

# The world's leading entrepreneurship program

Developed in partnership with  
representatives from:





# INTRODUCING EIA

**Non-profit**  
educational institution

## Vision

To educate 100,000,000  
entrepreneurial minds  
by 2033





# 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.



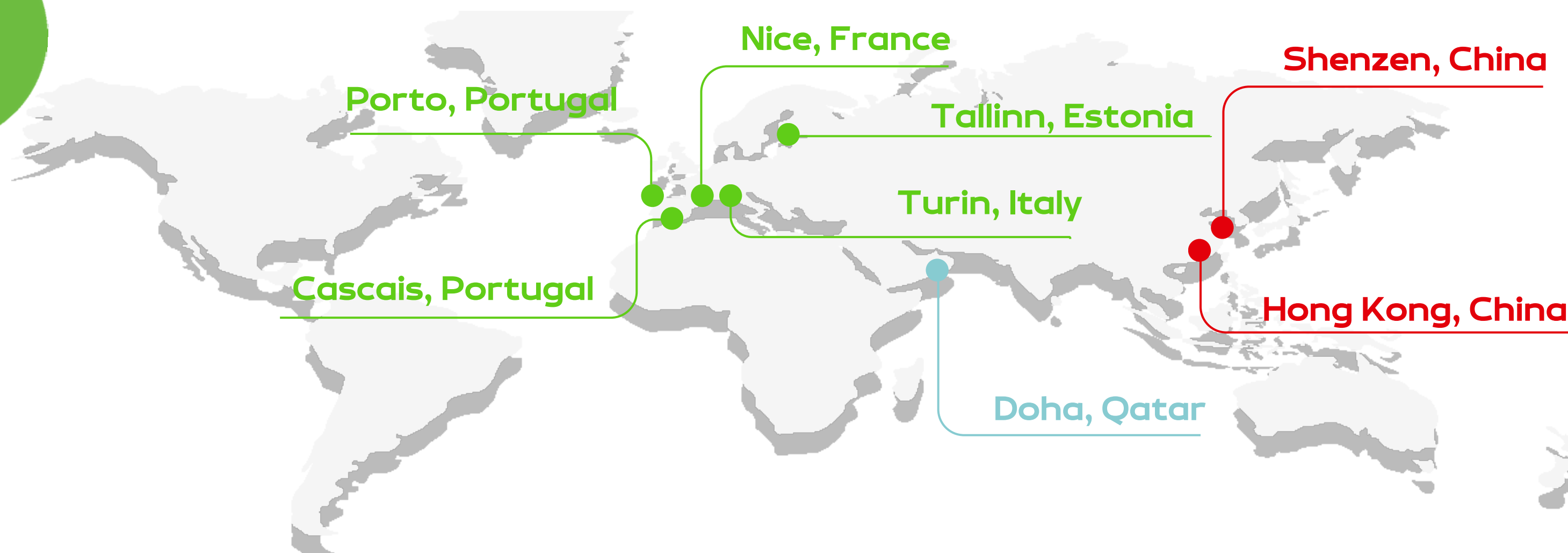


# EIA PROGRAMS GLOBALLY

What once started in Nice, France, has now

## grown globally

**250.000**  
entrepreneurs educated





# KEN SINGER

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

Berkeley

Sutardja Center for  
Entrepreneurship & Technology



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

**UC Berkeley sends 60 students  
to EIA every year.**



# EIA PORTO 2024

## IN NUMBERS

**350+** participants

**45+** mentors & speakers

**70+** teams

**60+** nationalities





# 2024 PARTICIPANT PROFILE

285

Undergraduate  
students

65

Graduate  
students



Most popular  
fields of studies

ENGINEERING

BUSINESS

ECONOMICS

MARKETING

COMPUTER  
SCIENCE



EUROPEAN  
INNOVATION  
ACADEMY



# WHAT MAKES EIA UNIQUE



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



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



Diverse team  
& **international network**

EXPERIMENTAL

INTERDISCIPLINARY

MULTICULTURAL



# OUR PARTICIPANTS COME FROM ALL OVER THE WORLD

Berkeley  
UNIVERSITY OF CALIFORNIA

THE UNIVERSITY OF  
ALABAMA



M UNIVERSITY OF  
MICHIGAN



U.PORTO



LAZARIDIS  
School of Business & Economics

UNIVERSITY  
