



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

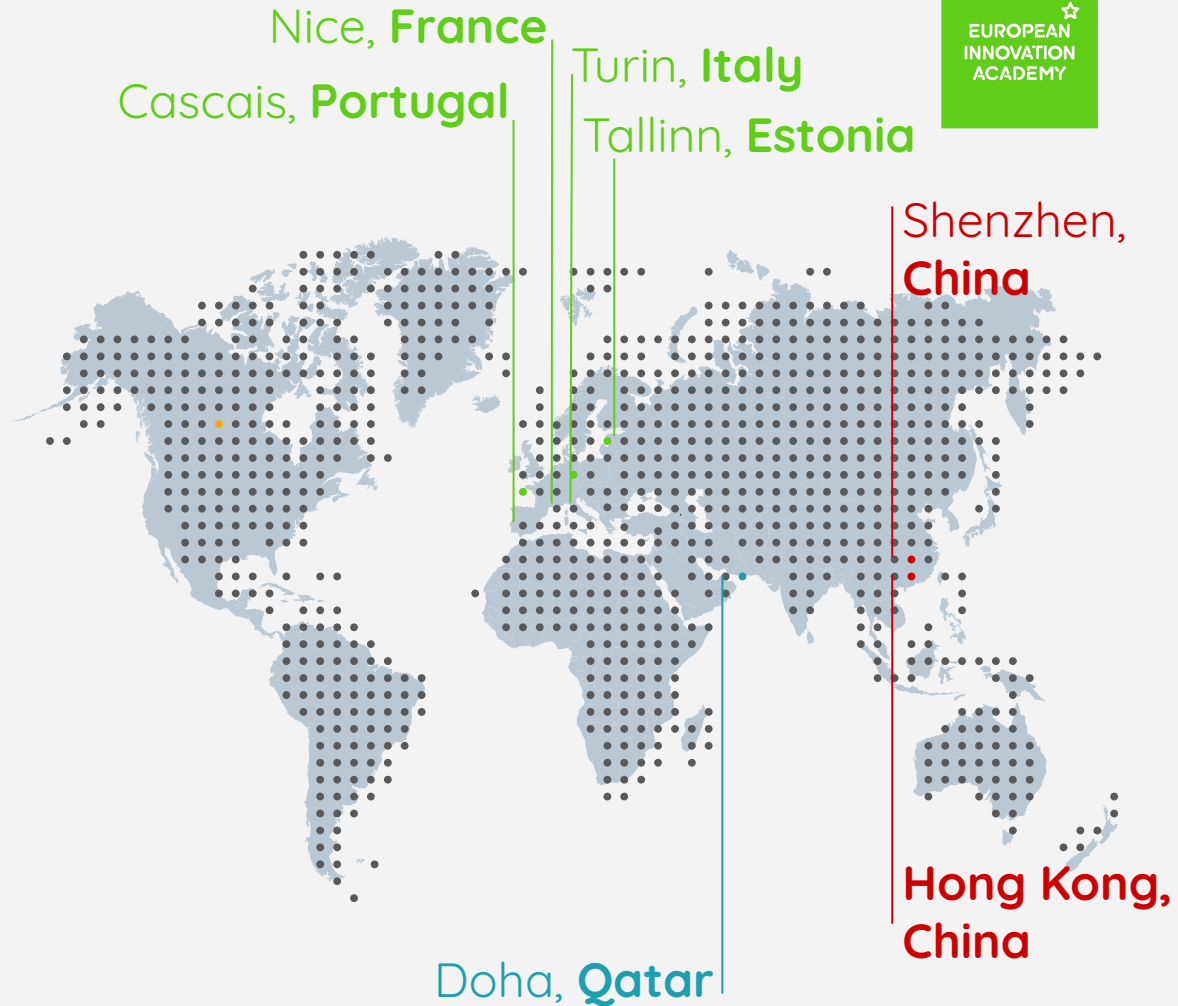
EIA has been recognized by the [Financial Times](#), Google, and leading European policymakers as one of the **top 100 digital pioneers in Europe**.



EIA programs globally

Once started in Nice,
France, now **grown
globally**

**250 000 participants
educated**



“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 sends more than 50 students to EIA every year



What makes EIA unique

Experimental



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

Interdisciplinary



Innovative
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
& Team
Formation





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 3-Week Journey





10am - 12pm
Keynotes

12pm - 1pm
Lunch

1pm - 6pm
**Independent
Teamwork**



2pm - 5pm
**Mentoring
Sessions**

Daily Schedule



Program Essentials



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



Additional Tools

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.

E.g. Team Formation, Wellness, IP, Prototype

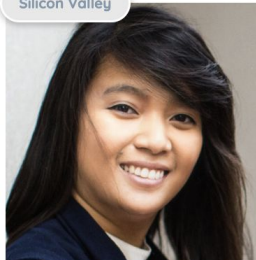
Workshops are 30 to 60-minute, targeted, hands-on lectures where specific team members get practical advice on relevant topics.

