EUROPEAN INNOVATION ACADEMY
EXTREME ENTREPRENEURSHIP PROGRAM
WORLD'S LARGEST ENTREPRENEURSHIP PROGRAM FOR STUDENTS
July 8th–27th 2018 in Turin, Italy
July 15th– August 3rd 2018 in Cascais, Portugal
Powered by UC Berkeley

European Innovation Academy

is a non-profit educational institution with a mission to **educate future entrepreneurs** and accelerate companies to pursue digital growth.

EIA 2017 Italy Inspire Lab, day 1

EIA educational programs are developed in cooperation with world class universities and companies from Silicon Valley: **UC Berkeley, Stanford University, Google** and many others.

Google

Berkeley
UNIVERSITY OF CALIFORNIA

Klaus Busse
Head of Design at FCA
EIA 2017 Keynote speaker

With **5 years** the program has grown into the world's **largest entrepreneurial summer program.**

In 2018 we are hosting:

700
participants

75+
nationalities

100
teams

50
speakers

77
mentors

10
VC-s

40%
America
30%
Europe
10%
Asia and Australia

EIA 2017 Portugal participants

The Extreme Entrepreneurship program

is an international education framework that provides the mindset of Entrepreneurship to help **students build a business idea into a startup in 3 weeks**

EIA 2017 Italy participants

From an idea to a start-up in 15 days

15 work days of intensive training and acceleration with around **50 sessions from experienced Silicon Valley-minded entrepreneurs**

The 3 week overview

Week 1
Customer
Validation

Week 2
Prototype

Week 3
Product
launch

Mentoring

Experienced mentors and entrepreneurs with outstanding skills in marketing, design, and IT work closely together with the students to nurture the spirit of innovation.

Chief Mentor
DAY 0-7

For business mentoring and team management

IT Mentor
DAY 6-10

For product development and coding

Design Mentor
DAY 6-10

For UX and UI design, and for product development

Marketing Mentor
DAY 7-10

For marketing strategy and campaign design

Life Coach
DAY 1-15

For personal development-related questions

IP Lawyer
DAY 11-13

For intellectual property protection

Pitch Coach
DAY 12-14

For pitch design, training and fine-tuning

VC panel is led by Ravi Belani, Stanford University, Alchemist Accelerator

Investors

1 on 1 Investor meetings

On the 3rd week teams pitch their startup to **Silicon Valley investors and journalists** to raise money, talent and advisors.

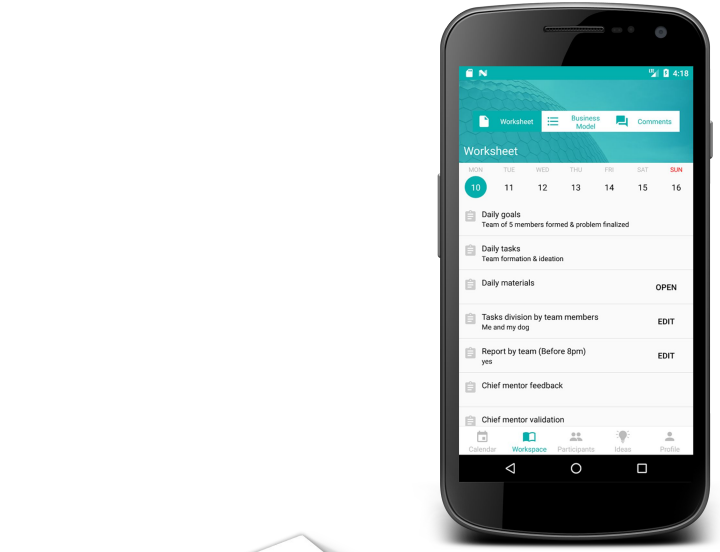
GROWZER

An **artificial intelligence robot mentor** motivates and teaches entrepreneurs to achieve their goals 10X faster and engages all team members into the process of innovation

In 2018 we are aiming to make a **Guinness Record** by having robots disrupting the education system and mentoring 700 student in Italy and Portugal.

