideas for the EIA program but you will still be able to iterate and pivot during the on-site program.

Which disciplines do you accept?

We do not have any restrictions in terms of disciplines, but we mainly host marketing, engineering, design and law

students. We have also had students from music school and biotech disciplines, so the main requirement is an entrepreneurial mindset.

How many speakers are in the program?

The list of speakers is updated continuously and is available on our webpage: www.inacademy.eu. There will be lectures almost every day.

How many mentors are in the program?

The list of mentors is updated continuously and is available on our webpage www.inacademy.eu. There will be different types of mentors for specific areas of expertise: entrepreneurship, software development, marketing and design, and each team will have access to a mentor of each type.

How long are the days?

The program starts at 10 AM sharp and ends 6 PM (there might be a few exceptions, like customer validation or pitching days – check out the updated agenda on our webpage (www.inacademy.eu)). 6PM until 8PM is planned for your independent teamwork.

How long are the breaks?

The duration of the breaks differs, but lunch is 1h30 and normally breaks are 30 min. Check for detailed info in the agenda on EIA platform once it will be available.

Can I get credit points from the program?

Yes, you will receive 6 credit points (ECTS) that you can transfer to your

home university. The procedure of transferring your credit points depends on your home university. EIA provides you with the official certificate in order for you to apply to receive the credit points. Please make sure to agree on the credit transfer terms and the number of received credits (6 ECTS does not always equal 6 US university credits) with your university prior to participating in the EIA program.

Do I receive a certificate for completing the program?

Yes, you will receive a certificate for completing the program within a couple of weeks after graduating the Academy.

Are the speaker and mentoring sessions mandatory?

You are not obliged to attend all the lectures, but it is for your own benefit and highly recommended to attend all of them. In mentoring sessions, you will work on practical tasks with your teammates and mentors, this is where you will build your business, and much of the input will come from the morning lectures. Therefore, missing those sessions will have an impact on your deliverables and therefore, it is highly recommended to be present in all of the sessions.

Do I get homework during the program?

Yes, your team's mentors will give you assignments and guidelines to help you complete the tasks with your team members. Some of these can be done during daily Mentoring Sessions but some of them might be left as homework.

Is it possible to download PowerPoint presentations of the speaker sessions before or after the lecture?

You are not able to download the presentations, but you will have access to all of them for viewing on EIA Slideshare account. All presentations will stay uploaded for indefinite period. Speaker slides are uploaded very shortly after the lectures.

Where do I receive the program materials (tasks, templates, tools, etc.)?

All your daily goals, tasks, guidelines and support materials for completing these (templates, online tools, reference readings, tutorials, etc) will be available in the EIA Playbook - on the EIA platform - and your mentors will guide you through it in the beginning of each Team Mentoring Session.

How will the teams be formed?

All participants will gain the access to the EIA platform a month before the program. This platform will allow the students to share their ideas with others. However, the team formation will happen on site before the first official working day where all students can share their ideas at the expo and find traction among their peers. There will also be a team clinic for those who have not found a team and for those teams missing a member.

Can the team choose their mentor?

Participants have no say in the selection of mentors for their teams. However, each team has opportunities to meet other mentors than their own as well.

Can I participate in the program alone without a team?

In order to maximize the benefit from the program and succeed in your project you would need to be a member of a team.

How is my performance in the program assessed?

There is no grading or final exam in the program. The business model, the application (or prototype) and the investor pitch serve as the passing criteria. The team mentors are constantly monitoring your progress and making sure that you will deliver.

What is the main prize for a team who wins the pitching competition at the end of EIA?

EIA has a prize fund for the winning teams (more than 1 category). There will not be any cash prize given out.

Are there any other prizes besides the main prize?

Yes, there are different prizes in the prize fund (devices, access to accelerator or incubator programs, support from corporate partners, etc)

Who decides if I can pitch on the final day of the program?

All teams, who have fulfilled their tasks, will be given a chance to meet the investors on 1-on-1 meetings. Each team has an opportunity to be chosen to enter the pitching carousel.

