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A guide to create your own  
**INNOCENTRE**

**SURVIVAL  
KIT**

**INNOCENS MEETING**  
March 12th 2018

**INNOCENS - GUIDE TO IMPLEMENT  
AN INNOCENTRE**

**LIST OF SERVICES WE NEED TO PROVIDE  
TO OUR USERS:**

- FOSTER ENTREPRENEURIAL CULTURE (ENTREPRENEURSHIP DAY)
- MENTORING ENTREPRENEURS, STARTUPS AND SPINOFFS
- TRAINING / EDUCATION / WORKSHOPS / BOOTCAMPS
- INCUBATION SPACES
- TEAM BUILDING
- ACCESS TO FUNDING
- COMPETITIONS
- COHESIONATE LOCAL ENTREPRENEURIAL ECOSYSTEM

# DISSEMINATION OF THE ENTREPRENEURIAL CULTURE

## ENTREPRENEURIAL DAY

Process:

- 1. INSPIRATIONAL TALK BY A LOCAL ENTREPRENEUR.**
- 2. PRESENTATION OF THE SERVICES OFFERED BY THE INNOCENTRE.**
- 3. EXPODAY (Showroom of local products by your local startups).**
- 4. SMALL WORKSHOP ON LEAN CANVAS or any tool that can be used in a competition.**
- 5. PRESENTATION OF THE LOCAL COMPETITION.**

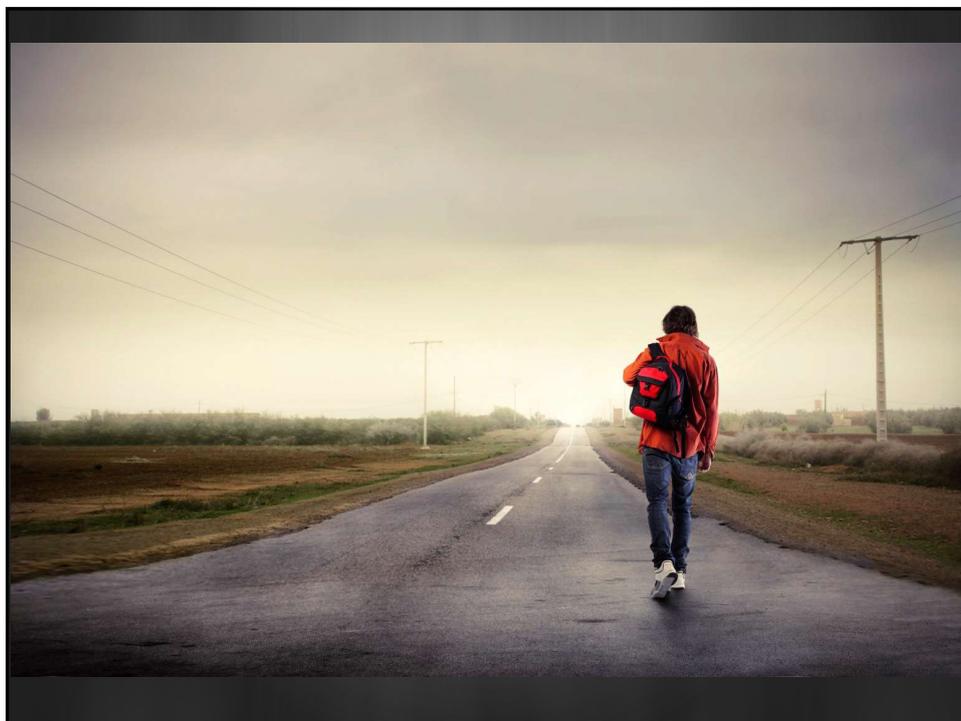
An Entrepreneurial day can have all these 5 items, or just some of them. You can organize other activities with just one of these items.

