

# Global EIA

5 - 23 July 2021



CASCAIS

*The Charm of the Atlantic Coast*

 **Santander** beta.i

**NOVA**  
UNIVERSIDADE NOVA  
DE LISBOA

**NOVA**  
NOVA SCHOOL OF  
BUSINESS & ECONOMICS



## OUR MISSION

EIA's mission to educate students in the field of entrepreneurship **is needed now more than ever** to find innovative solutions during the COVID - 19 pandemic.



## OUR VISION

Educate 1,000,000 entrepreneurs through our programs by 2025.



## OUR PARTNERS

Our educational programs are jointly developed with representatives from:



# EIA **Impact** in Portugal

## YOUTH DEVELOPMENT

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- More than **1000 Portuguese students** educated (**250 000 students** educated Worldwide)
- EIA Portugal partners are **pioneers in bringing together and educating students.**
- **Involvement and education of the local youth.**

## INTERNATIONAL AWARENESS

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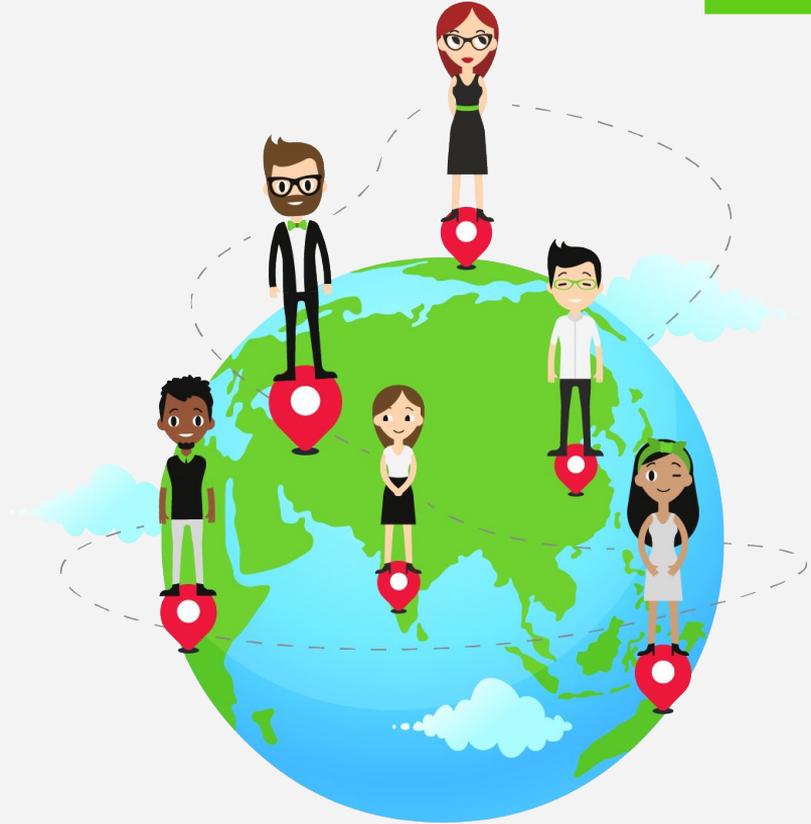
- Promotion of EIA Portugal in **10.000 universities worldwide.**
- **The only program in the world that offers Cascais as a study abroad program.**
- EIA Portugal **media reach to 1 MLN** people per year.
- Brought more than **220 business professionals** within the last 3 years to the region.



# Global EIA 2021

## A Worldwide Impact

**Engaging** entrepreneurship program providing a **mind-changing** experience in an **international** and **multidisciplinary** community.



# An International & Global Experience

350

International  
Participants

70

Multidisciplinary  
International  
Teams

Adopt a **global perspective** through  
the eyes of your team member

Discover, learn and embrace  
international and cultural  
diversity

Understand the challenges of a  
global startup through working  
with teammates across time zones



PRE-WEEK: TEAM FORMATION (June 30 - July 2)