OF TAMPERE



V  
VILLANOVA  
UNIVERSITY  
GRIFFITH COLLEGE

UNIVERSITY OF  
GEORGIA

ECKERD COLLEGE

The Hague

SUSS  
SINGAPORE UNIVERSITY  
OF SOCIAL SCIENCES

University  
of Cyprus

VNIVERSITAT ID VALENCIA

P.PORTO



Åbo Akademi  
Institutet för  
samhällsforskning

UNIVERSIDADE DE COIMBRA



n | w University of Applied Sciences and Arts Northwestern Switzerland  
School of Business



IPCA  
INSTITUTO POLITÉCNICO  
DO CAVADO E DO AVE



utad  
UNIVERSIDADE  
DE TRÁS-OS-MONTES  
E ALTO DOURO



N.OVA  
NOVA SCHOOL OF  
BUSINESS & ECONOMICS

A few of the many universities who have partnered with EIA



# OUR 10.000+ ALUMNI ARE EMPLOYED IN TOP COMPANIES



Google

facebook

TESLA

WALT DISNEY



amazon

Microsoft

Adobe

Santander

DAIMLER

VOLVO

LinkedIn

skype

taxify

TransferWise

FERRERO



Deloitte.

SEB

SAP

CRÉDIT  
AGRICOLE

Goldman  
Sachs

J.P.Morgan

AMADEUS

workday

ABB

McKinsey&Company

INTESA SANPAOLO



# PROGRAM OVERVIEW

FROM AN IDEA  
TO STARTUP  
IN 15 DAYS





# PRE-WEEK & DAY 0

Disruptive Idea Design  
& Team Formation





# TEAM

Competences needed  
on your team

- Business
- Marketing
- Software Developer
- Design
- 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

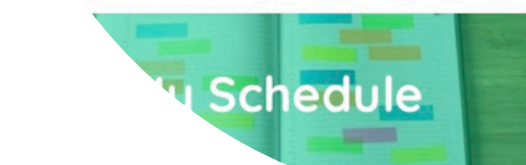
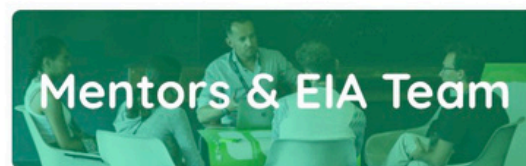
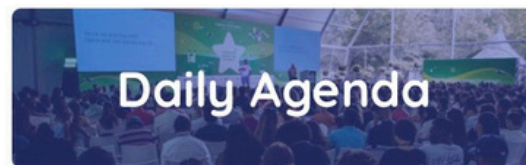






# EIA APP

Event management and communication tool, where all participants, mentors and EIA team can communicate with each other and keep track of the schedule.



