



European Innovation Academy

Global

Course Syllabus 2021

Course title:	European Innovation Academy
Credits:	6 ECTS/4 Credit Units (exact no of credits depends on university)
Course language:	English
Course duration:	5 weeks - 2 pre-week (1 week independent preparation, 1 week team formation) + 3 weeks online (117 hours)
Focus:	Web & Mobile Applications, Internet of Things, Big Data, Business Software, Marketing, Strategic Planning, Pitching
Methodology partners:	UC Berkeley, Stanford University, Google
Location:	Online
Dates	July 2 - July 23, 2021

COURSE ESSENCE

The European Innovation Academy (EIA) is the largest entrepreneurship course focused on technological innovations.

The accelerated online 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 4-6 students 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.**

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 undergraduates and EIA has quickly become one of the cornerstones of Berkeley's venerable entrepreneurship pedagogy. 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 for 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."

1. COURSE VALUE

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

- Learning and applying leadership principles
- Online networking with global industry executives
- Working in an interdisciplinary environment
- Multicultural virtual environment
- 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 10 days the product prototype must be ready to launch and gain market traction. By talking to actual customers 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 course participants contribute to a team of 4-6 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. 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

EIA **brings together up to 200 course attendees from all over the world**. 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.

1.4. Knowledge transfer through in-depth mentoring

Daily team mentoring by professional entrepreneurs and coaches from Silicon Valley, Europe and Asia-Pacific region. **Each team has a dedicated business mentor** who ensures that daily goals are met and paves the way for their success. Marketing, software and design mentors are joining the program for a specific timeframe to guide and assist in meeting specific goals such as customer acquisition and prototyping.

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, 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, HubSpot, Adobe, Microsoft and Amazon 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 and Q&A discussions. 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.

1.8. A growing network of young talent

There are priceless networking opportunities that EIA provides. Program uses different online tools that help participants to connect with each other, share ideas, and match skills and competencies to scout potential teammates and get ahead of the competition.

2. LEARNING OUTCOMES AND BENEFITS

Digital 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 typical 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

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

2.1. Learning outcomes by categories

The learning outcomes that the participants receive after successful participation and completion of the full program are divided into three different categories:

- **Knowledge**
- **Attitudes and behavior**
- **Skills**
 - *Personal Skills*
 - *Professional Skills*
 - *Development & Design Skills*

2.1.1. Knowledge

The knowledge sharing is focusing on key concepts underlying the (international) entrepreneurship and innovation. The program goes into depth by recognizing and analyzing the implications of the concepts in real life product/ service/ process opportunities.

The knowledge is taught to the participants via various means of teaching methodology, such as through keynote lectures, video recordings, textbooks, and in-depth mentoring sessions.

The topics covered are but not limited to:

- Multicultural and interdisciplinary startup team fundamentals;
- Idea validation and development;
- Customer development;
- Design thinking;
- Business Model innovation;
- Financial planning;
- Storytelling and communication.

2.1.2. Attitudes and behavior

The program is proud to say that it transforms the attitudes and behaviors of the participants. The shift in attitude is achieved through an **experiential learning** environment that encourages experimentations, meantime being safe and supportive for handling any failures that the participants come across. This also links to the **entrepreneurial mindset** - students are looking for opportunities and willing to take risks. The international environment of the program will also teach the participants to embrace **diversity** and see the positive side of having different cultures and perspectives. It encourages them to look for more diverse environments for the future.

These shifts in attitudes, behavior and mindsets are achieved through experiment designs and executions; customer interactions; daily team workshops; daily mentoring sessions; and course keynotes.

2.1.3. Skills

The EIA program has a strong emphasis on various skills development, which are all developed through the daily tasks, team work, using new tools, and communicating with various stakeholders throughout the program.

The skills are divided into three different sub-groups:

- **Personal Skills**
 - Examples: Problem solving, interpersonal skills, cross-cultural communication.
- **Professional Skills**
 - Examples: Leadership skills, team management, time & resources management, critical thinking.
- **Development & Design Skills**
 - Examples: Strategic thinking, effective presentation skills, decision making, conflict management, project planning, research skills, and more.

Overall, the following set of skills will be developed and/ or improved at the EIA:

1. Strategic thinking
2. Problem solving
3. (Cross cultural) effective communications
4. Team work
5. Critical thinking

6. Data analysis
7. Research & analytical skills
8. Project planning
9. Decision making
10. Effective presentation skills
11. Time & resource management
12. Negotiations
13. Empathy
14. Conflict management
15. Creativity

3. STUDY METHODOLOGY

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

Ideation and Team Formation activities are organized via online tools. In the pre-program period they have to describe their idea to the other participants to ask them to join the idea.

Main online tools used in program:

- Slack - business communication platform
- Zoom - video communication platform
- Epi Produx - autonomous AI tool that is helping students to understand and experience the product development process. EpiProduct contains 7 missions, which leads teams to have functioning startups with first leads, business plan and pitch.

Add a product CANCEL X

PROCESS

1. **Product profile** → 2. Company objectives → 3. Product objectives

Product profile ?

What's unique about your product?

Problems your product solves ?

Add your customer's painful problem

Market hypothesis ?

Who are your customers, where are they from?

Product type Select a product type

Product industry Select a product industry

Attachments ADD A FILE

Additional comments

Any other comments that are useful, place them here

← BACK CONTINUE

Insights X

Product Description

A product is a good or a service that can be offered to a market to solve customer's problems.

Describe a uniqueness of your product idea. The unique product attributes difficult for rivals to copy are:

- Technology
- Functionality
- Packaging
- Customer service & experience
- Design

Your differentiated business capabilities create uniqueness - the way you:

- Market and sell your product
- Organize your product delivery
- Exploit resources to produce your product (assets, contracts)
- Price your product and collect money from your customers

*EpiProduct example view

The course sessions offer **different types of study methods** - mentoring sessions, lectures, independent teamwork and some special sessions in various formats.

