

EUROPEAN[☆] INNOVATION ACADEMY

WORLD'S LARGEST ENTREPRENEURSHIP PROGRAM
FOR STUDENTS

July 15th– August 3rd 2018 in Cascais, Portugal



Santander Totta

Powered by UC Berkeley

The Innovation Academy


is a non-profit educational institution with a mission to **educate future entrepreneurs** and accelerate companies to pursue digital growth.

EIA educational programs are developed in cooperation with professionals of world class universities and companies from Silicon Valley: **UC Berkeley, Stanford University, Google** and many others.



Klaus Busse
EMEA Region Vice President
of Design at FCA
EIA 2017 Keynote speaker





With **5 years** the program has grown into the world's
largest entrepreneurship summer program.

2018 program in Portugal will be the historically biggest program:

500

participants

75+

nationalities

100

teams

50

speakers

77

mentors

10

VC-s



A world map in a dark green color serves as the background. Two vertical white lines divide the map into three equal-width sections. The left section covers the Americas, the middle section covers Europe and Africa, and the right section covers Asia and Australia.

40%

America

30%

Europe

10%

**Asia and
Australia**

A woman with dark curly hair, wearing a patterned dress and a lanyard, is speaking into a microphone. She is standing in front of a large audience seated in red chairs. The background is slightly blurred, showing many people listening.

From an idea to a start-up in 15 days

15 work days of intensive
training and acceleration with
around **50 sessions from
experienced Silicon Valley-
minded entrepreneurs**

The 3 week overview



Week 1
Customer
Validation



Week 2
Prototype



Week 3
Product
launch

Mentoring

Experienced mentors and entrepreneurs with outstanding skills in marketing, design, and IT work closely together with the students to nurture the spirit of innovation.



