1. EUt+ Student Startup Lab Incubation Program Guide

* 1. ***Program Overview***

The Eut+ Student Startup Lab Acceleration Program is designed to support students, young graduates, and researchers within the Eut+ campus in transforming innovative ideas into viable products. The program emphasizes continuous validation with real customers and focuses on three types of startups:

* **Student-Driven Teams**: Young teams composed of EUt+ students (undergraduate, master's, and PhD) with the objective of launching their own startup. Interdisciplinary teams are encouraged;
* **University Spin-offs**: Teams developing technology startups based on research projects, typically led by PostDocs, Researchers, or PhD students.
* **Scale-ups**: Senior teams with business experience, including at least one student member.
	+ 1. ***Key Benefits of Participation***

Reasons for young people to join the Eut+ Student Startup Lab:

* Organized framework and learning space for developing entrepreneurial skills and testing ideas via European-level training.
* Mentorship and support program for student teams determined to move from an idea to a successful product and a viable startup supported by the European dimension and market actors.
* Motivating environment for developing complementary skills useful both in a startup and in the industry, including teamwork, communication, and management.
* Incubation process built around a program through:
	+ Applied workshop sessions
	+ Inspirational sessions and Talks
	+ 1:1 support/mentorship sessions
	+ Help with branding, international media exposure, marketing strategies, soft-landing guidance
	+ Access to industry companies (decision-makers, customer tests, etc., 1:1 session with specialists in certain domains)
	+ Access to investors
	+ University support *[access to labs, software, equipment / hardware, and other technical tools, access to experts, personalized basic and advanced trainings]*
	+ Assistance with patenting, incorporation and legal issues
	+ Guidance on securing funding
	+ Access to a well-connected community within the innovation ecosystem
	+ Regular checkpoints to assess progress and provide feedback
	+ EUt+ Startup Lab Alumni events

For Students:

* Practical experience in startup development;
* Exposure to real-world challenges and networking opportunities;
* Skill development in entrepreneurship and innovation;
* Potential for startup funding and investment.

For Researchers:

* Pathway to commercialize research projects;
* Industry connections and validation of research ideas;
* Potential for additional funding and investment.

For EUt+ Universities:

* Strengthening the innovation ecosystem;
* Enhancing university reputation;
* Fostering an entrepreneurial culture among students and staff.
	1. ***Workshops***

Applied workshop sessions are organized from November to March and include various topics needed for startup development. Each workshop will be composed of an approximately 2h workshop and a small deliverable to be submitted by the startup. Each workshop will be delivered by a different EUt+ campus or ecosystem partner.

These workshops will be recorded and uploaded on a shared platform for participants to watch.

List of workshops with main points which will be addressed, partner who delivers and deliverable:

1. **Innovation Management**

Delivered by: TUS

Trainer:

Key points:

Deliverable: Vision, mission, strategy

1. **Business Model Canvas**

Delivered by: UPCT

Trainer:

Key points: Identify your partners, activities, value propositions, resources, customer relationships, channels, customer segments, cost structure and revenue streams

Deliverable: Business Model canvas of the startup or team

1. **Marketing and Sales**

Delivered by: UNICAS

Trainer:

Key points: Market understanding, identify your first customer

Deliverable: Market research, persona canvas

1. **Unique Selling Proposition**

Delivered by: TUCN

Trainer:

Key points: identify your unique selling proposition, by analyzing the competition and exploring ways to differ

Deliverable: Competition analysis and USP

1. **IP Management**

Delivered by: UTT ( Protect your IP )

Trainer:

Key points: Learn how to protect and manage your IP /

Deliverable:

1. **Finance your startup**

Delivered by: CUT/PwC

Trainer: Konstantina Ioannou

Key points: Learn ways to finance your startup activities

Deliverable:

1. **Global Impact**

Trainer:

Delivered by: h\_da

Key points: Measure your social and environmental impact

Deliverable: Paragraph on impact

1. **Pitchdeck preparation**

Trainer: Gavan Cleary

Delivered by: TU Dublin

Key points: Learn how to optimise your presentation and send the correct message through the slides

Deliverable: The pitchdeck

1. **Presentation skills**

Trainer:

Delivered by: RTU

Key points: Learn how to present and pitch your idea like a pro !

Deliverable: Live presentation at the Hackathon😊

The deliverables shared by the participating startups will be sent as a file in advance to the jury of each local hackathon who will be able to assess both the preparation of the file, as well as the MVP and final presentation.

* 1. ***What are the EUt+ Student Startup Lab Hackathons***

The Eut+ Student Startup Lab Hackathons are organized for each Eut+ campus and serve as a selection stage for the Mentoring program and Semi Finals. The best 3 teams participating in the hackathon from each campus are selected to be part of the 3-month mentorship program. Example of a Hackathon schedule:

1. **Saturday Morning**: 1-minute pitch + crowd voting & open discussions. Qualified teams are selected for the Hackathon *[1-minute pitch without slides, crowd voting with a mini-stand where teams draw their idea on the spot]*.
2. **Saturday Noon to Sunday Morning**: Work on the startup, mentorship sessions, feedback, and presentation preparation.
3. **Sunday Morning**:
	* 2-minute pitch with a pptx, followed by Q&A from the jury.
	* Technical demos (proof of concept level).
		1. ***Potential FAQ***

**Q: What language will the pitches be in?**

The official language is English.