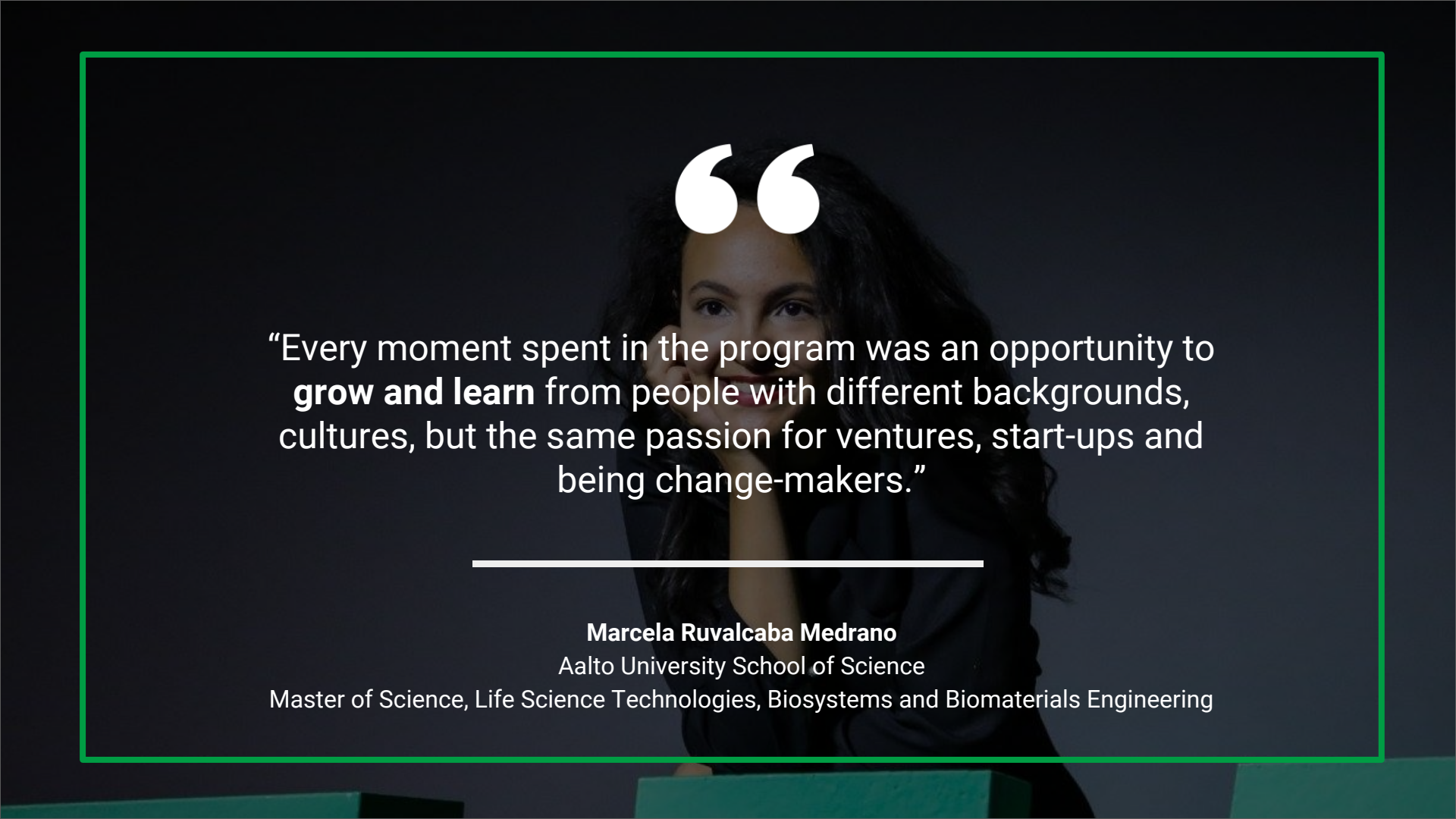
EIA Tools

In order to achieve the goals within 3 weeks all teams use the **EIA online platform, mobile app** in cooperation with 7 different type of mentors and a **40-page day-by-day methodology book** developed in collaboration with our Silicon Valley partners



Interdisciplinary and International teams

The teams in the program are formed of 5 members. CEO, CMO, CDO, CTO, and CBO will cover all the necessary competences for a team to establish a functional start-up smoothly. In total, 75 different nationalities take part of EIA.



“Every moment spent in the program was an opportunity to **grow and learn** from people with different backgrounds, cultures, but the same passion for ventures, start-ups and being change-makers.”

Marcela Ruvalcaba Medrano
Aalto University School of Science
Master of Science, Life Science Technologies, Biosystems and Biomaterials Engineering

Faculty members from **UC Berkeley**, **Deakin University**, **Tsinghua University** and **Virginia Commonwealth University** sharing their insight about participating in EIA.

[A student blog post about EIA]

[Student Spotlight video]

“I think EIAs framework is **extremely effective** and it is teaching the culture of innovation and the **mindset of entrepreneurship** that is required to build successful businesses.”

Anand Kulkarni
Keynote speaker and chief mentor in EIA
Founder & President at LeadGenius
Silicon Valley

Thank you!

The EIA
Extreme Entrepreneurship program

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