

WP2 – Entrepreneurship Knowledge Transfer

Training of the trainers 4

Title of the Project	Entrepreneurship Knowledge Centers to Foster Innovative Entrepreneurship Practices in Education and Research / ENCORE
Host Institution	University of Alicante
Work Package / Activity	WP2 – Entrepreneurship Knowledge Transfer
Date(s)	9 th – 11 th May, 2022
Venue / Place	Alicante, Spain

ABOUT ENCORE TRAININGS TOT3 & TOT4

Topics:

- Financial management for entrepreneurs – how to finance entrepreneurial activities & start-ups, alternative methods of financing for entrepreneurs
- Business strategies and models for entrepreneurs
- Insights into the importance knowledge on target markets and target groups
- Tools to support students and entrepreneurs in becoming an entrepreneur
- Developing the entrepreneurial path
- The entrepreneurship ecosystem and defining and forming an own on a national basis

Objectives:

The training aims to build up knowledge and share experiences on Entrepreneurship made among the partners from Europe, Bhutan, Laos and Nepal. The knowledge generated supports all partners with the creating and development of activities in the Entrepreneurship Knowledge Centers in their universities.

The trainings combine theoretical input sessions which are combined with practical sessions, applying the learnt to support the implementation of the project. The content/format includes ppt presentations, interactive exercises, polls, good practice examples, etc., group work, reading materials, follow-up work, etc.

AGENDA

Monday, 9th of May 2022

Location: University of Alicante Science Park / Salón de Actos

Time	Activity	Speakers
08:55	Pick-up at Hotel Eurostars Lucentum for bus ride to Science Park If you are staying somewhere else, please be sure to be at the Eurostars Lucentum Hotel Lobby in time for the pick-up	UA
09:30– 09:45	Welcome & opening of the ENCORE ToT4 Objectives and topics of the training	UA
09:45 – 10:30	Entrepreneurial Motivation Workshop	Victor Climent, UA/Employment Center
10:30 – 11:00	Social Entrepreneurship	Victor Climent, UA/Employment Center
11:00 – 11:30	<i>COFFEE BREAK</i>	
11:30 – 11:50	Sharing the experience of creating a social enterprise Mystic J https://mystici.com/	Saleh Alda & Ekaterine Chartolani, Mystic J founders
11:50 – 12:30	Alicante Science Park	Mar Cervera, UA/Science Park
12:30 – 13:15	Mediterranean Algae. How to launch a company from the very beginning	Guillermo Del Barco, co-founder
13:15 – 13:45	Visit to Science Park & FYCH Technologies	Mar Cervera, UA/Science Park Andrea Cabanes, CEO Fych Technologies
14:00 – 14:45	<i>LUNCH</i>	
14:45 – 15:30	CEEI-Elche	Triana Bueno, CEEI- Elche
15:30 – 16:00	Activities to inspire and train potential young entrepreneurs	Cristina Beans, UA/OGPI
16:00 – 16:15	Wrap-up of the day	HHA
16:30	Bus pick-up	
17:00– 19:00	Social Activity: Guided Tour of the Castillo de Santa Barbara	

Tuesday, 10th of May 2022

Location: University of Alicante – Sede Calle San Fernando / Sala Polivalente

Time	Activity	Speakers
08:45	Pick-up at Hotel Lucentum to walk to venue If you are staying somewhere else, please be sure to be at the Lucentum Hotel Lobby in time for the pick-up	UA
09:00 – 10:30	Developing the entrepreneurial path – developing creativity & innovativeness, support needed at each stage, creation of impact & measurement, decision-making skills & personal branding <i>Participants are requested to bring their laptops for this activity</i>	Eduardo Sanchez, UA
10:30 – 11:00	COFFEE BREAK	
11:00 – 12:30	Developing the entrepreneurial path (continued)	Eduardo Sanchez, UA
12:30– 13:15	The Alicante public-private entrepreneurship ecosystem & Alicante Futura	Pablo Sánchez Chillón, Alicante City Hall Maria José Zepeda, IDEX group
13:15 – 14:00	LUNCH	
14:00 – 16:00	Understanding the markets – tools for a proper market analysis	Lisa Mahajan & Matthias Lesjak, FHJ
16:00 – 16:15	Wrap-up of the day	HHA

Wednesday, 11th of May 2022

Location: University of Alicante – Sede Calle San Fernando / Sala Polivalente

Time	Activity	Speakers
08:45	Pick-up at Hotel Lucentum to walk to venue If you are staying somewhere else, please be sure to be at the Lucentum Hotel Lobby in time for the pick-up	UA
09:00 – 11:00	CANVANIZER workshop <i>Participants are requested to bring their laptops for this activity</i>	Victor Climent, UA/Employment Center
11:00 – 11:30	COFFEE BREAK	
11:30 – 12:30	Understanding your Target Groups – tools for getting deeper insights into the target groups (service design)	Lisa Mahajan & Matthias Lesjak, FHJ
12:30 – 13:30	Workshop on EKC Business Plans	Eva Holmberg & Jarmo Ritalahti, HHA
13:30 – 14:15	LUNCH	
14:15 – 16:00	Workshop on EKC Business Plans (cont)	Eva Holmberg & Jarmo Ritalahti, HHA
16:00 – 16:30	Wrap-up of the ENCORE trainings & Instructions for Replications	HHA & UA