



Entrepreneurship & Innovation

Course Syllabus
2020

Course title:	Entrepreneurship & Innovation Summer Program
Credits:	6 ECTS (by Universidade Nova de Lisboa - Nova School of Business and Economics in Portugal) Recommended 3 U.S. Credit Hours
Course language:	English
Course duration:	4 weeks (156 h) 1 pre-week online + 3 weeks on-site
ISCED-F 2013:	0413: Management and Administration
Focus:	Web & Mobile Applications, Internet of Things, Big Data, Business Software, AI, Marketing, Software Development
Methodology partners:	UC Berkeley, Stanford University, Google
Location:	Cascais, Portugal

COURSE ESSENCE

The European Innovation Academy (EIA) Entrepreneurship & Innovation Summer School is the **world's largest entrepreneurial summer program**, with a special focus on digital innovations. The accelerated program turns an idea into a startup in just 15 days! The goal of this course is to give students a hands-on, real-life experience creating a startup with students from around the world. The course challenges participants to innovate, overcome obstacles, and grow rapidly; with the goal of creating a business valued at 100M EUR or

more. The course is led by the top tech speakers, mentors, and investors from around the world who leverage the skills, mindset, and knowledge, necessary to coach and inspire participants to achieve set goals.

The course is taught in a **real-life** context, where students form teams of five and acquire the skills and know-how to develop their business idea from the conceptual stage to the marketplace. They are guided in building a scalable business model via real-life experiments and tests in a live marketplace with genuine customer feedback and building up real life customer traction. The challenge unfolds in a learning environment that corresponds to current and future workplace requirements including cross-functional and virtual teams with crowdsourced work tasks, a multicultural workforce, and extremely demanding organization, planning and communication skills.

Daily mentor support by experienced professionals from various business, marketing, software developing and design backgrounds is an essential part of the course. It enables participants to **experience startup life firsthand through unique hands-on learning opportunities.**

EIA Journey



The course program structure guiding the teams to a successful launch

Endorsement by Ken Singer, UC Berkeley

Director at the Center for Entrepreneurship and Technology

“The Center for Entrepreneurship and Technology (CET) has trained and taught over 5,000 entrepreneurship students at UC Berkeley for the past decade. **No program has been more impactful on our students than the EIA Summer Abroad.** Through the one month intensive program, we’ve transformed the careers paths of some of Berkeley’s best students and EIA has quickly become one of the cornerstones of Berkeley’s venerable

entrepreneurship pedagogy. In summer 2019 we had more than 60 Berkeley students participating at the EIA summer program.

But our students say it the best:

*"What you all created for me this summer was a **safe space for experimentation, exploration, failure, innovation, and it quickly became the most genuine learning experience of my adult life so far.**"*

Our mission as educators is to teach new skills and prepare young people to the jobs and the world that we think is going to happen in the future.

EIA is a fantastic program for people who are exploring the possibility of starting their own company. The program mimics the exact process that an actual entrepreneur would go through. All of this wrapped up in the context of a beautiful and technologically open society gave a glimmer of hope to where the world can go with the right technological advancement."

Testimonials from European Innovation Academy faculty and mentors

- <https://www.youtube.com/watch?v=uhU5I2LcshU>

1. COURSE VALUE

The course offers participants **unparalleled value** through:

- Learning and applying leadership principles
- Networking face-to-face with global industry executives
- Working in an interdisciplinary environment
- Learning abroad in a multicultural environment alongside students from 65+ nations
- Daily mentoring from top experts
- A gamified learning experience
- Teaching excellent time and resource management skills in a fast-paced environment
- Creating an invaluable network of like-minded ambitious individuals
- Intensive professional and personal development in a supportive environment

1.1. A real-life trial in real-time

This course goes far beyond the theory of developing a business by providing a real-world application. From day one, students face the challenges of **starting their own business and achieving real-time goals**. They interact with key stakeholders in real-life situations and continually integrate feedback from customers, suppliers, partners, peers, competitors and investors. As part of the course, students acquire at least 500 real-life users and gather feedback for their product or service during the process. Within 15 days the product prototype must be ready to launch and gain market traction. By "getting out of the building" the course becomes a real-life experience providing immediate and straightforward feedback. Through trial and error students quickly learn while pivoting their ideas and acquiring practical knowledge and skills that are transferable beyond the program.

