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DE VALÈNCIA

Work Package 5. Promote Entrepreneurship INNOCENS

Yerevan, December 19th 2016

Israel Griol-Barres

Luis Ángel Ruíz

Work Package 5. Promote Entrepreneurship

1. Train the trainers (at Valencia)
2. Master Course “Entrepreneurship for Engineers”
3. Entrepreneurship Day
4. Business Development Services: InnoCenter
5. Innovation Competition

Train the Trainers

Train the trainers: “Entrepreneurship starts at the classroom”.

Certificate by Universitat Politècnica de València.

This training of trainers program is targeted at organizations and individuals responsible for mentoring in capacity building and training of new businesses that are born from the staff and students in their organizations.

Train the Trainers

TOPICS:

1. Motivation

- How to organize an Entrepreneurship Motivational Conference.
- How to Foster Entrepreneurship to students and staff.
- How to help develop new entrepreneurial skills.
- Competitions.

Train the Trainers

TOPICS:

2. Creativity

- Out of the box thinking.
- Creativity techniques and tools to undertake a new business.

3. Startup vs Spinoff creation

- Different concepts and tools.
- Examples.

Train the Trainers

TOPICS:

4. Mentoring from the idea to the market
 - Tools to analyze ideas.
 - Building business models.
 - Validating business models.
 - Further steps.

5. Visit to UPV Entrepreneurial Ecosystem

Other Topics:

1. “From Tech geeks to Business opportunities”.
2. Founder’s Dream: “Why to become an entrepreneur”.
3. Deals.
4. Market Segmentation: Beachhead market.
5. Quantifying Value Proposition.
6. Financials.
7. Competitive Advantage.
8. Building and Validating Business Models. MVPs.
9. Elevator Pitch.
10. Further steps.

Previous Expertise:



2 editions.
34 teachers and researchers
attended the last course..

Previous Expertise



**Think [Emprende]
Day [Emprende]
Week [Emprende]
Campus [Emprende]
Academies**

DAY [EMPRENDE]

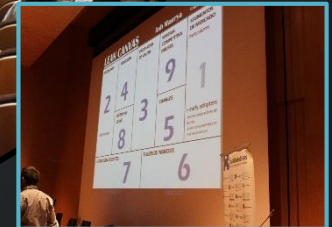
IT ALL STARTED HERE



Day [EMPRENDE]: The first of the POLIEMPRENDE training courses

5 HOURS OF TRAINING IN BUSINESS CREATION

450 STUDENTS





Week [EMPRENDE]

THE UPV BOOTCAMP



“CREATE YOUR COMPANY IN 72 HOURS”

3 day workshop consisting of practical work and team building

ENTREPRENEUR PROFILES



IDEA TECH POWER

15 speakers and entrepreneurs

37 teams formed

248 students registered







CAMPUS [EMPRENDE]

CHAIR OF DIRECTIVE AND BUSINESS CULTURE

50 HOURS

30 STUDENTS

9 TEAMS

CAMPUS [EMPRENDE]

The CAMPUS [EMPRENDE] is a practical course, aimed at entrepreneurial people.

AGENDA

1. Presentation and team building.
2. Business models I
3. Business models II.
4. The 10 key steps to starting a business.
5. Customer development and new sales techniques
6. Public and private funding sources
7. Cost structures
8. Legal issues for entrepreneurs
9. E-Communication: social networks
10. Presentation workshop





¿Dejalo caer a rebufo?
✓ Siempre desde el cliente



La oposición de
VALOR

campus [EMPRENDE]

Logos of partner organizations: BOLLO, Cámara, CEV, IMEX, TIENENOS INDUSTRIALES, OLLEROS, KPMG, SPB, LABORATORIO DE PALANCA.

THINK [EMPRENDE]

ADVISORS: SUCCESS STORIES

IÑAKI BERENGUER,

Former student of the School of
Telecommunication.

