



EUROPEAN INNOVATION ACADEMY
2023
PORTO, PORTUGAL

REGULATION FOR PORTUGUESE UNIVERSITIES

The **European Innovation Academy** (EIA) is the world's largest entrepreneurial summer program, with a special focus on problems worth solving (for example, they complement Sustainable Development Goals). The accelerated program turns an idea into a startup in just 15 days!

Our **mission** is to prepare young people for the jobs and the world that we think is going to happen in the future.

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 top 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 international 5-member teams 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 business, marketing, software developing, design and leadership coaching backgrounds is an essential part of the course. It enables participants to **experience startup life firsthand through unique hands-on learning opportunities**.

Credits:	6 ECTS (by the University of Porto in Portugal)
Course language:	English
Course duration:	4 weeks (158 h) 1 pre-week online + 3 weeks on-site
Focus:	Web & Mobile Applications, Internet of Things, Big Data, Business Software, AI, Marketing, Software Development
Methodology partners:	UC Berkeley, Stanford University, Google
Location:	Porto, Portugal

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

2. LEARNING OUTCOMES AND BENEFITS

EIA allows participants to become true entrepreneurs by **experiencing firsthand 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.

Program learning outcomes are defined and delivered based on **significant learning goals** taxonomy, created by Dr. L. Dee Fink. The taxonomy is built based on defining learning in terms of change - significant learning requires to support lasting change that is important for the learner's life. Fink's taxonomy takes into account Bloom's understanding of cognitive learning (**Knowledge, Apply, Integrate**) and adds there pillars of **learning to learn, caring & human dimension**. One important feature of this

taxonomy is that it is not hierarchical but rather relational and even interactive, exactly like learning in EIA!

European Innovation Academy 15-day program learning outcomes:

- **Define a problem WORTH SOLVING;**
- **Develop an innovative solution and design a minimum viable product (MVP)/prototype;**
- **Develop data analysis and information synthesis skills;**
- **Showcase initiative, motivation, skills, and action plans;**
- **Develop presentation skills and deliver a pitch;**
- **Excel in a multinational & interdisciplinary team and partners by collaborating with team members and mentors;**
- **Advance in professional responsibilities in creating and operating early-stage startups;**
- **Develop an entrepreneurial mindset.**

More detailed program learning outcomes can be found in [HERE](#).

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, teamwork, business models, 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
- The knowledge that even a perfectly designed solution is only viable if there is a strong and effective marketing campaign to bring 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
- Ideas can be good but you also need to learn how to explain it to others

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.

3. EXPECTED PARTICIPANT PROFILES

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

4. 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 5-member multicultural team
- Tolerance and adaptability to cultural diversity
- Enrolled in a Portuguese University

5. COURSE COMPLETION CRITERIA

There is no written final exam for this course. Ongoing evaluation from mentors, pitching and self-assessment serve as the final examination. Distinctive grading is applied.

Daily assessment is verified by the mentors through daily goal setting, team monitoring in mentoring sessions. The course and business management will be done through the software EpiProdux.

6. LECTURERS AND MENTORS

The course hosts approximately **30 international** experts for lectures, workshops, Q&A sessions, panel discussions and other special sessions. Additionally, approximately **50 international** business, marketing, software, and design mentors assist participants in applying what they learn to their solutions. Mentors are renowned experts in their respective industries and they are present for a selected time during which their area of expertise is addressed in the course program. Some of the mentors also serve as lecturers. One-third of the lecturers and mentors come from Silicon Valley-area companies, academic institutions, and business organizations.

The pool of mentors are 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.

7. REGISTRATION & DEADLINES

Registration opening	March 30
Registration closing	May 14, 23h59
Commit to # students ⁽¹⁾ (universities will be invoiced accordingly to this number, no cancellations/additions will be accepted after this date)	May 15
Replacements' period	May 15 - May 31
Students' data ⁽¹⁾	May 31 ⁽²⁾
Webinar for selected students - "How to prepare for EIA"	Mid June

⁽¹⁾this information should be communicated to EIA by email to: susana@inacademy.eu.

⁽²⁾universities with special cases (e.g. competition winners) should contact EIA.

8. ACCOMMODATION

Accommodation can be acquired through EIA and has a cost of 250 EUR per person with check-in on July 14 and check-out on August 6.

The deadline to book the accommodation is June 14. For more information about the accommodation and/or booking, please contact susana@inacademy.eu.