1.2. Interdisciplinary and virtual teams

The learning experience simulates the modern workplace. Throughout the three weeks on-site, participants contribute to a team of five people, each with unique backgrounds and competencies that together create a successful team. Students from a large variety of

backgrounds such as software development, digital design, marketing, music, biology and more assemble their own teams and take on the roles of a CEO, CBO, CTO, CMO, and CDO. Furthermore, virtual team members may be remotely crowd-sourced from any part of the world. This **unique mix of multiple backgrounds, skill sets and working mantras** is essential for developing a strong and viable business model that can thrive in the global market.

1.3. Multi-cultural environment and studying abroad

EIA boasts **900+ course attendees from 65+ nationalities**. Immersion in this unique environment builds tolerance and challenges students to develop the interpersonal and cross-cultural skills that are highly coveted in today’s workplace. Studying abroad in such a unique cultural, social, and business environment amplifies the value of the experience.

1.4. Knowledge transfer through in-depth mentoring

Daily team mentoring by professional entrepreneurs and coaches - one third of whom come from Silicon Valley, one third from Europe and one third from the destination country - accounts for 50% of the on-site curriculum. **Each team has a dedicated chief mentor** who ensures that daily goals are met and paves the way for their success. Accompanying the chief mentors are marketing, software and design mentors that join the program for a specific timeframe to guide and assist in meeting specific goals such as customer acquisition and prototyping.

Assigned specially to each team.	Chief Mentor	Day 1-8	Business mentoring and team management.
	Marketing Mentor	Day 6-10	Marketing strategy and campaign design.
	Design Mentor	Day 5-15	UX and UI design, product development& pitch design.
Available for all teams as needed.	Life Coach	Day 1-15	Personal development related questions.
Assigned to specific Product Development Sprint team	Hardware Mentor	Day 10-12	Hardware product development.
	Software Mentor	Day 10-12	Product development and coding.
Appointments made available at specific times.	Pitch Coach	Day 11-14	Pitch deck design, pitch training, and fine-tuning.
	IP Lawyer	Day 11-13	Intellectual property protection.
	Investor	Day 14-15	Fundraising mentorship and final judging.

1.5. Gamifying the learning process

EIA is full of **exciting and inspiring elements** that gamify the learning experience, such as competitions and team building tasks, roundtable demo pitches, and workshops on how to turn pitching into storytelling.

1.6. Learning together with entrepreneurs

The course partners with several renowned global companies such as Google, Santander, HubSpot, Adobe, Microsoft and Daimler with many smaller companies and startups present either as participating teams, lecturers or mentors. EIA facilitates the two-way **transfer of knowledge between the course students and mentors**. Ideas and solutions are born during joint group tasks, mentoring sessions, Q&A discussions and informal social gatherings. . Additionally, input flows from real companies allowing participants to make real life-application of their coursework.

1.7. Creative time and resources management

Creating a functional start-up in just 15 days is a one of a kind challenge. To succeed teams must be agile and creative. Utilizing creative strategies to **grow faster and scale larger** is strongly encouraged. This can include moves such as crowdsourcing design solutions or customer validation activities, splitting teams for different tasks completion, or hiring virtual team members for help.

1.8. A growing network of young talent

There are priceless networking opportunities that EIA provides. Prior to the on-site event, a global online platform is launched to search for talent and screen potential team members. Each participant creates their own individual profile highlighting their skills. They can connect with other participants, share ideas, and match skills and competencies to scout potential teammates and get ahead of the competition. The relationships that are then formed through living, working, and exploring alongside other participants is unparalleled and truly sets EIA apart from every other study abroad experience in the world.

2. LEARNING OUTCOMES AND BENEFITS

EIA allows participants to become true entrepreneurs by **experiencing first hand what it really feels, looks, sounds, and tastes like**. Students experience the highs and the lows of starting a business, firmly grasping what a classroom environment cannot reveal. The course immerses participants in a safe but rigorous environment to test their limits and fuel their growth as entrepreneurs, innovators, and global citizens.

Additionally, the course provides all participants a very unique opportunity by exposing them to **what it takes to turn an idea into a real, scalable business**. No matter the participants background, all students gain valuable insight into marketing, public speaking, flexibility, teamwork, current business trends, and more. Past students have learned valuable overarching concepts such as:

- Understanding that a great idea isn't great until customers have proved it so
- Knowledge that even a perfectly designed solution is only viable if there is a strong and effective marketing strategy to bring it to users
- Realizing that a team of highly skilled and motivated people are still dependent on effective managers
- Knowing that all other efforts may end in failure if IP is not protected

The opportunity to create a product that solves a unique need is a first time experience for many. The Entrepreneurship & Innovation Summer School of EIA is therefore a true eye-opener for all students, regardless of their background.