Founded Pixable in 2009, a social
network to discover and share
photos

Sold to Singtel in 2012 for \$30 million

Iñaki is now a mentor and advisor for
our ecosystem startups



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We recruited the best international talent - Spain



- | | | | | |
|---|---|--|---|---|
| <ul style="list-style-type: none">• Alberto López• CEO• Master and PhD in Computer Science• Columbia University, NY• Studying on one of the most advanced systems• Experience as a | <ul style="list-style-type: none">• Alfred Asensio• Director of I3• 22 years of experience in the field of Design of Integrated Circuits• Responsible of Mexico I3• Experience as a | <ul style="list-style-type: none">• Carlos Ochoa• Director of Mexico I3• Member of Global Network• Challenge in 2010• Founder of the new generation• Frequent speaker at international events | <ul style="list-style-type: none">• Carlos Soria• Lead Engineer• 10 years of experience• Working for Intel• Software Engineer at Google• 8 years at I3• Founder of the new generation | <ul style="list-style-type: none">• Silvia Montenegro• PhD in Computer Science• Double Degree in Systems and Software Engineering• 2 years in I3• Master Degree in the field of Systems |
|---|---|--|---|---|

ESCUELA TÉCNICA SUPERIOR DE INGENIEROS DE TELECOMUNICACIÓN
ESCUELA TÉCNICA SUPERIOR DE INGENIEROS DE TELECOMUNICACIÓN

Business Development Services: InnoCenter

What kind of services should be provided?

**ENTREPRENEURIAL
CULTURE**

MENTORING

TRAINING

SPACES

**TEAM
BUILDING**

**STARTUPS &
SPINOFFS**

**ACCESS TO
FUNDING**



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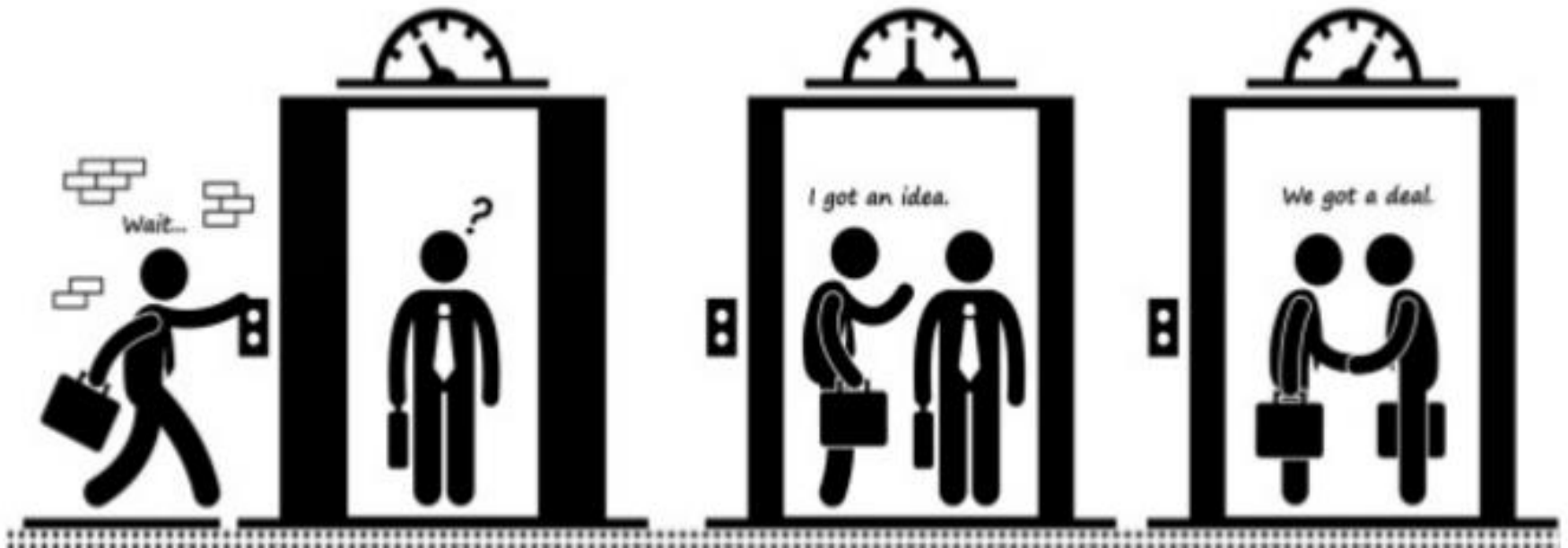
Since 1992

**Entrepreneurship promotion award
European Enterprise Awards 2009**

teamerUP
find your team



“Elevator Pitch”?

