



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



EIA digital champion of Europe

EIA has been recognized by the [Financial Times](#), Google, and leading European policymakers as one of the **top 100 digital pioneers in Europe**.



“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



What makes EIA unique

Experimental



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

Interdisciplinary



Entrepreneurial
mindset



Academic
credit &
knowledge in
multiple areas

Multicultural



Diverse team
& **international
network**

Program overview

From an
idea to a
tech
startup in
15 days



Pre-week & Day 0

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Disruptive Idea Design



Meet Your Team



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

The **innovation** **academy** in a glance

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





10am - 12pm
Keynotes



12pm - 1pm
Lunch

1pm - 6pm
**Independent
Teamwork**

2pm - 5pm
**Mentoring
Sessions**

Daily Schedule



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. .

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





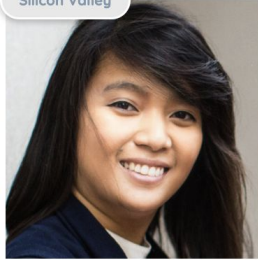
Clinics & Workshops

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

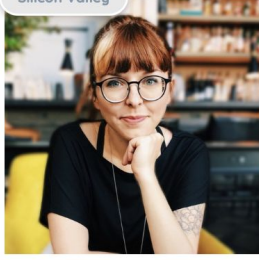
Silicon Valley



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

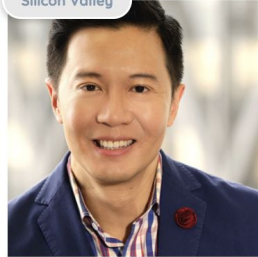
Product Lead | TikTok



Nada Salem

Senior Product Lead | Spotify

Silicon Valley



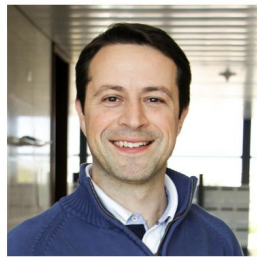
On Lu

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.





#elamoments #eia2022



#elamoments #eia2022

IN COOPERATION WITH

PORTO Santander Fundação beta-i Porto

Energy partner: galp



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Sample Student Accommodation

Room Amenities

- Single bed
- AC
- Private bathroom
- Kitchenette
- Desk & chair
- High speed Wi-Fi
- Weekly cleaning
- Towels & bed linens
- Kitchen Utensils

Facilities

Washing lounge paid separately, gym, rooftop, swimming pool, movie room, games room, lounge areas, 24/7 security

Price

€ 995

Check-in: July 14

Check-out: August 6 (until 4PM)

Sample Single Studio

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Sample Common Areas



EIA's next stop: City of Porto, Portugal Round 2

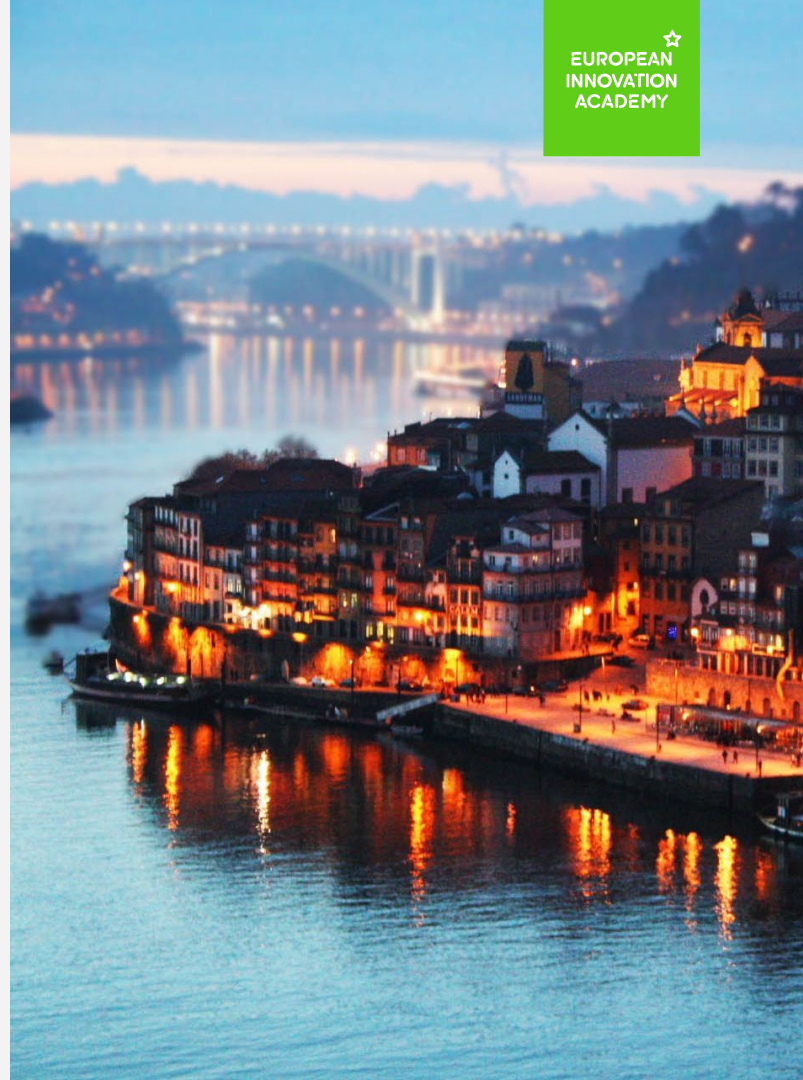




From
**July 16 to August 4,
2023**

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



ROMAN KALUDI
UC Berkeley Student

EIA Porto 2022 aftermovie





Join us in
Porto
in 2023!

 /innovationme

 [European Innovation Academy](https://www.youtube.com/EuropeanInnovationAcademy)

Website: www.inacademy.eu/portugal/

 @eiainnovation

 [European Innovation Academy](https://www.linkedin.com/EuropeanInnovationAcademy)

Contact us: info@inacademy.eu