



"EIA is American Idol for start-ups."

- Kun-Hyoung Kim, student at UC Berkeley

# EUROPEAN INNOVATION ACADEMY

**The most innovative entrepreneurship summer program!  
From idea to an initial tech start-up in 15 days**

**7th – 25th July, Nice, Sophia Antipolis**

[www.inacademy.eu](http://www.inacademy.eu)

European Innovation Academy (EIA) is the most influential three-week summer program for highly motivated students worldwide. During the program, students will develop the skills needed to turn an innovative idea into a successful venture. EIA is strongly focused on ICT related applications (e.g mobile applications, internet of things, big data, cloud computing). EIA hosts students from bachelor's, master's and doctoral level. The program of EIA has been developed in co-operation with industrial partners such as Microsoft, Samsung, Google and Amadeus.

## **EIA Value Proposition:**

- › The unique methodology for teaching technology entrepreneurship
- › World class professors and experts
- › Strong interdisciplinarian focus
- › International start-up ecosystem for sharing knowledge and networking
- › Professional study guides and tools



"EIA is a perfect place for creating your future!"

- Daniel Bartel, Lean Entrepreneur

## EIA Next Event - Nice, Sophia-Antipolis 2014:

- › 400 students from 40 different countries
- › Strong focus on ICT in the area of health, travel, multimedia and video games
- › Unique educational sessions: Big Data Business Models, Future of Cloud Computing
- › Professors and speakers from leading US, European, and Asian universities
- › Mentors and experts from world class companies and venture capital firms
- › Start-up atmosphere in European high tech valley - Sophia Antipolis
- › Hands-on technology labs (3D printing, Kinect Olympics, DNA and Innovation)

## EIA Program - 15 days and nights

The program is designed in co-operation with DTU, UC Berkeley and global IT companies to implement a unique approach to the teaching of technology entrepreneurship. The program develops students critical skills that enables them to evaluate business opportunities, manage risks and learn from the failures. Participants will understand and apply fundamental aspects of entrepreneurial and technological thinking.

The whole program is built on competition between start-up teams who compete for the prize money (30 000€). The ground funding is given to teams by international investors and business angels who evaluate their ideas and help them to progress to the next level.

"EIA is a fantastically fun way to have both an immersive primer in what it takes to actually start a start-up and an unrivaled cultural immersion experience."

- Ravi Belani, Stanford University




Start  
up

### Key elements of EIA program:

I week	II week	III week
Ideas Discovery	Business Model Design	Product Design
Creativity Management	Lean start-up	User Experience Design
Customer Development	Prototyping Madness	Minimum Viable Product
Innovation Management	Tech Product Positioning	How investors think?
Technology Entrepreneurship	Future of IT Industry	Perfect VC pitch
Mobile Applications	Big Data Business Models	Future of Cloud

### For Professors - Where IT meets Business:

- › Play an indispensable role in the revolution of entrepreneurial studies
- › Start co-operation with world class universities from US, Asia, and Europe
- › Network opportunities with global companies
- › Possibility to start EU projects with international partners
- › Opportunity to initiate dialogue with the most talented students globally
- › Free transport and accommodation for professors who accompany a group of 10 students



"I really blossomed after EIA. After the 3 weeks I knew exactly what I want to do with my life and now I know precisely how I am going to achieve success."

- Kaur Kirikall, Co-Founder @ Zaika

## For Students - Startup capital for your life:

- › Chance to build up your entrepreneurial career
- › Understand and learn how technological start-ups are managed
- › Boost your creativity and entrepreneurial alertness with 60 top speakers
- › Work daily with 40 internationally recognized mentors
- › Opportunity to network with talented students from 40 different countries
- › Great internship opportunities by networking with global ICT companies
- › Testing new and innovative technologies and gadgets
- › Taking part in an unforgettable social program (Monaco, Nice, Cannes)

## General Information

### Accommodation:

Approximate price for accommodation (three weeks) ca 390 - 550€ (fully equipped).

Booking accommodation by EIA staff is optional.

### Meals:

Approximate price for a lunch - 5 €

Approximate price for a dinner - 10€

### Social Program:

› Luxurious weekend in Monaco - 140€

› Red carpet weekend in Cannes - 70€

› Adventurous weekend in Corsica - 220€

Social Program is optional.

### Prices:

Super Early Bird – 1290€ (Until 15th of December)

Early Bird 1490€ (Until 15th of February)

Regular 1690€ (Until 15th of April)

### Contact:

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### Social Media:

[www.facebook.com/innovationme](http://www.facebook.com/innovationme)

<http://www.slideshare.net/InnovationAcademy>

<https://twitter.com/EIAinnovate>