

STUDY GUIDE

EUNICE Contamination Lab (ECLab)

**Organised by
University of Catania**



1. IDENTIFYING DATA.	
• Course Name.	<i>Eunice Contamination Lab (ECLab)</i>
• Coordinating University.	University of Catania.
• Partner Universities Involved.	Poznan University of Technology, Poland (PUT); Brandenburg University of Technology, Germany (BTU); University of Cantabria, Spain (UC); Université de Mons, Belgique (UMONS); Université Polytechnique Hauts-de-France, France (UPHF); Vaasa University, Finland (UVA)
• Course Field(s).	<i>Entrepreneurship, Innovation, Design, Business, Soft skills</i>
• Related Study Programme.	<i>Interdisciplinary</i>
• Course Code.	<i>n.a. The lab is a joint output of the Eunice Clab working group within Work Package 5</i>
• ISCED Code.	<i>n.a.</i>
• SDG.	<i>4 (quality education), 8 (decent work and economic growth), 9 (industry, innovation and infrastructure)</i>
• Study Level.	The Lab is open to Bachelor, Master and PhD students from any discipline from any participating Partner University in Eunice.

• Number of ECTS credits allocated.	<i>6 ECTS – This is based on the number of hours of online workshops (35 h) and on the estimate of the workload to carry out the teamwork to develop the business idea. The students will work in multi-cultural teams communicating and studying in a foreign language.</i> <i>Please note: The actual ECTS recognition (from none up to 6 ECTS) will be regulated by policies specific to each University and Course of Studies, limited to their own participating students.</i>
• Mode of Delivery.	<i>Online, through a series of weekly workshops and seminars</i>
• Language of Instruction.	<i>English</i>
• Delivery Period.	<i>March 2023 – May 2023</i>
• Course Dates.	<i>March 10, 17, 24, 31; April 14, 21, 28; May 5, 12, 19, 26</i>
• Precise Schedule of the Lectures.	<i>Friday from 9.00 to 12.00 CET (for 9 workshops)</i> <i>Friday from 9.00 to 13.00 (for the workshops of April 14 and May 5)</i>
• Key Words.	<i>Entrepreneurship, Innovation, Design, Business, Soft skills</i>
• Catchy Phrase.	<i>A unique experience to learn in practice how to create and develop a business idea in a multicultural and multidisciplinary team</i>
• Link to Course Guide.	



• Prerequisites and co-requisites.	<i>Working knowledge of English language are necessary to participate in the workshops and in the team activities</i>
• Number of EUNICE students that can attend the Course.	<i>100 – the students will be organized in teams of 4-5 people before the beginning of the course</i>
• Course inscription procedure(s).	<i>The interested students need to apply at https://treeform.typeform.com/to/jPxFnZFs?typeform-source=www.unict.it Deadline is February 28, 2023</i>

2. CONTACT DETAILS.	
• Department.	<i>Eunice Clab working group</i>
• Name of Lecturer.	<i>Please see workshops list in section Course organization</i>
• E-mail.	euniceclab.info@opinno.com
• Office.	<i>n.a</i>
• Other Lecturers.	<i>Please see workshops list in section Course organization</i>

3. COURSE CONTENT.
<p>The ECLAB has the goal to develop transversal skills (e.g., problem solving, innovative thinking, effective communication, team working) and competencies related to ideas generation and their transformation into a project with entrepreneurial potential.</p> <p>The students will work in teams to develop a business idea and prepare a pitch presenting it, with the assistance of international mentors coming from the Eunice Partner Universities and based on the methodological input that will be provided through 9 online workshops, 1 Kick-off meeting and the final event.</p> <p>The workshops will cover methods to generate ideas and foster team creativity; methods to validate an innovative business idea, develop a business model, estimate the market and plan the financial aspects; communication skills in intercultural contexts and for public speaking; effective ideas presentation through pitches.</p> <p>The laboratory is based on the idea of “contamination” at several levels: interdisciplinary contamination (team members belonging to different disciplines), cultural contamination (team members and workshops leaders belonging to different countries), and academy-industry-entrepreneurs contamination (due to seminars and mentors’ input to the teams).</p>



4. LEARNING OUTCOMES.

- 1) The students will learn in practice how to address the challenges of generating an idea and developing it into a feasible project.
- 2) The students will learn “by doing” a lean methodology to validate an idea and its business potential, and to pitch in front of potential investors.

5. OBJECTIVES.

The students will:

- Understand the processes fostering innovative ideas generation
- Know and be able to apply the “lean methodology” to validate business assumptions on customer needs, evaluate fitness of proposed solutions to these needs; carry out business research and evaluate product/market fit; plan for growth.
- Know and be able to develop a Business Model Canvas
- Understand the structure and content of a business plan
- Know the basic forms of funding/financing
- Understand how to communicate effectively in a multicultural team and during public speaking

6. COURSE ORGANISATION.

UNITS

1	KICK-OFF event. Introduction to the program and testimonials
2	Idea generation University of Cantabria, Spain The workshop aims to introduce students creative thinking through a comprehensive range of creative thinking tools and techniques and to generate original ideas for projects. We also examine what makes, or breaks, an effective creative team and other social groups.
3	Lean Methodology: Problem Validation University of Catania + Innovation Specialist Partner, Italy The Lean methodology is a scientific system for verifying, with reduced time and costs, whether a product or service works in the market. The workshop addresses the first steps of the methodology, i.e., how to scientifically validate the assumptions related to the needs of one's customer.



