European Institute of Innovation & Technology

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Let's train together!

How to become a good entrepreneur and run an innovative business?

Funded by the European Union

International Open Innovation Training

to support **entrepreneurial education** and **innovation in HEIs** with trainings on:

| Entrepreneurship | Open Innovation | Social Product Development |

How does it work?

easy access online trainings **via Moodle Platform "eportal"** run by the Wroclaw University Science and Technology.

Registration is mandatory at this link: https://forms.gle/cxYcmaCE9G9G6LnN7

What we offer?

20 academic hours **training** course composed of **3 main modules**, namely:

Module 1 Innovation & Entrepreneurship	**Module 2** Open Innovation	**Module 3** Social Product Development

To pass the training, each participant must select and watch **at least 10 videos** out of all presentations provided from the 3 modules!

Module 1 - Innovation & Entrepreneurship

1. Designing entrepreneurial ventures based on opportunity space

2. Building entrepreneurial teams

3. The business planning process

4. Marketing for entrepreneurial ventures

5. Innovation and entrepreneurship from HEIs

6. Creating and measuring customer value through value proposition canvas

7. Structure and components of business models

8. Process management through mapping, value stream analysis and service blueprinting

9. Design and successful development of the distribution of digital products

10. Pricing of digital products

11. One Digital Health: Design Thinking for Healthcare

12. What is innovation in Systems?

Module 2 - Open Innovation

13.   Open Innovation - key factors to success and case studies

14.   Technological tools for Innovation I: Edge-computing, IoT, HPC

15.   Technological tools for Innovation II: Artificial Intelligence & Specialized Education System

16.   Introduction to Service Innovation

17.   Developing Service Ideas

18.   Data for Innovation: An Intro to Business Intelligence

19.   Innovation in Cyber Physical Systems

Module 3 - Social Product Development
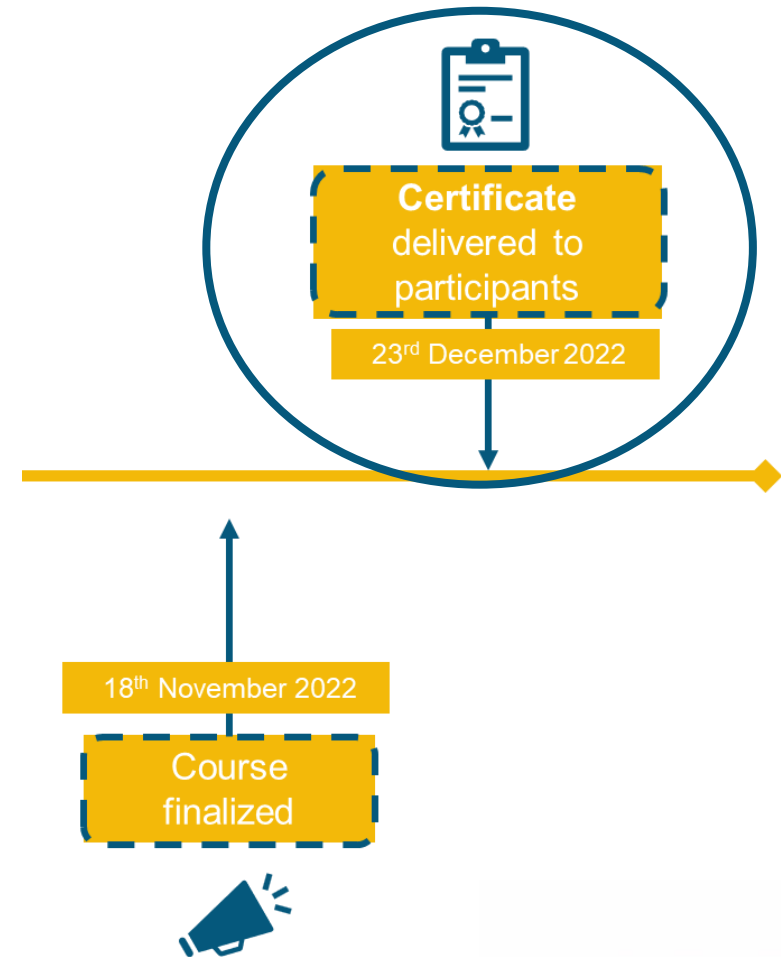
20.   Introduction to Open Innovation - crowdsourcing, crowdfunding & social product development

21.   Social Innovation: aiming ODS

22.   Study case I: "EnergyRIS: the first spin-off company of the ULL offering innovation services for the energy transition"

International Certificate

If you succesfully complete the training (10 videos) :

INTERNATIONAL CERTIFICATE

signed by representative of

Wrocław University of Science and Technology (Poland), Universidad de La Laguna (Spain), FIR at RWTH Aachen (Germany) and Holon Institute of Technology (Israel)

Certificate delivered to participants

23rd December 2022

18th November 2022

Course finalized

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What will you learn:

You will familiarize with the **phenomenon of entrepreneurship from the business process point of view.**
You will gain a **modern understanding of innovative entrepreneurship, innovation sources and innovation organization management** (integrating technological, market and organizational changes).

Finally, you will familiarize with the **factors of success or factors of failure of the company**, their measures and sources, finding funding sources innovative enterprises.

