



## **INNOUNITA: TRAINING AND MENTORING ENTREPRENEURSHIP PROGRAMME**

### **FROM IDEA TO BUSINESS**

#### **Objectives**

- The general objective of the training programme is to give participants the knowledge and tools they need to set up their own business. Specifically, the programme should focus on the first steps of entrepreneurship: from the initial idea to the MVP.
- Participants will have the opportunity to attend to workshops given by international experts, as well as being mentored by European professionals.
- The established link with other European Project under the UNITA Alliance (Re-UNITA) allows covering a wider scope of topics of interest both for researchers and entrepreneurs.
- Only projects that have a certain level of innovation should participate on the programme. Emphasis should be made in business ideas related to the food and health sector, but other sectors will be also accepted.

#### **Learning outcomes for education and training**

- Promotion of the entrepreneurial spirit among the University community;
- Promotion of the aptitudes of entrepreneurial initiative;
- Consolidation of teamwork skills, initiative and creativity, oriented towards entrepreneurial behaviour;
- Knowledge of useful tools for the entrepreneurial process;
- Risk evaluation, decision making;
- Promotion of the implementation of viable projects adapted to the new socio-economic needs;
- Learning the 'Design Thinking' methodology for the creation of products and business models based on customer centric Approach, experimentation and iteration with the client;
- Design a first MVP;
- Learning how to present an entrepreneurial project in an elevator pitch format.

#### **Process of mentoring aimed at:**

- A proper diagnosis of the situation;
- Help students to apply their technical and scientific knowledge to develop innovative products and services based on a customer need to be solved;
- Advice on the elaboration of business model canvas and MVP of their future company;
- Approach to entrepreneurial support structures for project incubation.

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## Who can participate?

- Participants may register with or without a business idea (entrepreneurs who register with an idea will have the possibility to complete their team with other participants that want to join them). Both team registrations and individual registrations will be accepted.

## Feature of the training programme.

- Participants will be encouraged to think about how their idea could be internationally transferred (“Think globally, act locally”). They will think about a general problem (not only a local problem), and work towards a good solution;
- There will be some online sessions given by experts through pre-recorded videos, but also some online sessions that will be mainly practical and supported by mentors;
- The programme will be implemented between the end of October and November 2022;
- The number of projects is limited to up to 6. Each project will normally involve no more than 3 entrepreneurs.

## Key Dates

Day 1 25/10	Introduction to the INNOUNITA training programme. Presentation of the structure and contents of the programme.	Common	30 mins
	Brief presentation of participants and business ideas	Local	30 mins
	Team building playful activity. Networking		2 hours
Homework			
Watch videos of “Introduction to Lean StartUp methodology” and “Problem-Solution Fit”			
Day 2	Presentation of business ideas by each team and feedback by entrepreneurs and business experts	Local	1 hour
	Identification of the problem or need to solve and evaluation of the potential market and competitors, with the support of mentors.		2 hours
Homework			
Watch the videos about: “Business Model Canvas” and “Product-Market Fit”.			

Day 3	Transformation of the project ideas into a business model canvas (BMC), with the support of mentors.	Local	2 hours
	Preparation of a personalized customer interview for the validation of the BMC, with the support of mentors.		1 hours
Homework			
Watch the videos about: “Build your MVP” and “How to create a good Elevator Pitch”.			
Optional: Challenge – “Go out and validate your idea”			
Day 4	Presentation of BMC and first results of the customer interviews by each team (if any), followed by feedback by entrepreneurs and business experts to each team	Local	1 hour 30 mins
	Preparation of the project Minimum Viable Product with the support of mentors.		1 hour 30 mins
Homework			
Prepare the Elevator Pitch for final ceremony			
Day 5	Final ceremony	Local	1 hour