Title of BIP: <u>ONE STEP BEYOND : AN ENTREPRENEURIAL COURSE WITHIN THE UNITA ALLIANCE (Task 4.1)</u>

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General information

The BIP is part of the UNITA Alliance's Task 4.1 "*UNITA inter-territorial interfaces for innovation*", which in turn is part of WP4 - Knowledge-based growth in rural, mountain and cross-border territories.

Entrepreneurial training is divided into a first part of theoretical framework, delivered online, and a subsequent practical part, in presence at the University of Turin.

Objectives and Description:

The goal is to provide participants with an entrepreneurial education that will enable them to carry out research activities with greater awareness of the practical applications of research results and the dynamics of entrepreneurship and innovation.

The linkage that will be established with the soon-to-be-issued UNITA Starting and Advanced Tech Transfer Grants will enable them to participate with a greater likelihood of success.

The program will consist in the following stages:

   I.   <u>Online theoretical training</u>

     Duration: 2 months, since 20/1/25 to 20/03/25

     Teachers from across the Alliance will hold online lectures, partly in streaming and partly in asynchronous mode.

   II.   <u>In presence Workshop on entrepreneurship + Opening of the UNITA call for Starting Tech Transfer Grants</u>

     Duration: 3 months, since 31/3/25 to 30/6/25. (The Entrepreneurship program could overlap the UNITA call for Starting Tech Transfer Grants).

     The Workshop on entrepreneurship will consist of:

       1. Team Building
       2. Mentoring in the development of the entrepreneurial projects

     This part will be held mainly in the intensive period in presence.

     The work could be completed afterwards, working online with the mentors' supervision

<u>Locally, each Partner University will provide their participants with a minimum number of mentoring (e.g.6 hours), by mentors coming from Industry.</u>

Methods and outcomes:

Different methodologies will be adopted in the two main parts of the program.

The First Theoretical Part is intended to enable participants to familiarize with entrepreneurship and the dynamics of innovation: without basic information, participants are unlikely to be able to effectively complete the tasks assigned to them. This part is normally conducted through traditional lectures with a practical focus, which will be attempted to be interactive as much as possible.

The following workshop in presence will be conducted through a well-established methodology, including an expert-assisted team-building phase, with the aim of obtaining well-distributed teams in terms of interdisciplinarity, countries of origin and gender.

Each team will then be paired with a mentor experienced in developing entrepreneurial projects, who will assist in identifying the business idea and its development by assigning specific tasks. The teams will present their project through "pitches" to a group of experts.

The teams' projects should hopefully be reflected in the research projects to be submitted in response to the Calls for Starting and Advanced Tech Transfer Grants that will be issued in conjunction with the entrepreneurial training program

Field of Education:
Student entrepreneurship

Target audience / Participants profile:
- PhD Student regularly enrolled in a Doctoral program at one of the Alliance universities
- Student regularly enrolled in the last year of a Master Degree programme at one of the Alliance universities
- Researcher with fixed-term or open-ended contract or similar contract at one of the Alliance universities
- Contract lecturer at one of the Alliance universities
- Associate professor at one of the Alliance universities
- Full professor at one of the Alliance universities
- Graduate technical and administrative Staff working in the field of innovation.
- Eventually, to be enrolled in a doctoral program at another university of the Erasmus Program countries

No of ECTS issued:
Students will be awarded 4 ECTS:
- 2 ECTS for the Online part and
- 2 ECTS for the Workshop in presence.

A certificate of attendance will be issued to all participants.

Language of instruction and requirements:
Language of instruction: English

The success of the program depends also on the selection of highly motivated candidates who meet the following **requirements**:

- English language proficiency level: B2 of the European Framework of Reference for Languages.
- The program is stand-alone, however, a preferential selection criterion is the intention and the concrete possibility of applying for the UNITA Starting Tech Transfer Grants call, which will be open in partial overlap with the Joint Entrepreneurship program. The UNITA Starting Tech Transfer Grants call will award a score

for participation in the Joint Entrepreneurship Course in the evaluation of the applications, even if, of course, those who did not take part in it may also apply.

- Have a business idea to be developed located within the economic sectors corresponding to the S3 (Smart Specialisation Strategy) areas of the Alliance partners, i.e., the set of economic sectors declared strategic by each partner's home region. The business idea must be new and not already being developed by the proposer, as the purpose is to develop entrepreneurial skills and not necessarily to create a new enterprise (although this could happen).
- To have a business idea is not a determining criterion, in this case it is enough a strong interest in the economic impact of research and in acquiring entrepreneurial skills.
- Availability to work in a team.
- There are no limitations as to the field or research or of study (any researcher or student can usefully acquire entrepreneurial skills).

Selected participants will be required to send a short CV and a motivational letter.

Dates for physical activity:
31 March 1025 – 4 April 2025

Location of physical activity:
University of Turin

Dates for virtual component:
20/1/25 to 20/3/25; the period after the physical activity until 30/6/2025

Virtual Component Description:
A] General topics:
1. Entrepreneurial mindset and the process of technology transfer;
2. Business model Canvas and business plan;
3. Scientific research and entrepreneurial opportunities; Incubators and accelerators;
4. Intellectual property;
5. Marketing for entrepreneurs;
6. Finance for startups;
7. Corporate models;
8. Impact and social entrepreneurship;
9. Digital tools for entrepreneurs (app, website, AI).

B] Specific topics: an overview of the main economic dynamics and entrepreneurial opportunities in S3 (Smart Specialisation Strategy) economic sectors.
1. Advanced Manufacturing;
2. Aerospace;
3. Agroindustries & Food;
4. Automotive / Mobility;
5. Biotech;
6. Digital & Creative Industries;
7. Energy;
8. Forestry / Ecology / Sustainability;

9. Health / Life Sciences;
10. Tourism

Each topic will be the subject of a single lesson lasting between two and three hours.

Organizing Board

Receiving/Host university: University of Torino – Prof. Dario Peirone – dario.peirone@unito.it

Sending/Partner universities:
P1. France - Université de Pau et des Pays de l'Adour (UPPA)
P2. Portugal – Politecnico da Guarda (IPG)

Detailed programme

Online Theoretical Training will be conducted according to a schedule that will be disseminated prior to the start of the course.
Classes will take place or be made available between 20.01.2025 and 20.03.2025, on the subjects indicated in Virtual Component Description.
The in presence workshop will be held at the University of Turin, according to the following outline schedule:

- 31.03.2025: Welcome and Team building
- 31.03.2025 - 4.04.2025: Development of the entrepreneurial projects proposed by each team, under the guidance of mentors
- 04.04.2025: Final ceremony with pitch presentation

Before the Turin workshop, efforts will be made to foster each other's familiarity of the participants through online activities.
After the workshop in Turin, there will be an online voluntary follow up that will allow teams to further develop their project.

Application procedure

Every UNITA office is in charge of selecting and nominating participants before 20 December 2024.