What will you learn:

You will gain skills in the range of **design of technological processes for designed products**, including the production volume and the manufacturability of the product; skills of **business plan preparation** and fast and effective methods for **presentation of the business idea** in order to gain investors. You will be able to create and measure customer value through dedicated tools.

Finally, you will acquire the ability to **think and act in a creative and logical way**, to **solve the problems** posed, to **define priorities** for the implementation of the task.

What will you learn:

After the training you will be able to **critically analyze business formation** to achieve economic, social and environmental goals. You will acquire the knowledge in order to **use the force of crowdsourcing and crowd financing** during the development of the product suited for market needs and **skills of searching actual products** that realizes defined technical problem.

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Interested in the individual Mentoring?

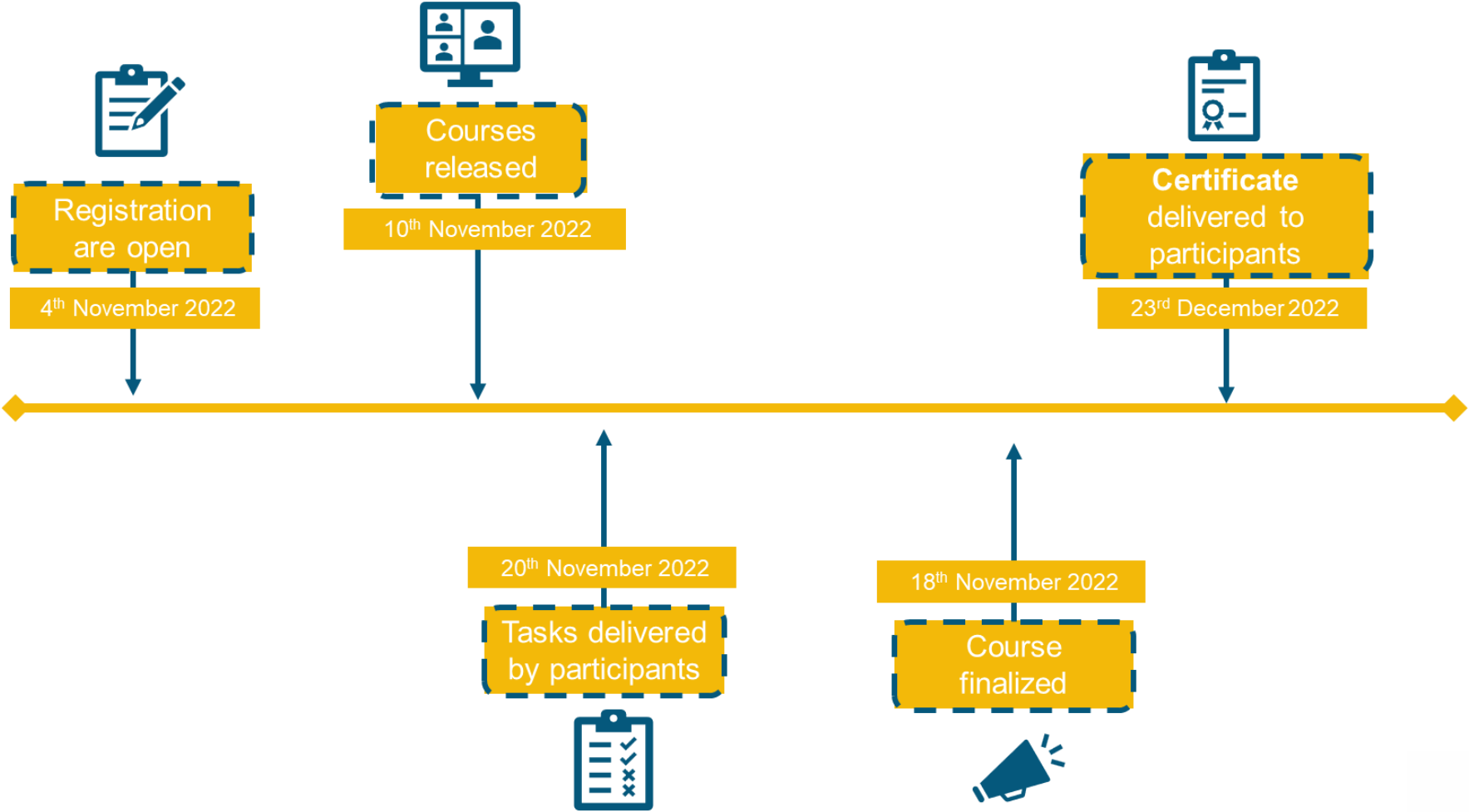Submit your idea for a **new innovative product**.
Your solution should be a one-page-long description including:

- ✓ Name of the product,
- ✓ Short description of the product – main features, functionality, etc.,
- ✓ Short explanation to what kind of need does this product answers (niche explanation),
- ✓ A paragraph on why this product is innovative?

At the end you will have developed a **prototype of the product**, create a draft of a **crowdfunding campaign** for it and prepared a **business plan** based on the business model canvas.

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Keep this dates in mind!

Registration are open
4th November 2022

Courses released
10th November 2022

Certificate delivered to participants
23rd December 2022

20th November 2022
Tasks delivered by participants

18th November 2022
Course finalized

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More info:

✉️ Email **info@ideation-project.eu**