## DAILY SCHEDULE

**10am – 12pm**  
Keynotes

**12pm – 1pm**  
Lunch

**1pm – 8pm**  
Independent  
Teamwork

**2pm – 6pm**  
Mentoring Sessions



# 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

Some profiles from our pool of mentors  
and industry specialists in 2024

**PAVLO PEDENKO**  
SENIOR PRODUCT  
MANAGER | WISE



**ZAHARA  
TASHAKORINIA**  
SENIOR PRODUCT MANAGER |  
AMAZON LAB 126



**NATASHA  
KUPUSOVIC**  
SR. PRODUCT MANAGER |  
PIPEDRIVE



**GIDEON MARKS**  
ANCHOR MENTOR |  
GOOGLE FOR STARTUPS,  
CO-FOUNDER | DOGLOG

**TANEL ERM**  
HEAD OF MICROSOFT  
DEVELOPMENT CENTER  
ESTONIA



**ON LU**  
INTELLECTUAL PROPERTY  
LAWYER | NIXON PEABODY



**JAYCEE HOLMES**  
EX-MICROSOFT, CO-  
FOUNDER OF CODEHOUSE |  
2023 FORBES 30 UNDER 30



**EUGENIA DUANEVA**  
ANGEL INVESTOR | EX-META



**ISAIAH HARVIN**  
SENIOR PRODUCT MANAGER,  
CORE EXPERIENCE | DISNEY  
STREAMING





# WHAT PARTICIPANTS WILL GET

- Intensive training days  
(15 days, 8-10 h per day)

- 6 ECTS  
(or 3 US credits)

- Daily mentoring sessions  
by experts from Silicon Valley, EU, Asia, North Africa and others

- Access to our pool of mentors, speakers,  
partners and VCs

- EIA Letter of Completion

EIA'S long term partners





# APPLICATION PROCESS

## WHO CAN JOIN

- Anyone who has a passion for solving market-based problems.
- All undergrad 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.

## 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 or is not a partner of EIA.





# OUR PARTICIPANTS FEEDBACK

“



“EIA has connected all of us to opportunities we didn’t think possible before, but more importantly, it connected us to lifelong friends. We look forward to growing our startup with the same passion and collaboration we started with.”

---

**Team Flip Fast Fashion.**



”

“The program as a whole was one of the greatest experiences we have had as a team. Without the help of a few select mentors dedicated to our growth in the program, we would not have succeeded as well as we did. With a diverse team in skill and culture, we meshed together surprisingly well and looked forward to seeing where our startup, Lexius, takes us as we develop further.”

---

**Team Lexius**



# WHAT'S COMING IN 2025?



**Porto, Portugal**  
July 20 – August 8, 2025



**Rome, Italy**  
July 27 – August 15, 2025



# Porto, Portugal

## July 20 – August 8, 2025

- Hands-on startup challenges in **Portugal's innovation hub Porto.**
- Global mentors and **industry experts.**
- **400 diverse participants** from around the world.
- Earn **6 ECTS** credits.  
(transferrable to 3 US credits)
- Experience **real-world entrepreneurial experience.**





# Rome, Italy

## July 27 – August 15, 2025

- Innovate in the **heart of Italy – Rome.**
- **200 participants** tackling real-world challenges.
- Mentorship from **industry leaders.**
- Earn **3 US credits** transferrable to 6 ECTS.
- Blend learning with Italy's rich culture.
- Build **global connections** for your entrepreneurial future.







# START FOR GOOD

## International Startup Bootcamp & Competition

FREE HYBRID PROGRAM

October 13 – November 6, 2024

### WHY PARTICIPATE?

Solve real problems and innovate in a supportive  
risk-free environment.

Connect with peers, industry experts, and potential  
investors worldwide, expanding your opportunities.

Learn to build startups that succeed financially and  
make a positive impact.

Get personalized guidance from experienced  
mentors worldwide.

A combination of online and on-site sessions offers  
flexibility and convenience.

### Online Sessions

October 13 – November 6, 2024 | Sun – Tue from 5 pm – 9 pm UTC +3

### On-site Top 10 pitching in Qatar

November 8 – 9, 2024 | Virtual participation available for non-Qatari students.

[www.inacademy.eu/startforgood](http://www.inacademy.eu/startforgood)

EUROPEAN  
INNOVATION  
ACADEMY

### WHO CAN APPLY

Open to university  
students worldwide\*

\*Teams must have at least one student from a  
Qatar university and one student from a university  
outside Qatar.



APPLY HERE

Organized by

Carnegie  
Mellon  
University

In Partnership with

EUROPEAN  
INNOVATION  
ACADEMY









# SEE YOU AT EIA!



[inacademy.eu](https://inacademy.eu)

[info@inacademy.eu](mailto:info@inacademy.eu)

[/innovationme](https://www.facebook.com/innovationme)



[@eiainnovation](https://www.instagram.com/eiainnovation)



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



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

