

July **16**
August 4
2017



Entrepreneurship & Innovation Summer Program



The background features a large gear mechanism with several black gears of different sizes. A man in a dark suit stands on the left, and a woman in a grey suit stands on the right, reaching out to touch one of the gears. The scene is set outdoors on a paved surface with green grass in the background.

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Organized by
The European Innovation
Academy (EIA)

Credits
6 ECTS

Course language
English

Course duration: 4 weeks
(156 h) - 1 pre-week
online + 3 weeks on-site

Technology focus
Web & Mobile
Applications, Internet of
Things, Big Data, Busi-
ness Software

Methodology partners
UC Berkeley, Stanford
University, Google

Location
Lisbon - Cascais, Portugal

Dates:
July 16 - August 4, 2017

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TUITION FEE IS
REDUCED TO
999 EUR TO
TEDU STUDENTS.”



COURSE EMPHASIS:

- **A real-life customer** development context to acquire the skills and know-how to develop their business idea all the way from the conceptual stage to the market place.
- **Guidance** to build a scalable business model via real-life experiments at a real marketplace with real customer feedback,
- **Learning environment** corresponding to current and future workplace requirements - cross-functional and virtual teams with crowd-sourced work tasks, multicultural work force and extremely demanding organisation, planning and communication skills.
- **Daily mentoring** and support by experienced professionals from various business, marketing, IT and design backgrounds is an essential part of the course.
- **Unique hands-on** learning and experience of a genuine start-up life.

Tuition fee - confirmed before June 1, 2017 - 1199 EUR/student (meals and airfare not included) *

Accommodation (optional) - 550-750 EUR/student (depends on the choice)