

STARTIFY7



Overview

Europe lags behind its global competitors in ICT entrepreneurship endeavours, and needs a new generation of young ICT entrepreneurs to start businesses in Europe. In January 2013 the Entrepreneurship 2020 Action Plan identified ICT as a priority sector, and STARTIFY7 will deliver innovative training to enhance the capabilities of young ICT entrepreneurs in Europe.

Value Proposition

STARTIFY7 aims to address two major hurdles that persist in existing European ICT entrepreneurship training initiatives. First, the fragmentation of European ICT entrepreneurship education and training programmes resulting in a 'one-size fits-all' model that potentially does not fit anyone. Second, is a lack of a holistic training structure and the general absence of a 'learning-by-doing' approach by providing a more 'hands-on' and practical learning experience.

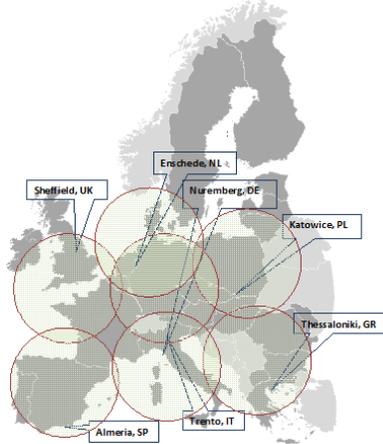
With a strong emphasis on thematic areas of ICT, STARTIFY7 is about learning-by-doing methods to promote student involvement during the programme. The project will go beyond traditional formal training and teaching styles to meet the learning preferences of young ICT entrepreneurial students, who place more value on unstructured and dynamic learning. As such STARTIFY7 will promote action learning rather than passive listening to enhance individual abilities, self-confidence *and* self-actualisation.

Factsheet

- 7 Summer Academies with thematic lean-training curricula in 7 European Cities across two summers with pan-European geographic coverage
- 10 days of collaborative, hands-on training in each academy (8 hours a day) for 40 students (prospective ICT entrepreneurs) participating in each summer academy (40*7=280 students in total).
- 93 teams of approximately three participants each (280/3~93) developing entrepreneurial ideas and where appropriate minimum viable products (i.e. 1 demo coming from each participating team)
- A large network of 70 instructors (around 10 for the duration of each Summer Academy), including mentors, coaches and academics
- Collaboration with 15 existing regional startup communities. Collaboration with at least 5 existing EU projects/initiatives

- 21 investment-ready proposals after the completion of each Summer Academy (63 individuals participating in total in two boot-camps, $63/3=21$).
- Participation of at least 10 representatives of investing teams (e.g. VCs, business angels, etc.).

Geographies covered



Seven Summer Academies in seven different European cities within a timeframe of two sequential summers (i.e. 2015 and 2016). The academies and their themes are:

- Sheffield (Digital healthcare)
- Trento (Cyber Security)
- Nüremberg (Cyber-Physical-Systems/Internet of Things)
- Almeria (Industrial Simulations)
- Thessaloniki (Games and Gaming)
- Katowice (Next Generation Enterprise Information Systems)
- Enschede (Social and enterprise networks)

Consortium

STARTIFY7 consortium comprises 11 partners from 8 countries (i.e. UK, Italy, Germany, Spain, Greece, Poland, Netherlands and Belgium). The consortium presents the right balance of skills and mix of essential industrial and academic backgrounds. The consortium composition has been carefully designed to enable the smooth handling of two dimensions throughout the project:

- Academia (USFD, TRISE, FAU, UAL, SEERC, UNIK and TWU) with outstanding scientific expertise in the field of entrepreneurship training that is required in order to deliver high-quality academies.
- Industry (UTUM, i4G, EUN, YES) with thorough understanding of practical requirements and experience in startup support and promotion.