



European Institute of
Innovation & Technology

ESAP

The Entrepreneur Shadowing Acceleration Program

a TRUE Joint Acceleration Program

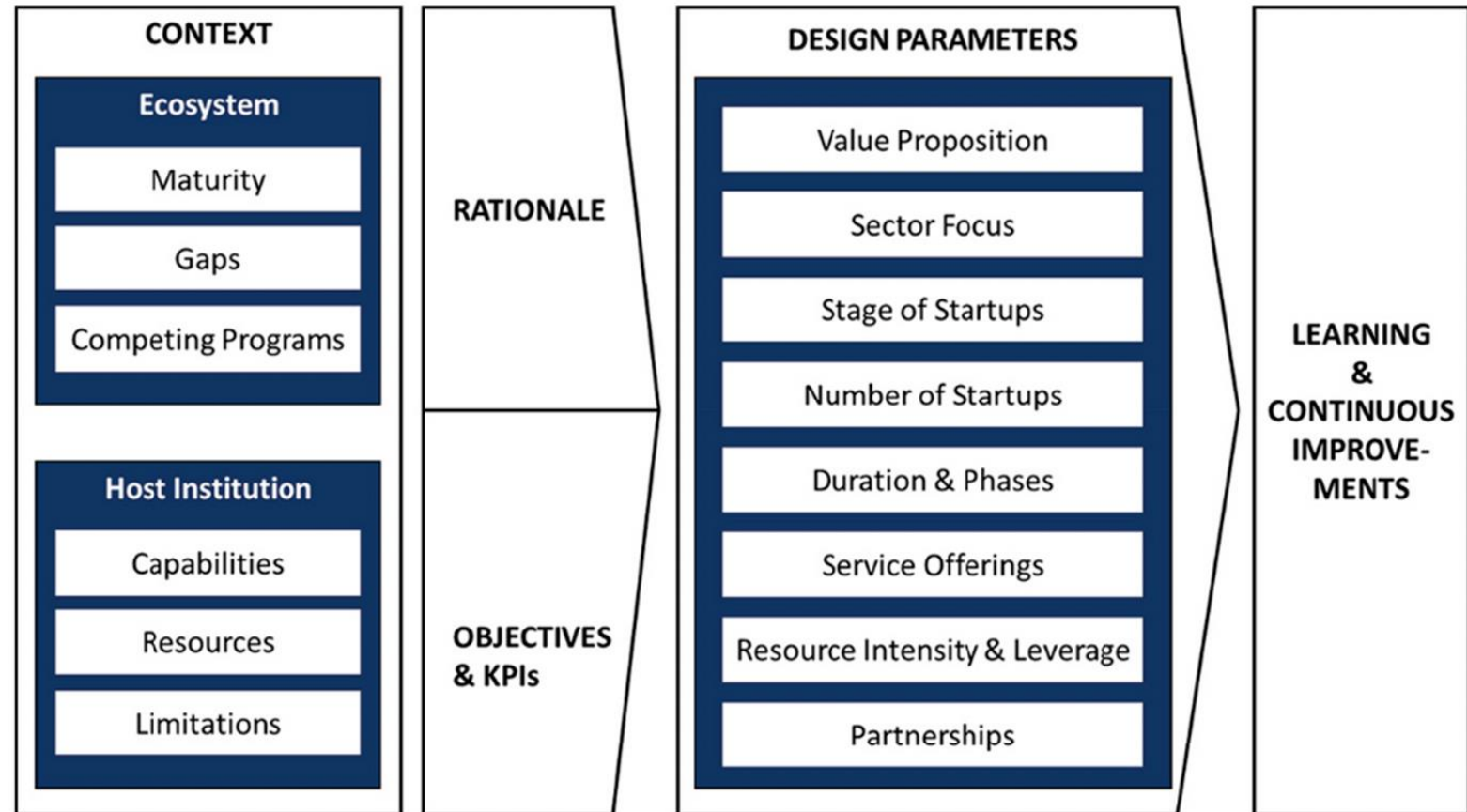


Funded by the
European Union



Design Framework

- Qualitative approach through a comparative case study analysis.
- Conducting a comparison to analyze differences between the Consortium ESOs that share the purpose of creating a JAP with different organizational designs and management structures.



