EUROPEAN INNOVATION ACADEMY

The world's leading entrepreneurship programs

Developed in partnership with representatives from:

Berkeley
UNIVERSITY OF CALIFORNIA

Google

Introducing EIA

EIA is one of the world's **most extensive entrepreneurship programs** for students to work in a hands-on, interdisciplinary, and international environment

YOUNEE

Team Name

YOUNEE

Idea Description

The Easiest Way to Profit off of your possessions and skills

Solution Description

The safest platform for university students to swap, buy, and sell items/services

Our Customer

University students in the age 19-29 studying the US

Our Market

US CA-0) San Francisco universities

Our Revenue Model

Commission from each st

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"The reason why this is a great program is that it mimics the **exact** process that an actual entrepreneur would go through"

Ken Singer

Managing Director @ Sutardja Center for Entrepreneurship and Technology, **UC Berkeley**

UC Berkeley had 60 students in EIA 2022 program

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What makes EIA unique

Experimental

Interdisciplinary

Multicultural

Opportunity to **test a startup idea** without any risks

Entrepreneurial mindset

Academic **credit** & knowledge in **multiple areas**

Diverse team & **international network**

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Program **overview**

From an idea to a tech startup in 15 days

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Pre-week & Day 0

Disruptive
Idea
Design

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Meet Your Team

CEO

CPO

CMO

CTO

CDO

CHIEF EXECUTIVE OFFICER

I coordinate my team and ensure we achieve our goals and strategies.

CHIEF PRODUCT OFFICER

I manage our product to customer success and ensure our product is growing profitably.

CHIEF MARKETING OFFICER

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

CHIEF TECHNOLOGY OFFICER

I can develop a tech product in just one day.

CHIEF DESIGN OFFICER

My creativity combines the best of UI and UX.

Team
Competencies needed in your team:

- 🟢 Business
- 🔴 Marketer
- 🔵 Software Developer
- 🟠 Designer
- ⚪ Other

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The **innovation academy** in a glance

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WEEK 1

Product Profiling & Objectives
Customer Persona Design
Feature Validation with Customers
UX/UI Design
Prototyping

WEEK 2

Go-To-Market Plan
Marketing Funnels & ROI
User Acquisition & Lead Collection
Launching a Marketing Campaign
How To Demo Like A Boss
Startup Expo

WEEK 3

Business Models for Global Scalability
Revenue Models for Profitability
IP: Protecting your Invention and Brand
Finance & Funding Strategies
Pitch Like a Rockstar
Early-Stage Investors from Silicon Valley and the EU

The Journey

DAY 1
PRODUCT PROFILE & OBJECTIVES

DAY 2
CUSTOMER DISCOVERY

DAY 3
CUSTOMER DEVELOPMENT

DAY 4
CUSTOMER VALIDATION

DAY 5
PROTOTYPING

DAY 6
PRODUCT - MARKET FIT

DAY 7
MARKETING CAMPAIGNS

DAY 8
MARKETING CAMPAIGN DESIGN

DAY 9
MARKETING CAMPAIGN LAUNCH

DAY 10
STARTUP EXPO

DAY 11
BUSINESS MODELS

DAY 12
PITCH & PITCH DECKS

DAY 13
INTELLECTUAL PROPERTY

DAY 14
STARTUP FUNDING & VCS

DAY 15
INVESTOR & GRAND PITCH

Participants start the day with world-class keynotes given by experts in their respective fields.

After lunch, our mentors meet with the teams and guide them into seeing their startup with a bolder vision. They help teams overcome obstacles and teach them how to apply new knowledge. .

Daily Schedule

10am - 12pm
Keynotes

12pm - 1pm
Lunch

1pm - 6pm
Independent Teamwork

2pm - 5pm
Mentoring Sessions

Program tools

The Playbook — The "EIA-bible" contains all the program exercises for participants to complete

Slack — Communication tool, where all participants, mentors and EIA team can communicate with each other

EpiProdux — Highly intelligent business development tool providing insights and guidance for students
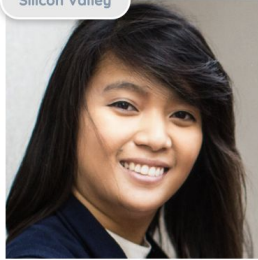
Clinics & Workshops

Clinics are 15-minute meetings with special mentors and coaches where teams can get extra advice to perfect their business & product.