4	<p>Lean Methodology: Problem Solution Fit + Contamination event University of Catania + Innovation Specialist Partner, Italy</p> <p>The second workshop on the “Lean methodology” addresses the methods to assess the Problem Solution Fit. Starting from the concept of Minimum Viable Product (MVP) the students will learn how to use mockups to test the solution before building it, and how to design of a test to measure the results of the proposed MVP.</p>
5	<p>Intercultural communication Poznan University of Technology, Poland</p> <p>The goal of the workshop is to reflect on the dimensions that may affect communication in an intercultural context. Awareness of the processes that are in place during intercultural communication is especially important in the modern workplaces.</p>
6	<p>Business model canvas University of Catania + Opinno Italy (Innovation Specialist Partner), Italy</p> <p>The business model canvas is a fundamental tool for understanding how a company creates, distributes and captures value. The workshop will present a detailed analysis of the model created by Alexander Osterwalder, who revolutionised the way of representing a business model.</p>
7	<p>Ideas challenging Université de Mons, Belgique</p> <p>The goal of this workshop is to challenge the work done by the teams so far and learn about the dimensions to take into account when assessing the quality of a project: technology, market, governance, finance, and IP.</p>
8	<p>Competitors and Market Size - Customer Acquisition & Product/Market fit University of Catania + Opinno Italy, Innovation Specialist Partner, Italy</p> <p>The main goal of the workshop is to enable participants to assess the competitive environment in which they operate, and to estimate the size of the target market. Methodologies, tools and metrics will be described in order to implement growth hacking strategies.</p>
9	<p>BusinessPlan/Financial Programming/Financing and Funding Brandenburg University of Technology, Germany</p> <p>The workshop will cover: Structure and contents of the Business plan, General introductory concepts about Accounting/Finances, Financial programming and financing, Basic forms of financing/funding. Students will engage in short exercises.</p>
10	<p>Pitch preparation Université Polytechnique Hauts-de-France, France</p> <p>During the workshop, the teams will be guided in the creation of the final pitch deck and in the presentation of their business idea following a structured flow, starting from the definition of a problem/need, explaining the innovative solution and presenting all the middle steps of the business research. This workshop will give tools to follow to highlight the added value of the proposed project and their opportunity in the market. The teams will analyze their pitch</p>



	from a public speaking point of view, focusing on how to organize information in order to engage and convince the audience.
11	Final event: Pitch presentation in front of the jury and Awards to winning teams
LEARNING RESOURCES AND TOOLS.	
The learning materials supporting the program (deck of slides of each workshop and other resources) will be available in the Eunice Moodle Platform.	
PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.	
<p>The Eunice Clab will be run online, following a flipped classroom and project-based model and will consist of weekly workshops/seminars of 3 hours devoted to the covering of the contents. Some workshops will include “contamination” events with live testimonials of start-up, spin-offs and successful projects.</p> <p>The teams will be pre-formed at the beginning of the program, as a result of the selection procedure. They will be placed in a team that will be balanced in terms of background of the students and provenance from the Partner Universities. This is realistic in terms of what the students may find when working with international companies, and, in general, in any working context.</p> <p>Selected Mentors will be assigned to each team and will coach the whole process of turning the idea into a project. Mentors will be provided by the following Eunice Universities in collaboration with external companies and services specialized in Innovation:</p> <p>BTU (from Start-up Service/Chair of Planning, Innovation and Start-up) UC (in collaboration with Santander International Entrepreneurship Center) UMONS (internal teachers with experience in project coaching) UPHF (in collaboration with Industrial-University-Territory Clubs) UVA (internal teachers and experts with experience in project coaching)</p> <p>The Workshops, the Contamination events, the mentoring sessions and the final event will take place on the platform REMO, that is especially suited to deliver workshops and contamination events in the form of conferences with multi speakers and testimonials, and to support team work. The Platform will stay open for all the duration of the program, allowing the teams to work at their convenience, and to interact with their mentors, always in the same virtual space.</p>	



7. ASSESSMENT METHODS AND CRITERIA.

In the final event, which is mandatory, the teams will be assessed based on the quality of the pitch (content and presentation) by a jury formed by one representative from each involved university and by representatives from the business world. The assessment will also take into account feedback from the mentors regarding the engagement level of the teams during the whole program. The participants of the best scoring teams in the final competition will be awarded access to the Eunice Summer School onsite in Catania and their travel expenses will be covered by the EUNICE project. The Summer School will take place from July 10 to July 14.

The students will be tested individually on their knowledge of the key concepts presented during the workshops by a multiple-choice test administered at the end of the course and before the final event.

During the program the teams will have to complete 3 intermediate assignments that are key to finalize the pitch: a report on the problem validation interviews, the detailed Business Model Canvas and a SWOT analysis.

The minimal criteria for the ECTS-points and certificate awarding in addition require an attendance of minimum 8 workshops during the program, in addition to the final event which is mandatory.

Please read the section “Observation” on additional requirements for the ECTS awarding at some universities.

OBSERVATIONS.

To all the students completing the program a certificate of attendance and assessment will be issued.

Other specific criteria for ECTS recognition and grading can be introduced by the involved universities for their own students (for ex. an additional presentation might be required to award the full 6 ECTS).

8. BIBLIOGRAPHY AND TEACHING MATERIALS.

All the materials used during the workshops will be made available to the students after each workshop.

A list of relevant readings will be sent to the selected participants.

