



BIP description for the Incubation program.  
(WP7: Entrepreneurship and Innovation)  
Promoter: UC3M  
9<sup>th</sup> October 2023

This document presents a BIP proposal for the new YUFE incubation program. This program will take part from January to June, in a hybrid format: online 5 online sessions from training and mentoring (5 training and 5 mentoring) and one week onsite (Madrid).

## EXECUTIVE SUMMARY

This activity's ambition is to take advantage of the YUFE Alliance in entrepreneurship, adding value to the participants at the international level, and to embrace YUFE's responsibility for bringing to our students the relevance and benefits of multiculturalism and European integrity.

It builds on the following ideas:

- Target group: any YUFE student with an idea
- Dates: January - June 2024
  - Structure and phases' execution:
  - Selection phase: Ideas contest
    - Capacity building phase: Online Training and mentoring + onsite week training,

The following topics will be addressed:

- a) online: i) Creativity - Design Thinking, ii) Business Model Definition, iii) Communication skills, iv) Prototype and MVP, v) Financials,
- b) onsite: vi) Open Innovation, Networking and Feedback, vii) Leadership, viii) Funding your startup or project, and ix) Legal Aspects.

- Validation phase: Conference and demo day

Expected benefits for the participants specific of this stage:

- develop their ideas and projects in an **international environment**, getting valuable feedback and insights from other students and entrepreneurs, in a multidisciplinary and multicultural approach.
- establish a clear **roadmap** for their projects, with the help of experienced mentors
- **multicultural networking and experience**
- be able to **pitch at the demoday**, which is an empowering experience itself, and an opportunity to meet other entrepreneurs, investors, stakeholders, etc.
- **develop social and communication skills,**
- **Leadership training**
- Create links, better understanding of different perspective and stronger European and YUFE sense of belonging.



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## 1.- INTRODUCTION

The ambition of this activity is to take advantage of the YUFE Alliance in the field of entrepreneurship adding value to the participant at the international level.

Once entrepreneurs have an idea or project to develop, it is convenient to assist them with some structure and methodology through their co-creation path. In addition, YUFE's responsibility for bringing to our students the relevance and benefits of internationalization, multiculturalism, and European integrity, are great drivers to shape a new added-value program: the YFE incubator program.

The YFE incubator program is included in the Entrepreneurship program, and it has been designed based on 3 innovation methodologies: design thinking, lean startup, and the Agile framework. It targets anyone in YUFE who has an idea or project and wants to develop it

It is executed in three steps during a semester: i) the selection phase, organized through an Ideas contest, ii) the training and mentoring, as a capacity building phase, and iii) the Validation phase, with a week on-site including training, conference and demo-day.

The program starts in January with the selection phase (the ideas contest), where students get involved in obtaining a spot in the incubation program. The best ideas will be selected, up to 30 participants maximum. These 30 participants will develop their ideas and projects during the next months through a collaborative training and mentoring, online itinerary. The projects will come to Madrid for an onsite training, networking, conference and final demo-day.

**The BIP embraces the incubator program, capacity building and validation phase, which will provide the professional star to the students that complete it successfully: 20h online training + 20h on site training + 35h personal work = 3 ECTS.**

The following epigraphs deepen into the different stages of the program: the ideas contest, the online training and mentoring, and onsite proposal.

## 2.- IDEAS CONTEST

It's a 2-step process: Firstly, participants will apply by filling out an idea template. Participants of the selected ideas will pitch them in an online session in 3 minutes, in front of a jury. Afterward, there will be questions from the jury. The final decision and the selected participants will be announced before the 19th of January. It will be a maximum of 30 participants.

Expected date for pitch sessions: 3rd week of January, online

Participants Requirements: be enrolled in a YUFE University at the moment of applying and present an innovative idea (business, NGO, project, project, technology...). They can apply alone or in a team. Registered companies will be rejected.

Selection criteria:

1. 25% - Innovation of the idea; new business model, project or technology.
2. 25% - Feasibility (regarding resources, time to market, TRL...).



3. 50% - Team availability for the program. Expected workload dedicated to the project

Once participants are selected, they can join the Capacity-building phase.

### 3.- CAPACITY BUILDING: TRAINING AND MENTORING

Based on a learning-by-doing approach, this stage consists of reviewing 5 topics, each of them split into training and mentoring. The topics are: i) Creativity - Design Thinking, ii) Business Model Definition, iii) Communication skills, iv) Prototype MVP, and v) Financials

All topics are mandatory in joining both the training and mentoring:

- **Training:** 2-hours sessions where the participants will learn certain methodologies and acquire skills through collaborative learning. There will be a mentor who will conduct the session and help the participants apply the concepts to their projects and from their experience. The mentor will propose a task list to each project, so they can develop and work during the week.
- **Mentoring:** one week after each training session there will be a mentoring session, which is a 2- hours-session where the participants will review the work done during this week, previously agreed at the training session. This is a review session with collaborative feedback and next steps for each project.

Expected benefits for the participants specific of this stage:

- develop their ideas and projects in an **international environment**, getting valuable feedback and insights from other students and entrepreneurs, in a multidisciplinary and multicultural approach.
- establish a clear **roadmap** for their projects, with the help of experienced mentors
- **multicultural networking and experience**
- be able to **pitch at the demo-day**, which is an empowering experience itself, and an opportunity to meet other entrepreneurs, investors, stakeholders, etc.

Schedule: 20h online training + 20h on-site training + 35h personal work

*Table 1 Capacity building scheme*

Topic	Title	Session Date: week of	Mentoring Date: week of	University
1	Creativity - Design Thinking	Jan 22	Jan 27	UC3M
2	Business Model Definition	Feb 19	Feb 26	UE (Andy)



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Topic	Title	Session Date: week of	Mentoring Date: week of	University
3	Pitch	March 11	March 18	UEF (Tomi)
4	Prototype MVP	April 15	April 22	Tbc
5	Financials	May 6	May 13	Tbc
6	Open Innovation, Networking and Feedback	June – Onsite training	-	UC3M
7	Leadership	June – Onsite training	-	UC3M
8	Funding your startup: investors	June – Onsite training	-	UC3M
9	Legal Aspects: companies, protection... (preguntar Marta)	June – Onsite training	-	UC3M

#### 4.- VALIDATION STAGE

The perfect complement to the Capacity Building stage, is the demo-day, or Validation Stage based on gamification practices. It will take place onsite during 5 days, at Madrid, in June 2024

Participants: **15-20 incoming students** + local students. The participants that complete successfully the program in may will be selected to participate at the demoday.

Schedule (provisional):

	Monday	Tuesday	Wednesday	Thursday	Friday



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<b>Morning</b>	Training topic 6	Training topics 8 and 9	Training topic 7	Southsummitv visit	Demoday
			Self Work		Clausure
<b>Afternoon</b>	Teambuilding	Pitch Review	-		-
		-	-		-

Expected benefits for the participants specific of this stage:

- develop communication skills,
- Leadership training
- Create links, better understanding of different perspective and stronger European and YUFE sense of belonging.