EUROPEAN  
INNOVATION  
ACADEMY



DAY 1 / JULY 5 / MON



OFFICIAL OPENING

DAY 2 / JULY 6 / TUE



OBJECTIVES &  
IDEATION

DAY 3 / JULY 7 / WED



CUSTOMER  
DEVELOPMENT

DAY 4 / JULY 8 / THU



CUSTOMER  
VALIDATION

DAY 5 / JULY 9 / FRI



MARKET DISCOVERY

DAY 6 / JULY 12 / MON



MARKET VALIDATION

DAY 7 / JULY 13 / TUE



PRODUCT FEATURES

DAY 8 / JULY 14 / WED



PROTOTYPING

DAY 9 / JULY 15 / THU



MARKETING CAMPAIGN  
DESIGN

DAY 10 / JULY 16 / FRI



MARKETING  
CAMPAIGN LAUNCH

JULY 17 - 18 - WEEKEND



PITCH WKD FUN

DAY 11 / JULY 19 / MON



BUSINESS MODEL MANAGEMENT

DAY 12 / JULY 20 / TUE



PITCH PREPARATION

DAY 13 / JULY 21 / WED



INVESTORS

DAY 14 / JULY 22 / THU



CONTACTING  
INVESTORS

DAY 15 / JULY 23 / FRI



GRAND  
PITCH



## 1 Educational Series

- ★ 13 daily episodes educate students
  - Open up the daily topic
  - Daily tasks instructions
  - Knowledge assessment

## 2 Live Mentoring From 5 Types of Mentors

- ★ 1:1 mentoring
- ★ Feedback to experiments
- ★ 1:5 group mentoring

## 3 Independent Teamwork

- ★ Tasks and team management
- ★ Idea validations with experiments on EpiProdux
- ★ Learning from peers



Engaging . Experience . Educative

# Using the most **engaging** LMS system



Students go through 16 courses during the program. Every course includes lessons. Every lesson is a step taken during the day.

- **Gamified** (Leaderboard)
- **Interactive** (Progress monitoring)
- **Time and task management** (Daily to do list)
- **Community engagement** (Communication with co-students)
- **Helpdesk** (EIA's team support)

The screenshot shows a user interface for the European Innovation Academy LMS. The user is Anni Sinijarvi, with 1500 points. The dashboard includes a sidebar with navigation options: Dashboard, Courses, Media Library, My Dashboard, Community, and Checklists. The main content area features a 'Welcome Back, Anni' message, a 'Badges' section, a 'Certificates' section, and a 'Leaderboard' showing three users with their points. Below these are sections for 'Checklists' (with filters for All, Due Soon, Courses, Awards, Events, Videos, Other) and 'Course Progress' (showing 'EIA - The Complete Course' at 50% progress).

## Live Mentoring

- No AI robots teaching you, real people with real experience.
- Meet with 5 types of mentors during these 3 weeks (Business, Design, Tech, Marketing, Pitch Coaches, Investors)
- Be present 2h every work day for mentoring (Check daily agenda)
- Mentors evaluate your progress and guide you daily
- Providing written feedback



# Some of the **mentors**



**MARTIN  
OMANDER**  
Google



**KEN  
SINGER**  
UC Berkeley



**CHARLYN  
GONDA**  
Uber



**DANIELLE  
D'AGOSTARO**  
Alchemist Accelerator



**RODRIGO DE  
ALVARENGA**  
HAG.Group



**KAMEEL  
VOHRA**  
Dell

**TIFFINE  
WANG**

UC Berkeley



**AMARA  
HULSLANDER**

Amazon



**RICK  
RASMUSSEN**

UC Berkeley



**RAVI  
BELANI**  
Stanford  
University

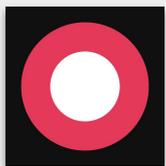


**LARS  
TRUNIN**  
TransferWise



**ZAID  
HAQUE**  
Microsoft





# EpiProdux @ EIA



## Benefits of EpiProdux

### Students

- ★ List ideas
- ★ Detail your ideas on canvas
- ★ Define & validate experiments
- ★ Collect mentors feedback
- ★ Get insights & data
- ★ Assign individual tasks
- ★ Track team tasks progress
- ★ Collaborative teamwork

### Mentors

- ★ Read topic ideas
- ★ Feedback to ideas
- ★ Feedback to experiments
  - *Experiment Design*
  - *Conclusion*
- ★ Advice on team task division

### University Faculty

- ★ Track students success
- ★ Track teamwork
- ★ Track mentor work

DAY 3  
JULY 7

# CUSTOMER DISCOVERY



EUROPEAN  
INNOVATION  
ACADEMY

Describe different customer segments to select the most profitable segment.

Define customer jobs and pains.

4 PM-4:05 PM GMT+1  
8 AM - 8:05 AM PST

1

GET INSPIRED TOGETHER!