ESAP (Pilot) Overview

Program Name
Entrepreneur Shadowing
Acceleration Program

Target Audience
Inexperienced early-stage
startups in e-health

Number of Participants
Four (one by each TRUE
partner)

Responsible
UB-IPL

Duration & Phases
12 weeks
Program
Implementation &
Evaluation

Hours of Training
30 Physical + 30 Online

Character
Theoretical - Practical

Modality
B-Learning

Leverage
Microsoft Teams

Service Offering
Based on their needs,
personalised mentorship in:
Innovation product design
Organisational emergence
Entrepreneurial competences
development




Resource Intensity
Cost aprox. 2280€*
**Based on UB context:
EntreComp development
(1hs -80€ ; 1280€)
Product development
(1 workshop – 250€ ;
1000€)*

Partnerships
Universidade de Madeira
Eötvös Loránd University
Prometeo Talent
Saturntech

What is ESAP?

Based on the principle of an “entrepreneurial education based on start-ups/projects needs”, ESAP is:

An International acceleration program to boost the development of innovative health solutions through a mix of:

-  Innovation product design
-  Support of an international board in health science and business experts
-  Implementation of a “shadowing” approach.

Where the participants benefits of a personalized assistance during their journeys.

Learning Outcomes

ESAP seeks growth in these competences:



Development or improvement of the business model and the minimum valuable product



Use of EntreComp as a tool to develop strenghtness and decrease individual or team weaknesses



Application of specific knowledge on the specific organizational constraints

Content

Month 1

Entrepreneurial Comp.

Diagnosis, Working with others, Mobilizing others, Planning and Management, Taking the Initiative

Learning through experience, Coping with ambiguity, uncertainty and risk, Creativity, Vision

Technical Comp.

Product Development

Search for financing, Financial and Economic Literacy

Month 2

Technical Comp.

Human Resources
Marketing
Legal

Entrepreneurial Comp.

Valuing ideas, Mobilizing resources, Spotting Opportunities

Shadowing

Month 3

Technical Comp.

Specific technical support
Dependant on the startup needs

Entrepreneurial Comp.

Motivation and Perseverance, Self Awareness and self efficacy, PITCH Methodology

Closing Session

Demo Day with networking activity between startups, the entrepreneurial ecosystem and mentors

Who will develop the sessions?

- Each startup will have:
 1. Innovation Product Design Facilitator: Design thinking to understand end user's expectations and to create an MVP
 2. Organisational emergence
 3. International Mentorship Board: Finance , HR , Marketing , Strategy and Technology
 4. EntreComp trainer: Ideas & Opportunities, Resources , Into Action



Who will develop the sessions?

EntreComp Developers

Innovation Product Designers

Organisational emergence:
International Board of Mentors

Shadowing Hosts

Implementation

Phase 1

Starting Phase

- 1.1. Open call to recruit participating startups
- 1.2. On boarding journey
- 1.3. Mentorship dating