## MEETING IN VALENCIA

September 2018

- 18<sup>th</sup>: arrival in Valencia
- 19<sup>th</sup>: Entrepreneurship Day
- 20<sup>th</sup>: meeting to plan  
Entrepreneurship day at each partner  
university
- 20<sup>th</sup>: Climate Launchpad Spanish  
National Final – Business Idea  
competition
- 21<sup>st</sup>: departure from Valencia.

# MENTORING



**INNOCENS - GUIDE TO IMPLEMENT AN INNOCENTRE**

## **MENTORING**

Process:

- 1. PRE-BOOKING AN APPOINTMENT VIA INNOCENTRE WEBSITE.**

We need to include a banner and a form.

The form should include:

- Contact data of the entrepreneur.
- Linkage with the university.
- Group members.
- Description of the idea.
- Sector.

- 2. THIS DATA NEEDS TO BE INCORPORATED TO OUR CRM.**
- 3. THE MANAGER OF THE MENTORING GROUP NEEDS TO ASSIGN THE PROJECT TO ONE OF THE POOL OF MENTORS.**
- 4. THE MENTOR CONTACTS THE ENTREPRENEUR VIA EMAIL AND OFFERS A DATE FOR A MEETING.**

**INNOCENS - GUIDE TO IMPLEMENT AN INNOCENTRE**

## **MENTORING**

Process:

**WHAT TO DO IN A MENTORING MEETING?**

Evaluate idea and team.  
Evaluate business model.  
Create and evaluate a validation plan.  
Team building, partner agreements.

The entrepreneur/startup contacts the mentor every time they want to meet.

All the meetings are scheduled in the CRM.

**DON'T FORGET THE SURVIVOR'S KIT**

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## MENTORING

Process:

**WHO CAN BE A MENTOR?**

- 7 mentors – staff (Week Meeting)
- Entrepreneurs in the ecosystem
- Network of external mentors

**IDEAS UPV mentors more than 300 entrepreneurs every year.**

The screenshot displays the SUGARCRM web interface. The main content area is divided into several sections:

- My Top Open Opportunities:** A table listing potential deals with columns for Opportunity Name, Amount, and Expected Close Date.
 

| Opportunity Name                            | Amount      | Expected Close Date |
|---|-------------|---------------------|
| Yorke Cross Co S30786 - 1000 units          | \$50,000.00 | 10/02/2007          |
| MTM Investment Bank F B 999484 - 1000 units | \$50,000.00 | 10/12/2007          |
| Doggie Diner Co Ltd 610209 - 1000 units     | \$25,000.00 | 10/22/2007          |
| NW Bridge Construction 994838 - 1000 units  | \$50,000.00 | 11/02/2007          |
| J&B Funds Ltd 484188 - 1000 units           | \$10,000.00 | 11/12/2007          |
- My Pipeline:** A funnel chart showing the sales pipeline with stages and values:
  - Needs Analysis: \$100k
  - Qualification/Review: \$25k
  - Proposal/Review: \$25k
  - Prospectus: \$125k
  - Qualification: \$75k
- My Calls:** A table of call logs with columns for Close, Subject, Duration, Start Date, and Accept?.
- My Meetings:** A table of meeting logs with columns for Close, Subject, Duration, Start Date, and Accept?.
- My Leads:** A table listing leads with columns for Name, Office Phone, and Date Created.

CRM

## What qualities/profiles does a mentor need?

Willingness to share skills, knowledge, and expertise.

Entrepreneurial expertise.

Takes a personal interest in the mentoring relationship.

Values the opinions and initiatives of others.

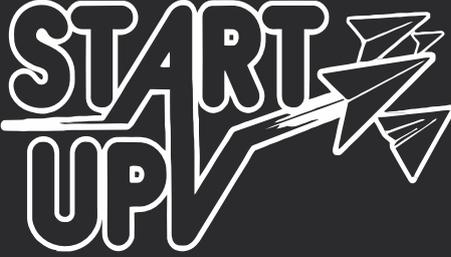
Exhibits enthusiasm in the field.

Provides guidance and constructive feedback.

Respected by colleagues and employees in all levels of the organization.