**Q: How can teams without an idea apply?**

EUt+ Open Challenges 2024

**Q: Do I need an MVP before the hackathon?**

You don’t need an MVP. It can be developed during the hackathon (Saturday-Sunday). If you already have an MVP, you will still need to improve it during the hackathon by adding new functionalities. At the end of the hackathon, a team of technical evaluators will assess the quality of the technical work done during the event.

**Q: What topics are covered in the mentorship sessions?**

*[to be defined*] According to the needs of the team.

* + 1. ***Timeline overview***

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| --- | --- | --- |
| ***Period*** | ***Activities*** | ***Brief Description*** |
| Sept-Oct | Idea jams | Promotional event for Eut+ Student Startup Lab, conducted before the program’s initial hackathon. Its purpose is to recruit participants and teams, test possible ideas, and present the program to a broader audience. It provides a safe environment for young people to test their ideas and practice their presentations. |
| October | Kick-off EUt+ Incubation program | 1min pitch by aspiring entrepreneurs to take part in the Startup Lab program. |
| Oct-Feb | Seminars & Workshops & Inspiration talks *[lunch & learn]* | Selected seminars and workshops, such as:* Innovation Management
* Business Model Canvas
* Marketing and Sales
* Unique Selling Proposition
* IP Management
* Financing
* Global Impact
* Pitchdeck Preparation
* Presentation Skills
 |
| March | Hackathon | Example: A 30-hour event for program selection, feedback, and networking. **Saturday:*** 1-minute pitch without slides
* Crowdvoting with mini-stand (only a drawing of the idea)
* 2 x mentorship and feedback sessions (tech and business)
* Project work and presentation preparation overnight

**Sunday:*** 2-minute pitch with pptx and Q&A
* Technical demos (Functioning prototype)
* In general, 50% of the applying teams will be accepted into the 2-month mentoring program.
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| March-May/June | Mentoring Program | * 1:1 mentorship session as needed
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| June | SemiFinals | Selection stage for DemoDay Finals based on:* 6 minute presentation + 6 minute Q&A
* Technical demo
* Mentor feedback

[Online event for all EUt+ partners] |
| July | EUt+ Startup Showcase | The top 9 teams (1 team from each EUt+ partner) will present on DemoDay stage.**Format:** * Physical (with live broadcast) from a large-capacity amphitheater
* **Opening:** Rectors, investors, VIPs
* **Jury:** CEO, C-level, investors
* **Awards:** Best pitch, Best product, Best global impact
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* + 1. ***Example: Hackathon Schedule***

|  |  |  |  |
| --- | --- | --- | --- |
| ***Day*** | ***Hour*** | ***Activity*** | ***Brief description*** |
| ***Saturday*** | 9:00 | Registration | Check-in teams at the Registration Desk.* Each team member will receive a Badge & Goody Bag.
* The Team-Leader (the person pitching the idea) will receive a Pitch Badge with their name and team number.
* Team-Leader only: Keep the Pitch Badge safe to access the pitching session.
 |
| 10:00 | Intro | About the program, notable speakers, VIPs, etc. |
| 10:30 | Idea Pitch | * Team-Leader will give a 1-minute pitch.
* Free-speech without slides, strictly enforced time.

*[they should say something about: Name, Team Number, Product Name, Problem & Users, Proposed Solution, Innovation / Differentiator/Competitive Advantage]* * **Teams continuing in the Hackathon are selected by Jury and crowdvoting by peers.**
 |
| 12:00 | Crowdvoting | Each team receives:* 5 voting stickers
* A black flip-chart marker
* A flip-chart paper on a wall
* They have to sketch their pitched product on the flip-chart paper
* The rôle of this session is to gather as many votes as possible (voting stickers) on their poster from other participants, Jury, Mentors, and Invitees.
* They can vote for their product only once; the remaining 4 stickers will be used to vote for other promising teams
 |
| 14:00 | Results (selected teams enter the Hackathon) | * 2 teams selected by Jury
* 1 team ranked by crowdvoting continue in the Hackathon
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| 14 :15 | Hackathon Start | * Each team will have a designated table where they can install theirs equipment
 |
| 16 :00 | Mentoring Round #1 | * Mentors board à they can schedule a meeting with as many mentors thay want àthey will have to seek their feedback

*[Mentors provide advice, not judgment or financing]* |
| 20 :00 | Mentoring Round #2 |  |
| ***Sunday*** | 8:00 | Final Pitch Slides Submission | Final slides for a 2-minute pitch (.pptx + .pdf) submitted by 8:00. |
| 9:00 | Tech Demo | Short technical demo to show prototype progress |
| 10:30 | Intro & Final Pitches | * 30-minute intro from special guests.
* 6 minutes final pitch *[strict time enforcement]*
* 6 minutes for Q&A from the Jury *[strict time enforcement]*
 |
| 14:30 | Selected Teams Announced | Jury selects 3 teams for the 3-month mentorship program based on the final pitch and technical demo |