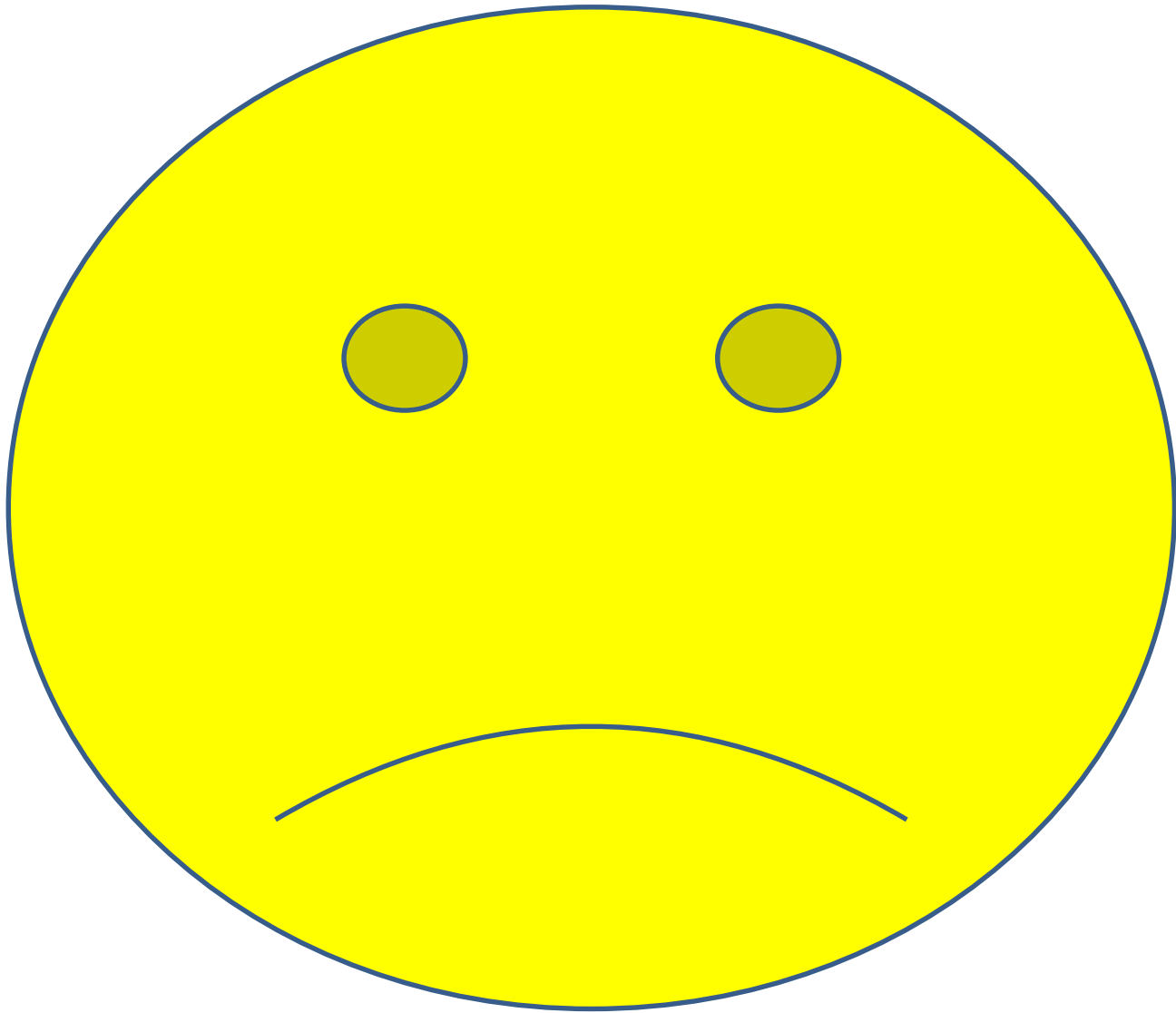