Sets and meets ongoing personal and professional goals.

Demonstrates a positive attitude and acts as a positive role model.



ENTREPRENEURIAL ECOSYSTEM

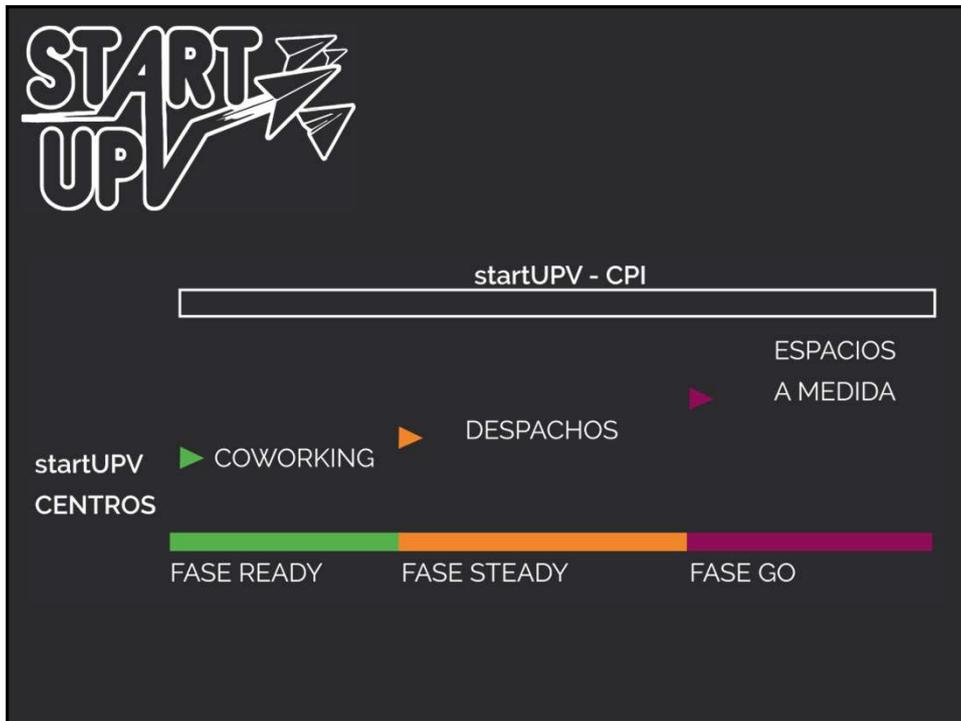


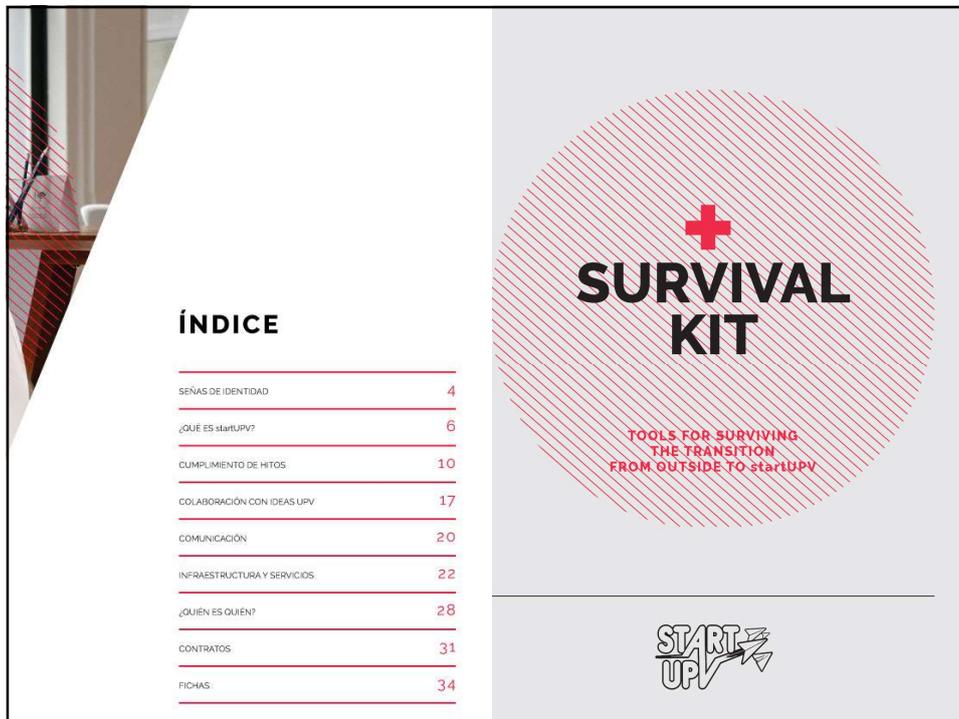
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UNIVERSITAT  
POLITÈCNICA  
DE VALÈNCIA