Workshops are 30 to 60-minute, targeted, hands-on lectures
where specific team members get practical advice on relevant topics.
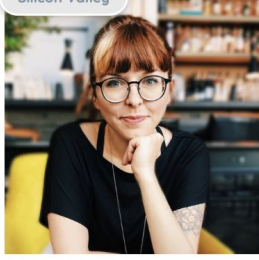
Mentors

Silicon Valley

Charlyn Gonda

Software Engineer | Google, ex-Uber

Silicon Valley

Monica Dinculescu

Senior Software Engineer | ex-Google

Kameel Vohra
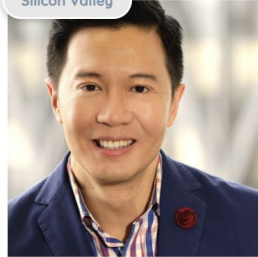
Head of Software Product Management | Dell Technologies

Reagan Fry

Product Lead | TikTok

Nada Salem

Senior Product Lead | Spotify

Silicon Valley

On Lu

Intellectual Property Lawyer | Nixon Peabody

Joselyn Jang

Senior Product Manager | Amazon

Daniel Vila Boa

Founder & Manager | Chilltime

Pavlo Pedenko

Senior Product Manager | Wise

Sean Kim

President & CPO | Kajabi, ex-TikTok

Full list of 2022* mentors can be found here

*subject to change for 2023

Credit Points

- Partnership with the University of Porto
- 6 ECTS awarded upon completion (European)
- *Typically 3 transferable credit points for U.S. students
- Certificate of Completion
- Transferred 2 months after completion of program

Application Process

Who can join?

- Anyone who has a passion for solving market-based problems.
- All undergrads and graduate students are welcome! The program is designed for all students to mimic real-world team dynamics.
- You do not need a product idea to join the program. You will interview to join a team that has a product you are interested in.

Application Process

How to join?

- Contact your university representative or study abroad office and apply directly through them.
- *It is possible to apply directly through our website if your university prefers this method.
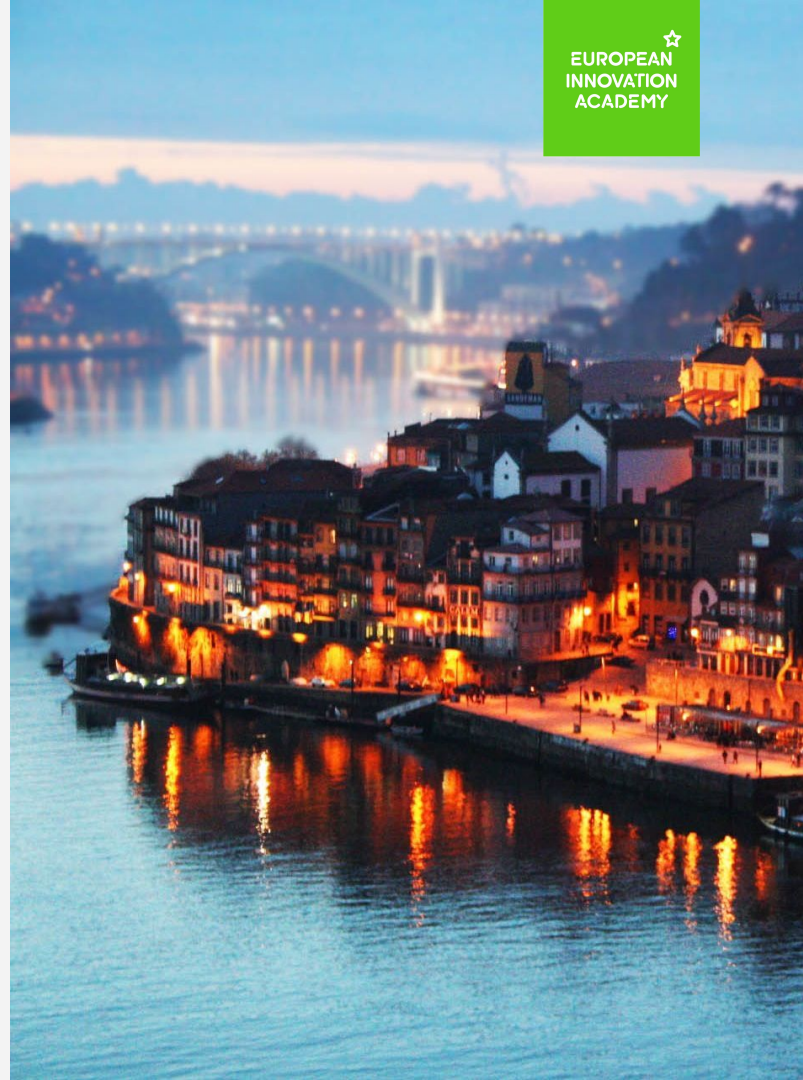
From
July 16 to August 4, 2023
EIA will be in
Porto:
- Unesco World Heritage
- **58% cheaper** than major U.S. cities

Porto Welcomes You!

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EIA Porto 2022
in numbers

450 participants

60 mentors & speakers

90 teams

70 nationalities

Our Participants Feedback

EIA Porto 2022 aftermovie

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Join us in
Porto
in 2023!

/innovationme

European Innovation Academy

@eiainnovation

European Innovation Academy

Website: www.inacademy.eu/portugal/

Contact us: info@inacademy.eu