EIA Platform

What is the EIA platform?

The EIA platform is the main tool for all EIA participants - students, mentors, investors, and other stakeholders - before, during and after the program. It gathers all information about EIA and its participants, and enables carrying out registration, ideation, work planning, daily reporting, interactions between teams and mentors – and other program-related activities.

When do I need to use the platform?

You will need to use the platform before, during and after the program, for different purposes. For instance, to find event information, discuss and comment uploaded problems, or identify potential team members before the event starts; check the daily agenda, report your daily work, receive daily feedback from mentors, or upload your pitch decks during the program; and search the alumni profiles, look up mentors' contacts, check out teams' business models, or analyse your own progress

based on your team worksheet after the event has ended.

When is the platform opened?

The platform will be opened approximately a month prior to the event. You will be informed.

Do I need to register on the platform?

Yes, in order to have access to the platform you will need to register and create your profile as the first thing. This is mandatory.

Where will I receive my username and password?

Your username and password will be sent to you by email from EIA staff when the platform is opened.

How can I fill in my profile on the platform?

When accessing the platform for the first time, you will be prompted a profile form to fill in, with mandatory fields marked. You will be able to edit your profile later.

Where can I see all the other participants?

There will be a section in the menu that opens the view of all registered participants with the relevant profile info included. You will also be able to see the profiles of mentors, investors, and the staff of EIA.

How can I add my own business idea?

You can add a problem that you have identified to your profile. If you haven't found a good problem yet, you can join someone else's problem discussion and become a candidate for their team. You can also leave your choice for later.

What happens if no one joins my idea?

This probably means that the problem that you have identified is either not relevant enough and not worth solving. In that case you may join a problem discussion of someone else. You will have a chance to promote your problem again during the ideation sessions onsite.

However, if you do not find anyone interested in solving the problem you submitted, you will need to team up with another team and their problem.

Where can I see all the business ideas?

There will be a section in the menu that opens the view of all the submitted problems and solutions with the problem spotter and a discussion forum included. You are expected to comment and grade the submitted problems - instructions will be sent to you in time.

How can I find information about the mentors on the platform?

There will be a section in the menu that opens the view of all the registered mentors with the relevant profile info included. It is similar to the participants' view.

General

Can I pay with my credit card everywhere?

In most of the places yes, but it is advisable to have some cash for paying i.e in the public transport. Please note that some smaller shops, kiosks and bars may not accept card payments under 5, 10 or 15 euro. Also some of the places may reject foreign credit cards. The American Express holders should be aware that most of the places don't accept Amex.

Do I have the weekends off?

Yes, the weekends are off.

What clothes should I take with me?

Please bring comfortable and light clothes but don't forget to also take a jacket. For the graduation ceremony, it is advisable to wear formal clothes (e.g.dress/suit).

Where could I buy a SIM card for my phone?

You may purchase a SIM card from all the telecom service shops as well as several network resellers such as Postal Service and supermarket chains. Please note that purchasing a SIM in Italy requires presentation of proper identification,

such as a valid Passport or European ID card.

Each badge has the emergency number typed on it. In Europe, the best number to call is 112.

Who takes care of my travel insurance?

All the students are responsible for arranging their own travel insurance prior to the arrival.

Can I book accommodation via EIA?

As a general rule, we do not book accommodation for individual registrations. When looking for a housing, Booking.com, Airbnb and similar sites are your best friends. Please make sure to start looking for accommodation shortly after confirming your participation at the event as the prices will raise considerably the closer you get to the program dates.

Does the program fee include transport?

The program fee only includes 3 weeks of intensive training, any international and national transport will be covered by the participant. The only exceptions are trips that are done as part of the curriculum.

Does the program fee include social events and a weekend program?

The program fee does not include any social events or weekend programs. EIA does offer additional events to interested students, but they all cost extra. All participants will receive information about the social programs either prior or during the study program.

Does EIA help with the visas?

Once the student's participation has been confirmed, EIA can send an official document acknowledging the approval that can be used for a visa application.

What to do in the case of an emergency?