VICERECTORADO DE EMPLEO  
Y EMPRENDIMIENTO





## 2k18: University entrepreneur

UNIVERSITAT POLITÈCNICA DE VALÈNCIA  
DIRECCIÓ DELEGADA DE EMPRENDEMENT I EMPLEU  
IDEASUPV

CONCURSO  
EMPRENDEDOR  
UNIVERSITARIO  
STARTUPV 2K16

- A MODALIDADES -  
**16.000**  
EUROS EN PREMIOS

*¿A qué estás esperando?*

**PREMIOS IDEA** [EMPRENDE] Ideas de negocio Innovadoras  
**PREMIOS TFG** Trabajo Final de Grado  
**PREMIOS TFM** Trabajo Final de Master  
**PREMIUM TESIS** [EMPRENDE] Idea de negocio surgida de tu tesis

★ LA INSCRIPCIÓN YA ESTÁ ABIERTA ★  
PLAZO HASTA EL 26 DE SEPTIEMBRE 2016  
+ INFO EN [WWW.IDEAS.UPV.ES](http://WWW.IDEAS.UPV.ES)

## 2k18: University entrepreneur



Basically, this is a **BUSINESS IDEA COMPETITION** with some categories, which are...

## **2k18: University entrepreneur**

### **1) BUSINESS IDEA COMPETITION**

**1.1 BASIC: Just a few lines describing a business idea.**

**1.2 ADVANCED: Business model. The form can be a Business Model canvas or a Lean Canvas.**

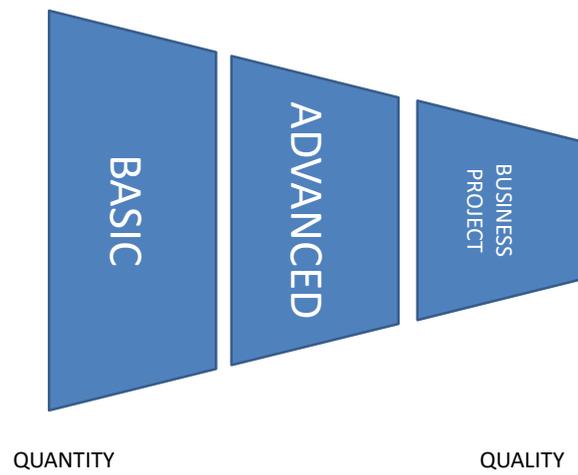
## **2k18: University entrepreneur**

### **1) BUSINESS IDEA COMPETITION**

**1.3 BUSINESS PROJECT: A full business plan was required to participate.**

**5 awards of 1.200 euros.**

## 2k18: University entrepreneur



## PITCH COMPETITION

## 2k18: University entrepreneur

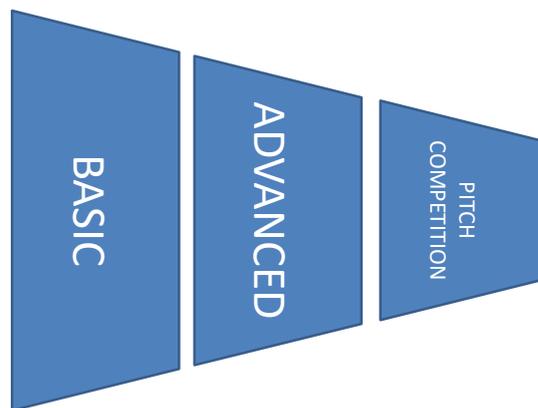
THE TOP 3 WINNERS OF EVERY LOCAL COMPETITION, CAN COMPETE IN THE GLOBAL INNOCENS FINAL

