

# EIT HEI Initiative

Innovation Capacity Building  
for Higher Education



A body of the European Union



## InterHEI

The interdisciplinary HEI Entrepreneurship Fostering Program

Youth Entrepreneurship Program. Food and Health Sectors.

## Agenda

18<sup>th</sup> October- 22<sup>nd</sup> November

Organised by the Universidad Loyola

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

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The Youth Entrepreneurship Program aims to bring students closer to the future business and innovation opportunities in the Food and Health sectors and provide them with the knowledge and tools to validate business ideas in both sectors.

The Program's target audience is HEIs students from different backgrounds and levels (undergraduate, master, PhD). Each training module combines different delivery methods and addresses specific competencies from the EIT Food Competencies Framework and EntreComp Framework.

The program is designed to empower students to get a general knowledge about innovations happening in the food and health sectors and to be able to create new business models and, eventually, build start-ups. The Program is structured as follows:

- **Online training:** 7 modules designed to give students an overview of food and health trends in terms of innovations, industry challenges, technologies available and methods to ideate, propose, validate and build a business in those sectors.
- **European Hackathon:** 3 days online and intensive hackathon created to give the students the opportunity to put into practice the learnings from the training and to propose business ideas to the main industry challenges. Students will work in international and interdisciplinary teams.
- **Projects mentoring:** Specialised mentoring to the most promising projects proposed by students during the training and the hackathon oriented to help the projects become real.

The content of the **online training** is organised into seven modules. The **first module** will give the students an overview of the state of the art of the food industry, including the main challenges and opportunities and current trends. **The second module** will do the same in the health sector. **The third and fourth modules** will introduce the Lean Startup methodology to give the participants the tools to propose solutions to the main challenges of the industries. **The fifth module** will provide the framework to establish business models and clearly understand their financial needs. **The sixth module** offers an opportunity for participants to get to know the founders of businesses in the two sectors and their trajectory to becoming entrepreneurs. Finally, the **seventh module** will allow the participants to understand the key steps to formally establishing a company and getting investment.

During the Hackathon, students will work in a team intensively in proposing a business solution to the current challenges of the food and health sectors. In the three days, the participants will have access to training pills and specialised mentors to guide them during the process. In the end, the teams will present their projects, and a jury will decide what are the most promising. Those projects selected by the jury will access specialised and personalised mentorship during December.

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The participants will have the possibility to enrol in the entire training programme or partially, depending on their previous knowledge, interests, and availability.

The training will be delivered online via the Zoom video conferencing platform. Participation will require a stable Internet connection, a computer with a microphone and camera, and the time commitment to actively participate in the entire module of the Youth Entrepreneurship Program from the 18<sup>th</sup> of October until the 22<sup>nd</sup> of November.

During the Youth Entrepreneurship Program, participants will be required to take on assignments and take understanding tests to ensure that the learning objectives have been achieved and to have the certification of completion.

Please note that the programme will be intensive and require preparations, interaction with other participants, and assignment submission. Participants are asked to ensure their full availability during the planned sessions.

The organisers attempted to ensure an appropriate study-life balance for the participants so that the Youth Entrepreneurship Program includes regular breaks, starting and finishing times matching the requirements of diverse time zones in Europe, and sufficient time allocated for teamwork during and between main sessions. We acknowledge the challenges of remote work and consider the possibility of life/study interference during the sessions. Still, we also need to emphasise the intended learning outcomes, quality of the programme and active participants' interactions. Therefore, we kindly request all participants to plan other parallel commitments in ways that would ensure their full availability during the sessions included in this agenda.

Time slots for specific sessions presented below are subject to change as the Youth Entrepreneurship Program is a collaborative process involving educators and participants. Hours listed in the agenda are CET, Central European Time, and you might need to add or subtract 1 hour from the times listed in the agenda for your country.

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## Youth Entrepreneurship Program - Agenda

### Online training

<p>Day 1 18<sup>th</sup> October (Tuesday)</p>	<p>15:00 -15:15 Introduction to the Youth Entrepreneurship Program</p> <ul style="list-style-type: none"> <li>Mercedes Pérez, coordinator of the entrepreneurship centre at Universidad Loyola</li> </ul> <p>15:15-16:15 Module 1 presentation: the future of food</p> <p>16:15-16:30 Coffee breach (free time)</p> <p>16:30- 17:45 Module 1 presentation: the future of food and teamwork</p> <p>17:45- 18:00 Feedback and next steps</p> <p><b>Trainer:</b> The Future Food Institute</p>
<p>Day 2 20<sup>nd</sup> October (Thursday)</p>	<p>16:30 -16:35 Welcome</p> <p>16:35-17:30 Module 2 presentation: the future of health</p> <p>17:30-17:45 Coffee breach (free time)</p> <p>17:45- 19:15 Module 2 presentation: the future of health and teamwork</p> <p>19:15- 19:30 Feedback and next steps</p> <p><b>Trainer:</b> Joima Parisello, Chief Medical Officer of Digimevo and President of FUFOSA</p>
<p>Day 3 25<sup>th</sup> October (Tuesday)</p>	<p>15:00 -15:15 Welcome</p> <p>15:15-15:30 Module 3 presentation: Lean Startup I- Introduction</p> <p>15:30-16:00 Clients and teamwork</p> <p>16:00. 16:30: Ideation and teamwork</p>



