

# Introduction to EIA

 EUROPEAN  
INNOVATION  
ACADEMY

# What is EIA?

EIA is a **non-profit educational institution** founded in 2013.

Over **25,000 entrepreneurs** have been **educated** in over **25 programs** in **10 years**.

Programs have taken place in **Italy, Qatar, China, France, Portugal, Estonia, and online**.

Our methodology has been developed in partnership with representatives from **UC Berkeley, Stanford University, and Google**.

EIA participants come from partner universities like **UC Berkeley, the University of Porto, Virginia Commonwealth University, Feng Chia University, the University of Alabama, Carnegie Mellon University in Qatar, the University of the Arts London, Tampere University, Singapore University of Social Sciences**, and many more.

Our mentors and speakers are industry specialists from companies like **Google, Disney, Amazon, Meta, Microsoft**, and many more.

Within a decade, EIA has fostered several fruitful partnerships, including **Google, Amadeus, Daimler, Ferrero, FIAT, Santander, Galp, OSCE, USAID, the Municipality of Porto**, and many more.

## What is the Academy about?

EIA participants—future entrepreneurs and business leaders—are **immersed in a multicultural ecosystem** of hundreds of students from 75+ nationalities., **creating multidisciplinary teams that create and pitch their startups in a record 15 days.**

Participants follow the milestones for creating a **'startup from idea to launch and VC pitching.** Throughout the program, they will be presented with all the topics, instruction, guidance, and skills needed to be successful in their ventures.

EIA is designed to offer students an **experiential learning** opportunity that **bridges the gap between theory and practice** and grants them **insight into startup life.** The teams are mentored and educated daily by 45+ industry leaders worldwide.



## Value for Students

Students get an **extremely international experience in multidisciplinary teams**—EIA hosts 75+ nationalities from 100+ universities, such as UC Berkeley, Stanford University, Carnegie Mellon University in Qatar, Singapore University of Social Sciences, and the University of Exeter.

The **experiential methodology** of the program pushes students to finalize their product/service and launch it to the global market by the end of the second week.



Unique immersive teaching methods encourage students to think outside the box and out of their comfort zones, which leads to new, unlocked skills.

Students have the chance to pitch to a panel of venture capitalists and acquire seed funding or win scholarships.

**Students will be mentored by high-level specialists from companies like Amazon, Google, Microsoft, Meta, Disney, and many more.**

Students get to learn and fail in a safe atmosphere.

# Impact on Participants



Studies, including those conducted by [Brandt \(2023\)](#) and [Taggar et al. \(2024\)](#), have shown that the **EIA program significantly enhances participants' entrepreneurial skills, intentions, and passion.**

EIA participants demonstrated **significantly higher scores in innovativeness (5.79) and proactiveness (5.08)** than the global averages (5.05 and 4.50).

Post-program data indicates that **21.2% of EIA participants are certain about starting their own business**, and **34.7%** are likely to do so.

EIA participants, differing from global preferences, **place higher importance on teamwork, risk-taking, and decisiveness** than having a good business idea or motivation.

Peer influence within the program significantly boosts **individual and team-level entrepreneurial passion**, leading to better performance and stronger entrepreneurial intent.

The program's impact on entrepreneurial qualities and intentions is expected to sustain and grow, underlining the **lasting impact of the EIA experience.**

# Value for Universities

Universities **enhance their institutional reputation as leaders in entrepreneurial education and attract prospective students and faculty** interested in innovative learning.

EIA has a track record of producing successful entrepreneurs who create impactful startups. The universities that supported their students' participation **showcase the institution's commitment to fostering entrepreneurial talent.** Insights from EIA's experiential learning programs **enrich university curricula**, keeping them at the forefront of educational innovation.

Faculty involved in EIA programs gain **exposure to the latest entrepreneurial practices**, enhancing their teaching capabilities and keeping them updated with industry standards.

EIA programs integrated into university offerings provide students with academic credits and certifications, **enhancing the university's academic portfolio.**

**EIA offers high-caliber experimental programs that require no planning from faculty, allowing them to focus on primary responsibilities while providing exceptional educational experiences for students.**

EIA ensures that all programs meet **high safety standards**, providing peace of mind for students, parents, and faculty while studying abroad.



# Testimonials



“The experience was rich in learning opportunities, thanks to EIA’s initiative to bring in speakers and industry experts for engaging sessions. Through this program, I formed connections with many incredible individuals, some of whom have become my closest friends.”

**Vanessa Techapichetvanich from Waseda University**



“The main learning point from EIA is the knowledge that launching and shaping an idea in just a few weeks is possible, which gives me a lot of strength and confidence. The passion and the structure that EIA was able to transfer to its participants were so strong that it eventually brought me back to trying the same path 5 years later.”

**Eugenio Bertino from ESCP in Turin**



“EIA was a great opportunity for me to step outside my comfort zone, meet people from all over the world, and learn what it takes to build a startup.”

**Paul Nichols from Deakin University**

# Alumni Success

**Fred Krieger | EIA alumnus and founder of Scoro**

has raised over 23M in funding

**Farren Bailey | EIA 2017 alumna**

has raised 6M with her startup, Perimeter

**Vanessa Techapichetvanich | AIA 2018 alumna**

founder of Jamulogy, winner of The Apprentice ONE:  
Championship Edition season 2

**Esteban Ventimilla | EIA 2017 alumnus**

sold his startup 1Mentor to QS

**Rodrigo Val d'Oeiros e Silva | EIA 2019 alumnus**

founder of Orgavalue, Forbes Portugal 30U30, winner of the  
Catalyst Award from the U.S. National Academy of Medicine and  
EIT InnoStars Awards

**Danny Tran | Founder and CEO of Hightstokes**

has generated 25M in revenue

**Lukas Krantz | Forbes 30U30**

**Maxime Chaury | Forbes30U30**

**Kyle Lee, Masoumeh Vejdannia,**

**Livia Ferreira, Francisco Maria Calisto | EIA2023 alumni**

and their project BreastScreening-AI, founded during EIA 2023,  
has received approval for the prestigious TEF-Health program

# MENTORS

Some profiles from our pool of  
mentors and industry specialists  
in 2025



**GIDEON MARKS**  
ANCHOR MENTOR |  
GOOGLE FOR STARTUPS



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

**JAYCEE HOLMES**  
CO-FOUNDER | CODEHOUSE



**MARTIN OMANDER**  
CLOUD DEVELOPER ADVOCATE  
GOOGLE



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



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

**EUGENIA DUANEVA**  
MANAGING DIRECTOR |  
ULTRALITE CONSULTING



**RICK RASMUSSEN**  
INDUSTRY FELLOW |  
UC BERKELEY



**ISAIAH HARVIN**  
SENIOR PRODUCT MANAGER |  
DISNEY STREAMING



**PATRICIA SOARES  
DA COSTA**  
CEO & FOUNDER |  
MARQUINISTA



# International Startup & Innovation Bootcamp 2026



## Why EIA?



Mentors from industry leaders like Amazon, Disney, Microsoft, Google, Meta, etc.



International participants from universities like UC Berkeley, Singapore University of Social Sciences, Carnegie Mellon University in Qatar, University of Exeter, etc.



Participants turn their startup ideas into MVPs in only three intense weeks.

London, UK  
July 13 - 31, 2026

Rome, Italy  
July 15 - August 4, 2026

Porto, Portugal  
July 20 - August 7, 2026