## COMMON PITCH DECK

|  |   |  |   |
|--|---|--|---|
|  | <b>1</b><br><b>Problem</b><br><hr style="border-top: 1px dashed #ccc;"/> What is the problem?   | <b>2</b><br><b>Title</b><br><hr style="border-top: 1px dashed #ccc;"/>   |   |
| <b>3</b><br><b>Deal</b><br><hr style="border-top: 1px dashed #ccc;"/> What is your Deal?                               | <b>4</b><br><b>Market</b><br><hr style="border-top: 1px dashed #ccc;"/> What is your Beachhead Market? Why did you pick this segment? | <b>5</b><br><b>Value Proposition</b><br><hr style="border-top: 1px dashed #ccc;"/> Who is your Customer?<br>What is the Value Proposition? | <b>6</b><br><b>Product</b><br><hr style="border-top: 1px dashed #ccc;"/> (show us a picture or demo)<br>What is your Product?   |
| <b>7</b><br><b>Financials</b><br><hr style="border-top: 1px dashed #ccc;"/> (module 5)<br>What are the Key Financials? | <b>8</b><br><b>Social/Climate Impact</b><br><hr style="border-top: 1px dashed #ccc;"/> (module 6)<br>What is the positive Impact?     | <b>9</b><br><b>Competitive Advantage</b><br><hr style="border-top: 1px dashed #ccc;"/> (module 7)<br>What is your Competitive Advantage?   | <b>10</b><br><b>Team</b><br><hr style="border-top: 1px dashed #ccc;"/> (module 1)<br>Who are you? What is your Founder's Dream? |

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## 2k18: University entrepreneur



THE TOP 3 WINNERS OF EVERY LOCAL COMPETITION, CAN COMPETE IN THE GLOBAL INNOCENS FINAL

## 2k18: University entrepreneur

### 2) BEST FINAL DEGREE

**5 awards of 200 euros.**

### 3) BEST MASTER THESIS

**5 awards of 200 euros.**

### 4) BEST PHD

**1 award of 1000 euros.**

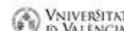
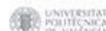
OF COURSE,  
ALL THESE WORKS ARE  
RELATED TO BUSINESS  
PROJECTS.

## 2k18: University entrepreneur

### CRITERIA:

- Innovation.
- Viability.
- Entrepreneurial skills of the entrepreneur/s.
- Communication skills.
- Scalability of the idea.
- Degree of development of the idea.
- Impact.
- Commitment with the Project.

## 5U



**STARTUP COMPETITION AMONG THE 5 PUBLIC UNIVERSITIES IN THE VALENCIA REGION.**

**5U**

**1) COMPANIES >1 YEAR AND < 4 YEARS**

**3 awards: 9.000€, 5.000€, 2.500€**

EXAMPLE:



**2) STARTUPS AND COMPANIES < 1 YEAR**

**5 awards of 750€.**

EXAMPLE:



**Is there any way we can promote entrepreneurial skills among people that are not or not want to be entrepreneurs?**

**Is there any way we can promote entrepreneurial skills among people that are not or not want to be entrepreneurs?**

**YES → CHALLENGEs, HACKATONs...**

**The university, a company, a startup or an entrepreneur launches CHALLENGES that need a solution...**

**... and we foster entrepreneurial skills on the HACKERS that participate in the competition.**

## It can be social challenges for computing engineers...



## Or sustainable mobility challenges by the university or sponsors...