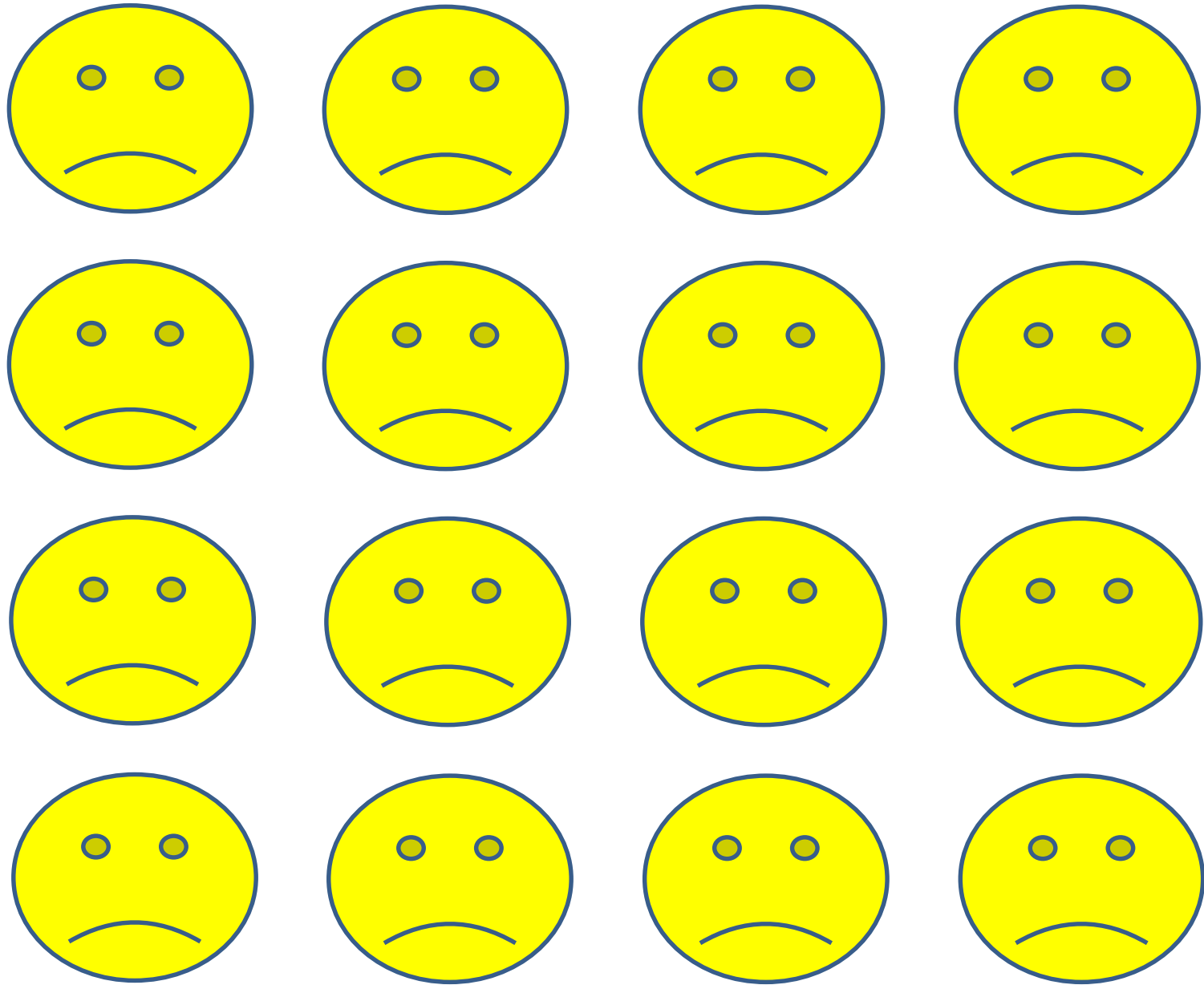
Contexts:





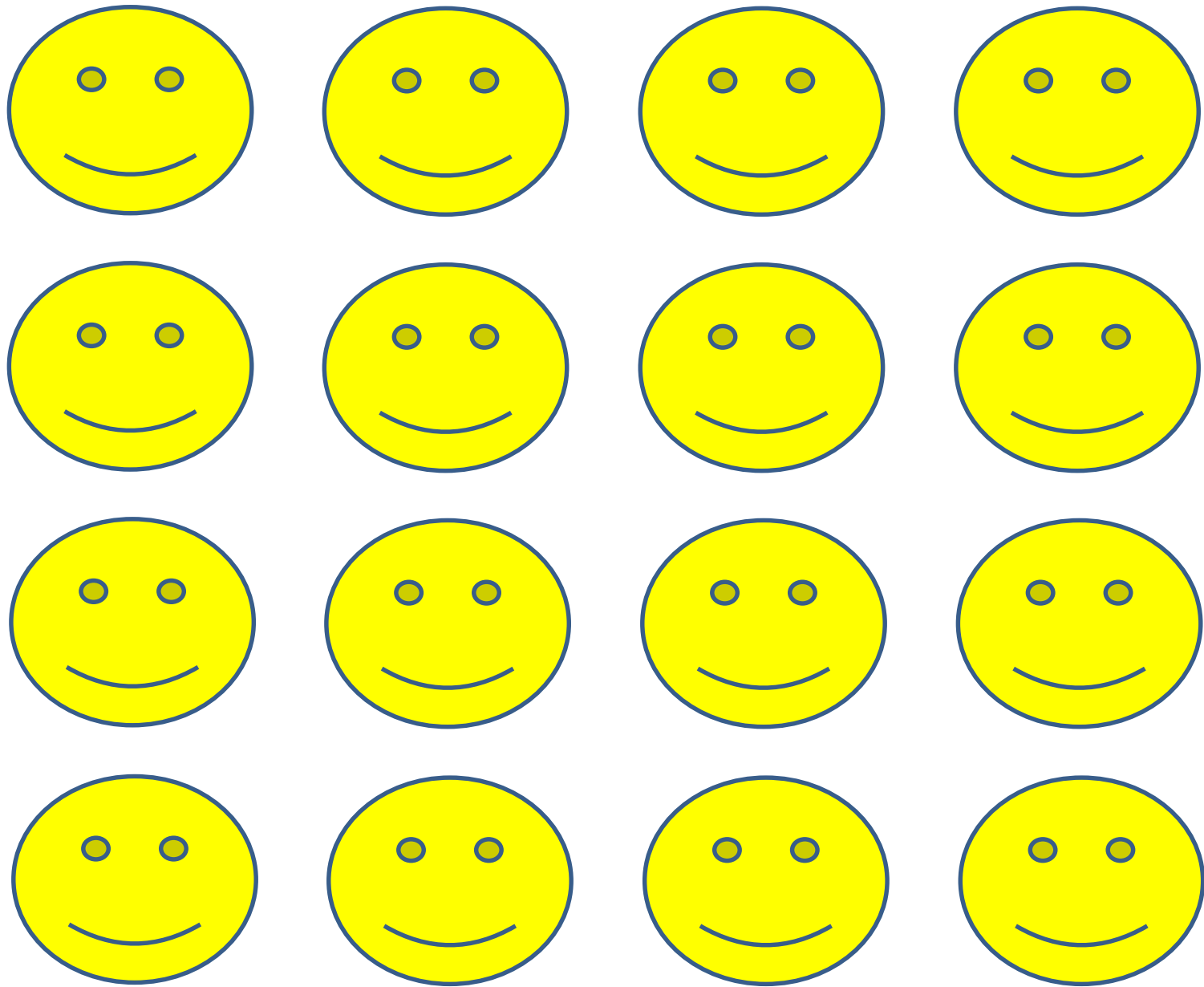
I'm so glad we all agree





“Hi There...”