E.g. Social Media Marketing, Leadership, Digital Marketing Tools, Pitch Deck



Mentors

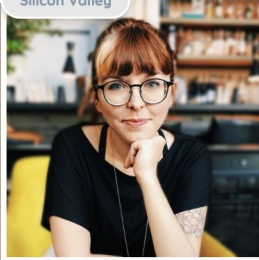
Silicon Valley



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

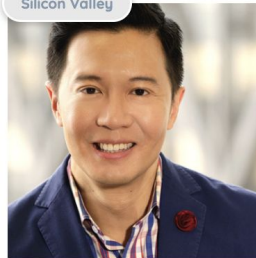
Product Lead | TikTok



Nada Salem

Senior Product Lead | Spotify

Silicon Valley



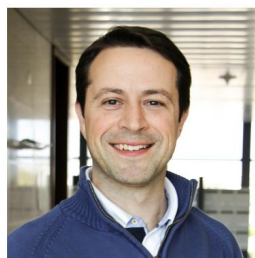
On Lu

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 2023*
mentors can be
found [here](#)

*subject to change
for 2024

Credit Points

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



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 12

Check-out: August 4 (until 4PM)

Sample Single Studio

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Sample Common Areas



EIA's next stop: City of Porto, Portugal Round 3

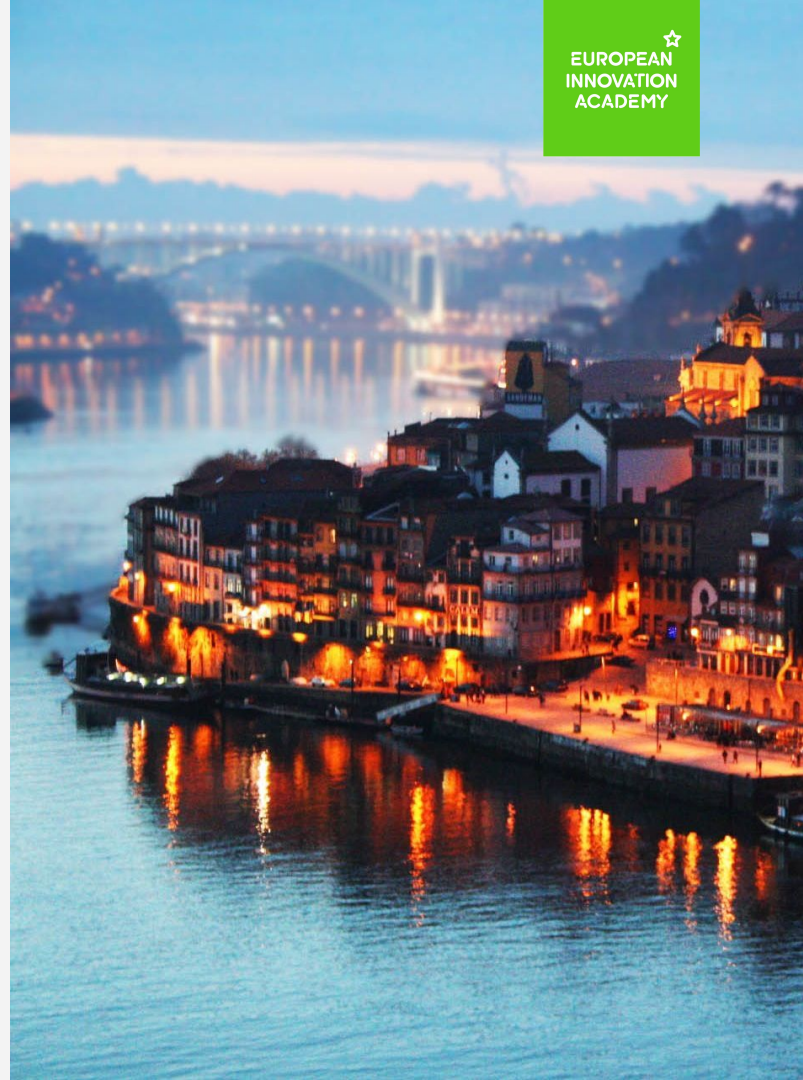




From
July 14 to August 2,
2024

EIA will be in
Porto:

- Unesco World Heritage
- 58% cheaper than major U.S. cities



Porto Welcomes You!

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EIA Porto 2023 in numbers

500 participants



75 mentors & speakers



100 teams



65 nationalities



Our Participants Feedback



EIA Porto 2023 aftermovie



<https://www.youtube.com/watch?v=krEOH-Ewsi4>



Join us in
Porto
in 2024!



/innovationme



@eiainnovation



European Innovation Academy



European Innovation Academy

Website: www.inacademy.eu/portugal/

Contact us: info@inacademy.eu