4:05 PM-5 PM GMT+1  
8:05 AM-9 AM PST

2

EDUCATIONAL SERIES



4:05 PM-5 PM GMT+1  
8:05 AM-9 AM PST

3

INDEPENDENT KNOWLEDGE TESTING



5 PM-6 PM GMT+1  
9 AM-10 AM PST

4

TEAM INDEPENDENT WORK



6 PM-7 PM GMT+1  
10 AM-11 AM PST

5

GROUP MENTORING



7 PM- 8:15 PM GMT+1  
11 AM-12:15 PM PST

6

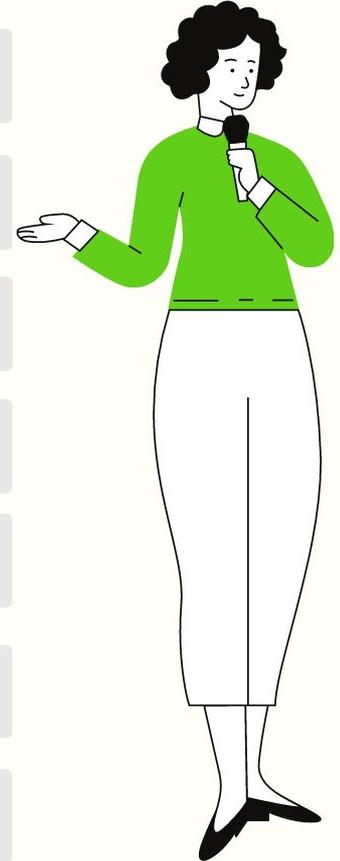
1-o-1 MENTORING



7 PM GMT+1 -  
11 AM PST -

7

TEAM INDEPENDENT WORK



# Assessments

EIA has three layer assessment system:

- Attentive quiz during the episodes
- Practice quiz after the episodes
- Experiments done on EpiProdux

Assessment is divided:

- Self-assessment
- Peer-assessment
- Formative assessment
- Written feedback from mentors

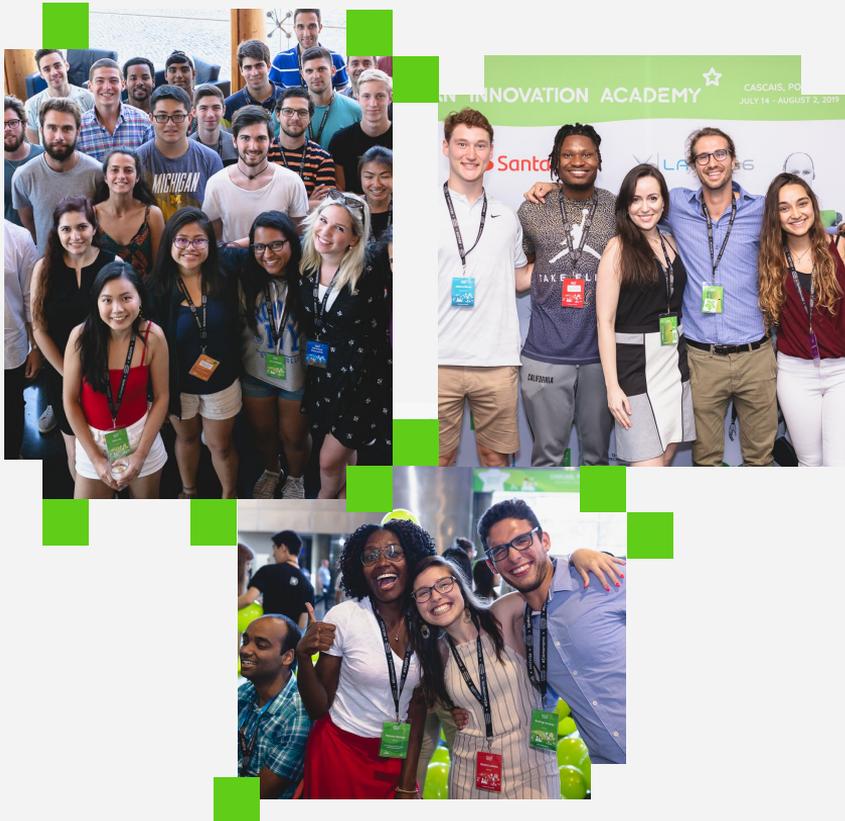


# Interact with 350 students from all around the World

- Live streams from Portugal
- Networking evenings
- Pitch weekend fun
- Live customer validation
- Final pitch to 30 000 people



# Our Alumni feedback



Here's how previous participants evaluated the program:

- 93% felt they gained an **entrepreneurial mindset**
- 91% feel an increase in their **professional network**
- 90% considered the **quality of the mentors** to be extremely high
- 80% agreed that the program increased their future **career opportunities**

# THANK YOU!

## Top 100 Digital Pioneers in Europe

Financial Times, Google & Leading European Policymakers



## Leaders in Tech Entrepreneurship Education 2020

Corporate Visions (EU Tech Magazine)