The Sexy Plant

ClimateLaunchpad 2015



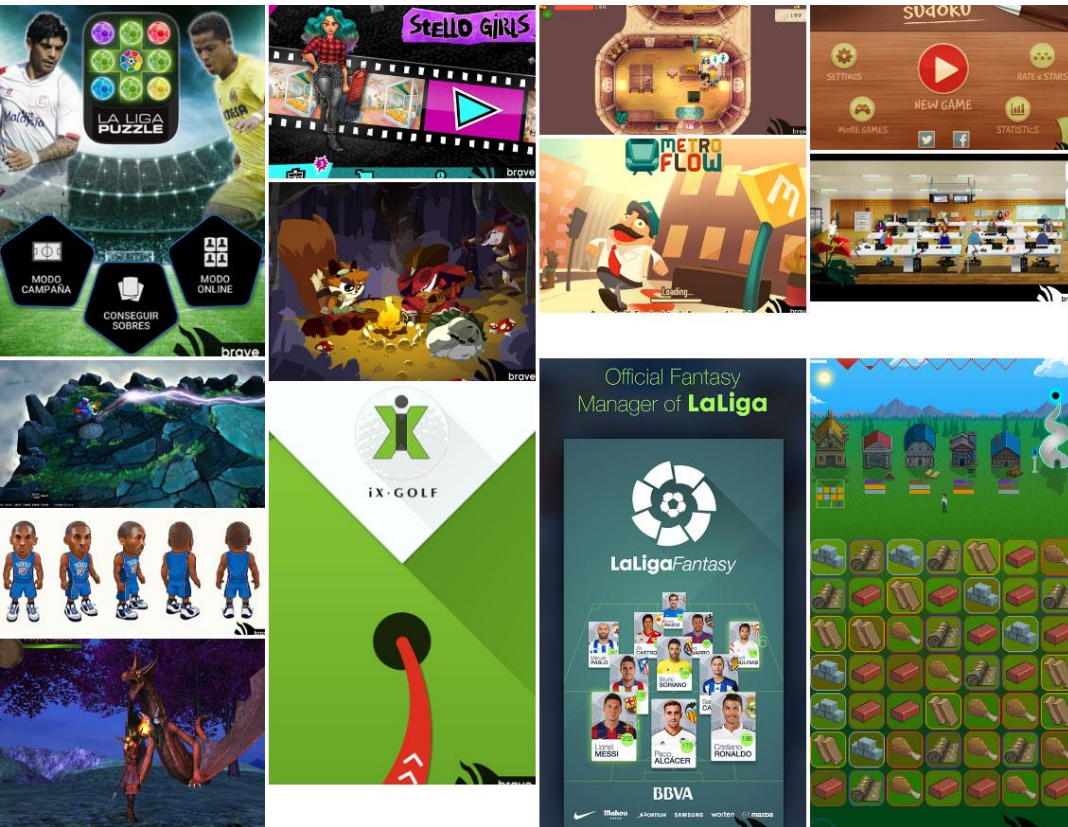




Pyro



Closca

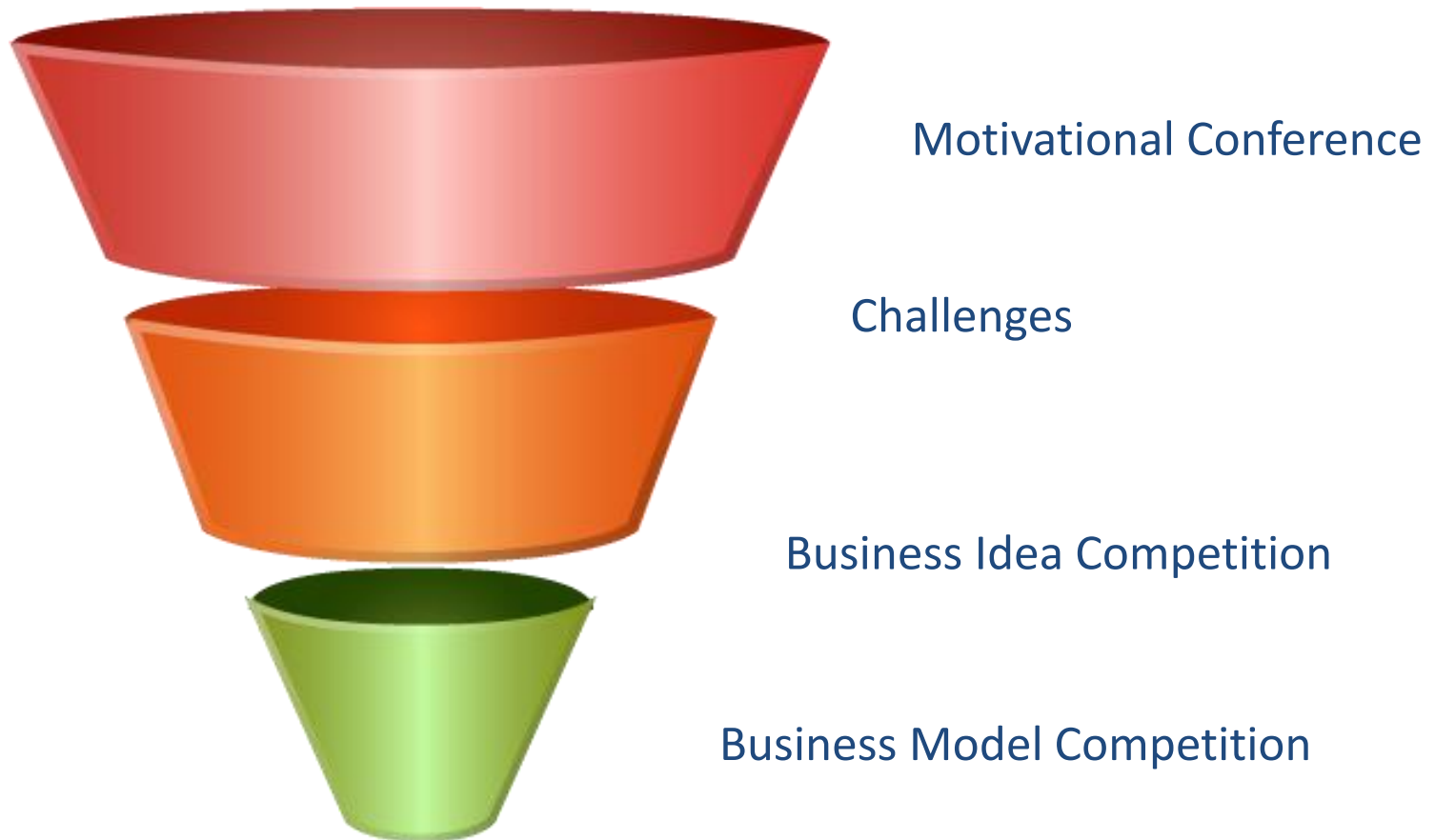


Wild Frame Media



Smile Hunter

Competitions



Include Elevator Pitch in Video for Global Winner?

STARTUPV COMPETITION

FOR EVERYONE AT UPV



4 CATEGORIES

Challenges

Master Thesis

Idea in 150 words

Business Model Canvas



PITCHES

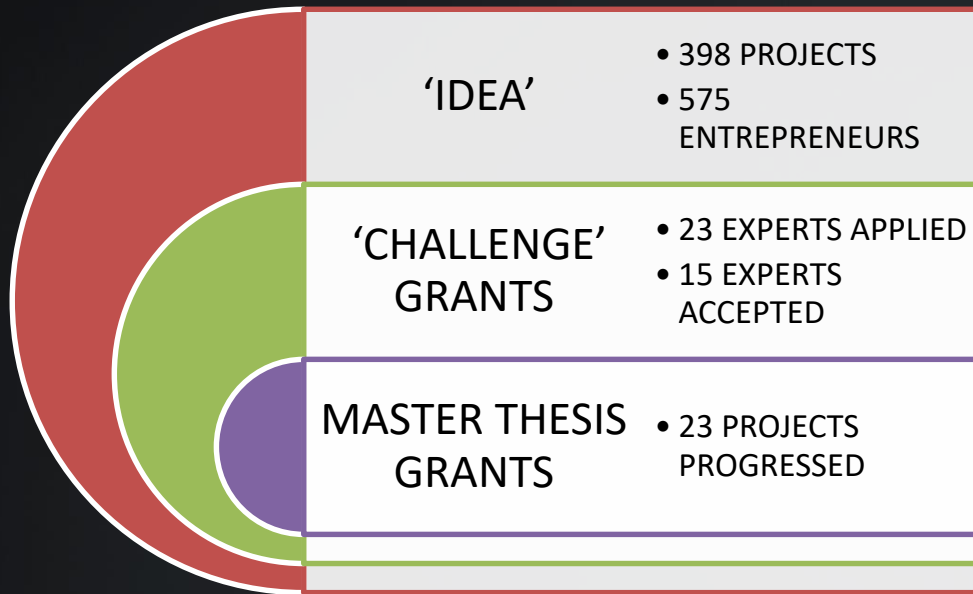
**35 FINALISTS DELIVERED A PITCH
TO A JURY OF REAL INVESTORS**



**1 PRESENTATION
1 OPPORTUNITY**



RESULTS



10.000 € IN GRANTS

- ✓ 14 CASH GRANTS
- ✓ 3 INTERNSHIP GRANTS
- ✓ 3 IPADS
- ✓ 1 SAMSUNG GALAXY GEAR

608

UPV STUDENTS PARTICIPATED IN

**CONCURSO STARTUP
EMPREENDEDOR
2K13 EDITION**

INITIATIVE FINANCED BY



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VALENCIANA
CONSELLERIA D'ECONOMIA,
INDUSTRIA, TURISME I D'ENERGIA

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CONCURSO STARTUP
EMPRENDEDOR
2K13 EDITION





CONTACT US

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