Skills:

- Identify, define, and characterize problems
- Spot opportunities for innovation
- Segment and analyze opportunities
- Evaluate and select models for new ventures
- Conduct both quantitative and qualitative customer and market research
- Design the customer journey
- Understand the framework of product development
- Design, evaluate, and implement marketing strategies
- Develop an in depth understanding of the target demographic

Personal competencies

Students will be able to:

- assess and analyze entrepreneurship as a career choice
- efficiently work in a complex and dynamic environment comprised of multicultural interdisciplinary teams

Workplace competencies

Students will be able to:

- apply creative thinking techniques in addressing their customers' and company's needs
- plan and prioritize work tasks to leverage human capital, time, and resources and achieve maximum results

Technical competencies

Students will be able to:

- develop a business idea into a comprehensive and highly scalable business model by applying customer development principles in real-life exercises
- design a successful business plan and launch their product or service in the market fast to acquire customers

Testimonials from former European Innovation Academy participants

- <https://youtu.be/HasR6n7ledA>

3. STUDY METHODOLOGY

The Entrepreneurship & Innovation Summer School is a **learning-by-doing** course.

Ideation and Team Formation activities are organized via Online Platform and onsite. On the first day they have to pitch their idea to the other participants to ask them join the idea.

The on-site course sessions offer **different types of study methods** - mentoring sessions (30%), lectures (20%), independent teamwork (30%) and special sessions in various formats, such as workshops, panel discussions, teamwork sessions, presentations, etc. (20%).

4. COURSE WORKLOAD

Week 1 - pre-week

- Ideation activities (8h)

Week 2-4 - on-site course

- Team discovery and team formation (8h)
- Course sessions – keynotes, mentoring sessions & workshops (80h)
- Independent group work & special sessions (60h)

5. EXPECTED PARTICIPANT PROFILES

Students from all majors are welcome, with a particular emphasis on those with an entrepreneurial, software engineering, design, marketing, or other business background.

Each team will have five team members representing diverse backgrounds and varied levels of experience. It's crucial that each team member is passionate about solving the same problem and can work well together to achieve the same goal.

Students are divided into five core competence during the program:

- Software development
 - mobile development
 - web development
- Design
 - UI/UX design
- Marketing
 - digital marketing
 - growth hacking
- Miscellaneous Business fields
- Scientist & Other

Meet your team



CHIEF EXECUTIVE OFFICER (CEO)

I lead my team with vision, respect, and responsibility.



CHIEF BUSINESS OFFICER (CBO)

I support growth and create value with my innovative business ideas.



CHIEF MARKETING OFFICER (CMO)

I can introduce my solution to the world and get customers to sign up!



CHIEF TECHNOLOGY OFFICER (CTO)

I can develop a tech product in just one day!



CHIEF DESIGN OFFICER (CDO)

My creativity combines the best of UI and UX!

6. COURSE PARTICIPATION REQUIREMENTS

- Professional proficiency in English
- Passion for entrepreneurship, and a drive for innovation
- Tenacity and dedication to achieving course learning objectives
- Willingness to work in a multicultural team
- Basic knowledge of Lean Startups
- Tolerance and adaptability to cultural diversity

7. COURSE COMPLETION CRITERIA

There is no written final exam for this course. The business model, digital app (or its prototype), and the VC pitch serve as the final examination.

Daily assessment is verified by the mentors through daily goal setting and team monitoring in the mentoring sessions.

8. COURSE MATERIALS

Recommended pre-readings:

- Lean Startup - Eric Ries
- The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company - Steve Blank and Bob Dorf
- Running Lean: Iterate from Plan A to a Plan That Works (Lean Series) - Ash Maurya

During the course:

- EIA Day by Day Playbook, including daily templates (see example [here](#))
- Lecture slides, uploaded daily to Slideshare ([European Innovation Academy account](#))
- Videos broadcasted by the lecturers and/or mentors in their sessions

- Access to online tools and/or other resources as provided by the lecturers or mentors