	<p><b>16:30- 16:45:</b> Coffee break</p> <p><b>16:45: 17:15:</b> Value proposition and teamwork</p> <p><b>17:15: 17:45:</b> Team presentations</p> <p><b>Trainer:</b> Rocío García, founder of Dingo and expert in design and lean startup</p>
<p><b>Day 4</b> 27<sup>th</sup> October (Tuesday)</p>	<p><b>15:00 -15:15</b> Welcome</p> <p><b>15:15-15:30</b> Module 4 presentation: Lean Startup II- Introduction</p> <p><b>15:30-16:00</b> Validation and teamwork</p> <p><b>16:00. 16:30:</b> Experiments and teamwork</p> <p><b>16:30- 16:45:</b> Coffee break</p> <p><b>16:45: 17:15:</b> Metrics and teamwork</p> <p><b>17:15: 17:45:</b> Team presentations</p> <p><b>Trainer:</b> León Lassoovsky, startup mentor, investor and founder</p>
<p><b>Day 5</b> 3<sup>rd</sup> November (Thursday)</p>	<p><b>15:00 -15:15</b> Welcome</p> <p><b>15:15-16:15</b> Module 5 presentation: Business model and finance projections</p> <p><b>16:15- 16:30:</b> Coffee break</p> <p><b>16:30: 17:15:</b> Module 5 presentation: Business model and finance</p> <p><b>17:15: 17:45:</b> Feedback and next steps</p> <p><b>Trainer:</b> Ismael Guerrero, founder and managing director of VIGA investments</p>
<p><b>Day 6</b> 8<sup>th</sup> November</p>	<p><b>15:00 -15:15</b> Welcome</p> <p><b>15:15-16:15</b> Roundtable with startups in the food sector</p> <p><b>16:15- 16:30:</b> Coffee break</p>



<p>(Tuesday)</p>	<p><b>16:30- 17:30:</b> Roundtable with startups in the health sector  <b>17:30- 18:00:</b> Feedback, questions, and next steps  <b>Trainer:</b> TBC</p>
<p>Day 7 22nd November (Tuesday)</p>	<p><b>15:00 -15:15</b> Welcome  <b>15:15-16:15</b> Module 7 presentation: Formal aspects of starting a business and getting investment  <b>16:15- 16:30:</b> Coffee break  <b>16:30: 17:15:</b> Module 7 presentation: Formal aspects of starting a business and getting investment  <b>17:15: 17:45:</b> Feedback and next steps  <b>Trainer:</b> Luis Gosalbez, Managing director of Metricson</p>

## Hackathon

<p>Day 1 16<sup>th</sup> November (Wednesday)</p>	<p><b>15:00 -15:30</b> Welcome and agenda  <b>15:30- 16:00:</b> Icebreaker and Team configuration  <b>16:00 – 16:30:</b> Training pill: challenges and solution ideation  <b>16:30- 17:30:</b> Teamwork  <b>17:30- 18:00:</b> Mentor checkpoint  <b>18:00- 19:00:</b> Teamwork  <b>19:00- 19:30:</b> Wrap-up and next steps</p>
<p>Day 2 17<sup>th</sup> November</p>	<p><b>15:00 -15:15</b> Welcome and agenda  <b>15:15-15:45</b> Training pill: prototyping and validation  <b>15:45- 16:30:</b> Teamwork – Creating a prototype</p>

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<p>(Thursday)</p>	<p>16:30-17:00: Mentor checkpoint 17:00- 18:30 Teamwork- Validating 18:30: 19:00: Mentor checkpoint 19:00- 19:30: Wrap-up and next steps</p>
<p>Day 3 18<sup>th</sup> November (Friday)</p>	<p>15:00 -15:15 Welcome and agenda 15:15-15:45 Training pill: how to make a good pitch 15:45- 16:30: Teamwork – Pitch presentation 16:30-17:00: Mentor checkpoint 17:00- 17:30 Teamwork 17:30: 18:30: Projects presentation 18:30- 19:00: Winner’s announcement and farewell</p>

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