4. COURSE WORKLOAD

Week 1-2 - pre-week (independent work)

- Ideation activities
- Program preparations
- Team Formation

Week 3-5

- Lecture sessions
- Mentoring sessions & special sessions
- Independent teamwork

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 four to six 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
 - Persona 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. Experiments (business model, digital prototype, pitch etc.) done 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:

- Day by Day Playbook, including extra tips and help

- Videos broadcasted by the lecturers and/or mentors in their sessions
- Broadcasted lectures uploaded daily and are reviewable
- All canvases and templates are editable in Epic Produx (Online Tool)
- Access to online tools and/or other resources as provided by the lecturers or mentors.

9. COURSE SESSIONS

PRE-PROGRAM – Ideation & Team Formation			
	Task	Task Type	Task Time
	Ideation activities (problems submission, discussion on the Online Platform, pre-matching via idea discovery, lean canvas development, market research)	Individual work	5h
	Program preparation (reading the materials, recommended articles)	Individual work	8h
	Team Formation	Individual work	3h
PROGRAM			
DAY	Session	Session Type	Session Time
1	TEAM FORMATION & IDEATION		
	Keynotes	Lecture	1h
	Mentoring	Mentoring Session	2h
	Independent teamwork	Teamwork	3h
2	CUSTOMER DEVELOPMENT		
	Keynotes	Lecture	1h
	Mentoring	Mentoring Session	2h
	Independent Teamwork	Teamwork	3h
3	CUSTOMER VALIDATION		
	Keynotes	Lecture	1h
	Mentoring	Mentoring Session	2h
	Independent Teamwork	Teamwork	3h
4	MARKET SEGMENTATION		
	Keynotes	Lecture	1h
	Mentoring	Mentoring Session	2h
	Independent Teamwork	Teamwork	3h
5	MARKET VALIDATION		
	Keynotes	Lecture	1h
	Mentoring	Mentoring Session	2h
	Independent Teamwork	Teamwork	3h
6	PRODUCT FEATURES		
	Keynotes	Lecture	1h
	Mentoring	Mentoring Session	2h
	Independent Teamwork	Teamwork	3h
7	PRODUCT FEATURE VALIDATION & STARTUP MARKETING		
	Keynotes	Lecture	1h

	Mentoring	Mentoring Session	2h
	Independent Teamwork	Teamwork	3h
8	MARKETING CAMPAIGN DESIGN		
	Keynotes	Lecture	1h
	Mentoring	Mentoring Session	2h
	Independent Teamwork	Teamwork	3h
9	MARKETING CAMPAIGN LAUNCH		
	Keynotes	Lecture	1h
	Mentoring	Mentoring Session	2h
	Independent Teamwork	Teamwork	3h
10	STARTUP EXPO		
	Keynotes	Lecture	1h
	Mentoring	Mentoring Session	2h
	Independent Teamwork	Teamwork	3h
11	FINANCIALS, FUNDING & BUSINESS MODEL MANAGEMENT		
	Keynotes	Lecture	1h
	Mentoring	Mentoring Session	2h
	Independent Teamwork	Teamwork	3h
12	PITCH PREPARATION		
	Keynotes	Lecture	1h
	Mentoring	Mentoring Session	2h
	Independent Teamwork	Teamwork	3h
13	FINANCIALS, FUNDING & PITCH FINALIZATION		
	Keynotes	Lecture	1h
	Mentoring	Mentoring Session	2h
	Independent Teamwork	Teamwork	3h
14	100-DAY PLAN		
	Keynotes	Lecture	1h
	Mentoring	Mentoring Session	2h
	Independent Teamwork	Teamwork	3h
15	PITCHING DAY!		
	PITCHING COMPETITION	Special Session	3h
	Graduation	Special Session	1h

*EIA reserves the right to make changes to the course sessions or speaking topics as they see fit.

10. LECTURERS AND MENTORS

The course hosts approximately 20 **international** experts for lectures, workshops, Q&A sessions, panel discussions and other special sessions. Additionally, approximately 20 **international** business, marketing, software and design mentors assist participants in applying what they learn into their solution. **Business mentors** are responsible for ensuring that each of their teams 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 and Design mentors are assigned to each team and both software and hardware mentors work on clinic basis.

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

- Ravi Belani - Managing Director at Alchemist Accelerator (Silicon Valley)
- Maher Hakim - Executive Director, CITRIS Foundry at UC Berkeley (Silicon Valley)
- Andrea Roberto Bifulco - Chapter Director at Startup Grind (Silicon Valley)
- Alar Kolk - President at European Innovation Academy
- Tiffine Wang - Venture Investments & Innovation at Singtel Innov8 Ventures (Silicon Valley)
- Amara Hulslander - Senior UX Designer at Amazon
- Zaid Haque - Senior Program Manager at Microsoft
- Bianca Praetorius - Pitch Coach at Google Launchpad

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

- Rick Rasmussen - Managing Director at Concordia Ventures (Silicon Valley)
- Anand Kulkarni - Co-founder & CEO at LeadGenius (Silicon Valley)
- Zaid Haque - Senior Program Manager at Amazon
- Federico Mammano - CEO at SCURO Art & Technology Solutions
- Charles Goguet - Co-Founder & Managing Director at Dybaw Venture Capital
- Rodrigo de Alvarenga - Founder & CEO at HAG Consulting
- Natalie W. Nixon - Lecturer at University of Pennsylvania
- Patrick Lor - Managing Partner at 500 Startups
- Charlyn Gonda - Software Engineer at Uber Eats