9. COURSE SESSIONS*

PRE-WEEK ONLINE - Ideation & Team Formation				
	Task	Task Type	Task Time	Comments
	Ideation activities (problems submission, discussion on the Online Platform, pre-matching via idea discovery)	Individual work	8h	
WEEK I - Problem and Solution Development				
Day	Session Topic	Session Type	Session Time	Comments
1	TEAM FORMATION & IDEATION			
	EIA Opening & Welcome	Special Session	15 min	
	Corporate Partners Panel: Why Innovate?	Special Session	15 min	
	Idea Discovery and Development	Lecture	30 min	
	Art of Team Formation	Lecture	30 min	
	Teamwork Planning	Lecture	30 min	
	Problem Expo	Special Session	3h	
	Team Formation & Ideation	Mentoring Session	2h	
	Independent teamwork		3h	
2	PROBLEM - SOLUTION FIT			
	Problem Solution Fit	Lecture	1h	
	Online Validation & Market Research	Lecture	1h	
	Idea Development	Mentoring Session	4h	
	Independent teamwork		4h	
3	CUSTOMER DEVELOPMENT			
	Market: Segmentation, Positioning, Market Info Sourcing	Lecture	1h	Product - Market Fit analysis and development
	Customer Persona Design & Preparation for Problem Validation	Lecture	1h	
	Market & Customer	Mentoring Session	4h	
	Independent teamwork		4h	
4	CUSTOMER VALIDATION			

	Independent Team Work: Customer Validation	Special Session	4h	Meet your customers to validate your problem around the idea
	Customer Validation	Mentoring Session	3h	
	Independent teamwork		4h	
5	PROTOTYPING & SOLUTION VALIDATION			
	Paper & Digital Prototyping: Why & How?	Lecture	1h	
	Customer Involvement & User Testing in Prototyping	Lecture	1h	
	Prototyping Workshop	Mentoring Session	4h	Create and test paper prototype
	Independent teamwork		4h	
WEEK II - Marketing Campaign				
Day	Session Topic	Session Type	Session Time	Comments
6	DIGITAL PROTOTYPE & MARKETING STRATEGY			
	Building landing Pages & Collecting Leads	Lecture	1h	
	Hooking Up & Addiction in Customer Engagement	Lecture	1h	
	Landing page design and digital prototype development	Mentoring Session	4h	
	Independent teamwork		4h	
7	STARTUP EXPO			
	Solution improvements and expo preparations	Mentoring Session	2h	
	EIA Startup Expo	Special Session	3h	Demo pitching
	Independent teamwork		5h	
8	BUSINESS & REVENUE MODEL			
	Designing & Validating the Business & Revenue Model & Unit Economics	Lecture	1h	
	Marketing Strategy Development & Marketing Tools	Lecture	1h	
	Business Model Fine Tuning	Mentoring Session	4h	
	Independent teamwork		4h	
9	MARKETING CAMPAIGN LAUNCH			
	Customer Engagement Tactics for Zero Budget	Lecture	1h	
	Marketing Campaign Design: Goals, KPIs, Tracking	Lecture	30 min	
	Go to Market Strategy	Lecture	30 min	

	Customer Engagement Campaign Design	Mentoring Session	4h	
	Independent teamwork		4h	
10	ACQUIRING USERS & PRODUCT DEVELOPMENT SPRINT			
	Launch Tactics & How to Increase Market Traction	Lecture	1h	
	Agile Product Development in Small Teams	Lecture	1h	
	Customer Engagement Campaign & Minimum Viable Product Development	Mentoring Session	4h	In parallel: Hackathon
	Independent teamwork		4h	
	WEEK III - Funding & Pitching & Product Sprint			
Day	Session Topic	Session Type	Session Time	Comments
11	INTELLECTUAL PROPERTY & PITCH & PRODUCT DEVELOPMENT SPRINT			
	IP Fundamentals & Protection Strategy	Lecture	1h	
	Pitch Preparation	Lecture	1h	
	IP Strategy & Customer Engagement Campaign Adjustment	Mentoring Session	4h	In parallel: Hackathon
	Independent teamwork		4h	
12	FUNDRAISING & PRODUCT DEVELOPMENT SPRINT			
	Fundraising & Funding Options	Lecture	1h	
	Startup Financial Planning	Lecture	1h	
	Funding Strategy Design & Starting Pitch Preparation	Mentoring Session	4h	In parallel: Hackathon
	Independent teamwork		4h	
13	START-UP FUNDING			
	Designing Your Funding Strategy & Startup Valuation	Lecture	1h	
	How VC System Works: Startup Valuation	Lecture	1h	
	Funding Strategy Design & Pitch Deck Preparation	Mentoring Session	4h	
	Independent teamwork		4h	
14	WHAT'S NEXT?			
	Strategy for the Future	Lecture/ Workshop	1h	
	Panel Discussion: What Investors Look For in a Pitch	Lecture/ Discussion	1h	
	Finalising the Pitch Deck & 100 Day Plan	Mentoring Session	4h	
	Independent teamwork		4h	In parallel: Investor 1-on-1 meetings
15	PITCHING DAY!			

	Investor Pitching	Special Session	2h	
	EIA Demo Day	Special Session	3h	Pitching marathon in front of investors panel
	EIA Graduation Ceremony	Special Session	2h	

* European Innovation Academy reserves the right to make changes in the course sessions.