Chief Mentor
DAY 0-7

For business mentoring and team management

IT Mentor
DAY 6-10

For product development and coding

Design Mentor
DAY 6-10

For UX and UI design, and for product development

Marketing Mentor
DAY 7-10

For marketing strategy and campaign design

Life Coach
DAY 1-15

For personal development-related questions

IP Lawyer
DAY 11-13

For intellectual property protection

Pitch Coach
DAY 12-14

For pitch design, training and fine-tuning



VC panel is led by Ravi Belani, Stanford University, Alchemist Accelerator

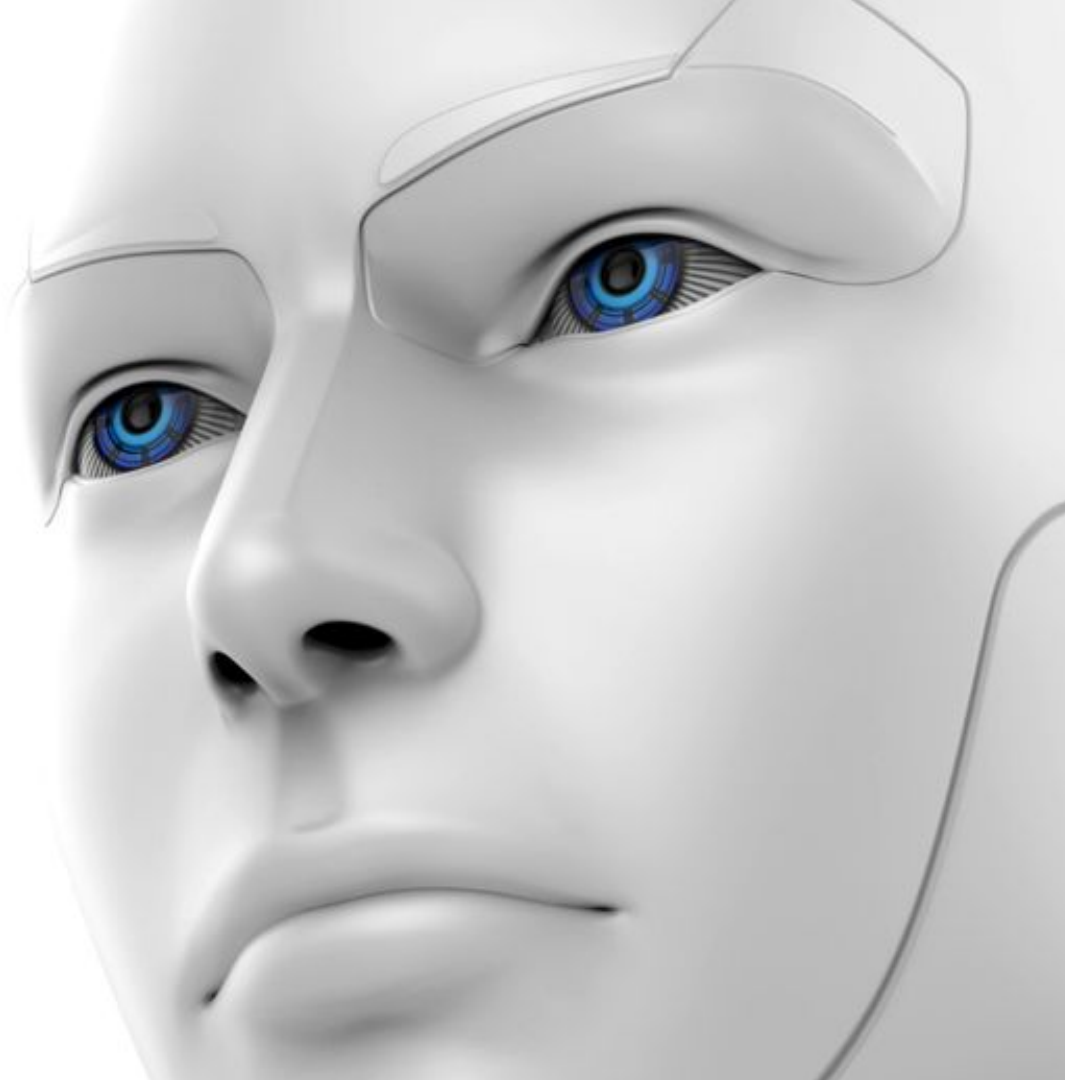
Investors

1 on 1 Investor meetings

On the 3rd week teams pitch their startup to **Silicon Valley investors** to raise money, talent and advisors.

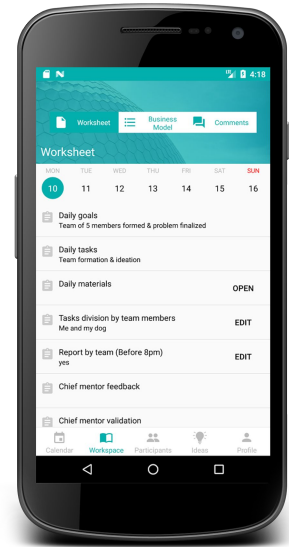
GROWZER

An **artificial intelligence robot mentor** motivates and teaches entrepreneurs to achieve their goals 10X faster and engages all team members into the process of innovation



EIA Tools

In order to achieve the goals within 3 weeks all teams use the **EIA online platform, mobile app** in cooperation with 7 different type of mentors and a **40-page day-by-day methodology book** developed in collaboration with our Silicon Valley partners



Faculty members from **UC Berkeley, Deakin University, Tsinghua University** and **Virginia Commonwealth University** sharing their insight about participating in EIA.



[A student blog post about EIA](#)

[Student Spotlight video](#)

Alumni community

Our graduates are sharing their entrepreneurial mindset with the world. Whether it is starting a start-up, joining global start-ups and well-known companies, or transforming their existing businesses, our accomplished alumni pursue life with entrepreneurial sparkle and motivation.

15000

Alumni

40%

Women

24-30

Average age

30%

Developers

20%

Business

10%

Design



EIA has more than 15 000 alumni

Employed by:





Each summer we have 50+ faculty representatives joining the program to:

- Learn all about **new teaching methodologies**
 - Listen to **great keynotes** each morning
- **Expand the network** and meet other representatives, mentors and speakers from world-leading universities and great companies
 - Take part of **social events** organised in the EIA
- **Present their institution** on a workshop days organised for faculty representatives

Partner universities

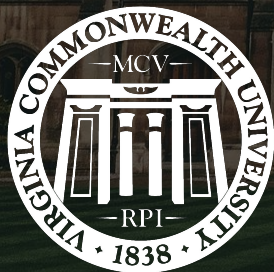
125+ top universities from all over the world participate in our entrepreneurship programs.

Berkeley
UNIVERSITY OF CALIFORNIA

U. PORTO



Stanford
University



A!

Aalto University



清华大学

Tsinghua University

M
UNIVERSITY OF
MICHIGAN

See the entire list on [EIA webpage](#)



Thank you!

The EIA Extreme Entrepreneurship program

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