Phase 2

During Phase

- 2.1. Program development

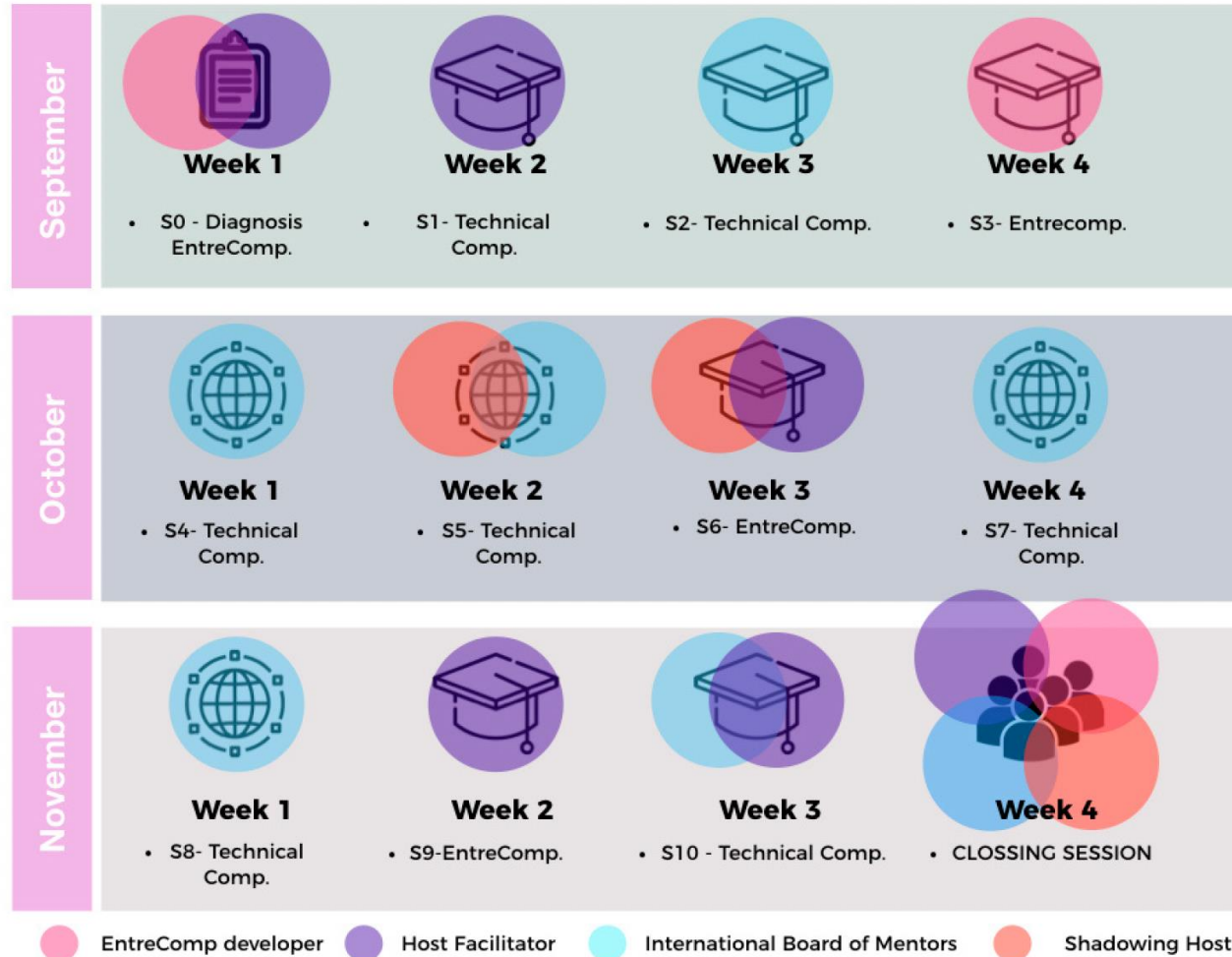
Phase 3

Ending Phase (December)

- 3.1. Final pitch
- 3.2. Validation game

ESAP ROADMAP

PROJECT TRUE



Evaluation

Evaluation process as a tool to identify the impact of the program and improvements for future versions.

Longitudinal methodology for the evaluation process considering the beginning, middle and end phases, through indirect observation using mixed methods via connecting and satisfaction surveys.

EntreComp

Initial and final reflection process
and Interviews

Technical Competences

BM Canvas, MVP and Pitch

Shadowing

Self and co-assessment of the
process