10. LECTURERS AND MENTORS

The course hosts approximately 40 **international** experts for lectures, workshops, Q&A sessions, panel discussions and other special sessions. Additionally, approximately 100 **international** chief, marketing, software and design mentors assist participants in applying what they learn into their solution. **Chief mentors** are on-site for the first 1.5 weeks of the program, and are responsible for ensuring that each of their teams (up to seven per chief mentor) complete the course program. Marketing, software, hardware and design mentors are renowned experts in their respective industries and they are present for a limited time during which their area of expertise is addressed in the course program. Marketing mentors are assigned to each team, but we have 1 design mentor per 2 chief mentors and both software and hardware mentors work on clinic basis.

Some of the mentors also serve as lecturers delivering TedTalk style speeches. One third of the lecturers and mentors come from the Silicon Valley-area companies, academic institutions, and business organizations.

The pool of lecturers and mentors is made up of both resident lecturers and mentors, who contribute to the course program annually, and visiting lecturers and mentors, who participate for a specific year. Therefore, each year the course faculty has new members with additional competencies and perspectives that enrich the course content.

10.1. Lecturer profile

All the lecturers of the program meet the following criteria:

- Proven practical experience in the domain of the lecture topic, and/or
- Extensive academic and theoretical knowledge of the lecture topic
- Captivating presentation style
- High quality slides (visually and in terms of content)
- An advanced level of English

10.2. Examples of previous course lecturers

- Ken Singer - Managing Director at Sutardja Center for Entrepreneurship and Technology at UC Berkeley
- Klaus Busse - Head of Design at Fiat Chrysler Automobiles
- Sean Johnson - Lecturer of Entrepreneurship and Innovation at Northwestern University
- Zaid Haque - Senior Program Manager at Microsoft
- Bianca Praetorius - Pitch Coach at Google Launchpad

- Bill Reichert - Managing Director at Garage Technology Ventures
- Martin Omander - Developer Advocate at Google
- Tiffine Wang - Venture Investments & Innovation at Singtel Innov8 Ventures
- Maher Hakim - Executive Director at CITRIS Foundry
- On Lu - Partner at Nixon Peabody LLP
- Teemu Arina - Biohacker at Biohacking Center
- Shira Abel - Founder & CEO at Hunter & Bard
- Ross Kingsland - Managing Partner at Social Media Thunder
- Sophie Seiwald - Managing Director at Mercedes-Benz.io
- Ravi Belani - Managing Partner at Alchemist Accelerator
- Charlyn Gonda - Software Engineer at Uber Eats
- Alex Birkett - Senior Growth Marketing Manager at HubSpot
- Kurt Schmidt - Executive-in-Residence at Duke University
- Tara Knight - Strategic Development Manager at Adobe

10.3. Mentor profile

All mentors of the program meet the following criteria:

- Proven successful experience in startup or corporate entrepreneurship, and/or
- Remarkable track record of startup coaching and/or mentoring
- Comprehensive knowledge of a specific industry domain
- Excellent interpersonal skills
- An advanced level of English

10.4. Examples of previous course mentors

- Anand Kulkarni - Co-founder & CEO at LeadGenius
- Darren Chiu - Technical Solutions Consultant at Google
- Zaid Haque - Senior Program Manager at Microsoft
- Hannah Xue - Hacker at Airbnb
- Alina Adams - Founder & CEO at Artveoli, Inc.
- Rick Rasmussen - Managing Director at Concordia Ventures
- Phyllis E. Whiteley - Venture Partner at Mohr Davidow Ventures
- Fred Krieger - Founder & CEO at Scorio Software
- Peter Mullen - Mentor at Alchemist Accelerator
- Yvonne English - Executive Director at Grove City College Center for Entrepreneurship and Innovation
- P.J. Leimgruber - President at Rank Executives
- Shannon Wu - Founder at Mr. Progress
- Rodrigo de Alvarenga - Founder & CEO at HAG Consulting
- Silvia Carter - Founder and CEO at ToWebOrNotToWeb
- Mike Kyriacou - CEO at Strattica Labs
- Jonathan Lowenhar - President at ETW Advisors
- Natalie W. Nixon - Lecturer at University of Pennsylvania
- Ryan Kauth - Entrepreneurship & Small Business Ownership Advocate at University of Wisconsin-Green Bay
- Ditte Hammarström - Founder & Creative Director at Snowfire

- Anand Arivukkarasu - Product Growth Lead at Facebook
- Patrick Lor - Managing Partner at 500 Startups