



InterHEI

The interdisciplinary
HEI Entrepreneurship
Fostering Program

Brochure

Youth Entrepreneurship Program

Organised by

Universidad Loyola

www.interhei.eu

Supported by



Funded by the
European Union





InterHEI

The interdisciplinary
HEI Entrepreneurship
Fostering Program

Overview

The Youth Entrepreneurship Program is a training program for curious minds **to learn about business opportunities in food and health** and provide them with **the knowledge and tools to validate business ideas** in both sectors. The Program will give students of different backgrounds and countries the opportunity to network in a multicultural and international environment.

Join the Program if you are eager to boost your entrepreneurial skills and apply them to the food and health sector in your country and across Europe!



InterHEI

The interdisciplinary
HEI Entrepreneurship
Fostering Program

Key Features

The program is designed to empower students to get a general knowledge about innovations happening in the food and health sectors and to be able to create new business models and, eventually, build start-ups. The Program is structured as follows:

- **Online training:** 7 modules designed to give students an overview of food and health trends in terms of innovations, industry challenges, technologies available and methods to ideate, propose, validate and build a business in those sectors.
- **European Hackathon:** 3 days online and intensive hackathon created to give the students the opportunity to put into practice the learnings from the training and to propose business ideas to the main industry challenges. Students will work in international and interdisciplinary teams.
- **Projects mentoring:** Specialised mentoring to the most promising projects proposed by students during the training and the hackathon oriented to help the projects become real.



InterHEI

The interdisciplinary
HEI Entrepreneurship
Fostering Program

Benefits

- Practical and hands on training taught by practitioners, business owners and founders.
- An opportunity to **learn and network in a multidisciplinary** and multicultural environment.
- **Flexibility to configure your** training itinerary, you can register to the complete program or only for the sessions that interest you the most.
- A way to **develop profession-related competencies** and boost your innovations and entrepreneurial skills.
- **Free of charge**, participants do not pay tuition
- At the end of the program or module you will be awarded a **training certificate**.



InterHEI

The interdisciplinary
HEI Entrepreneurship
Fostering Program

Beneficiaries

The Program if for you if:

- You are curious and want to explore business opportunities in health or food
- You are open and eager to learn in a multicultural environment
- You willing to apply the tools and the mythology tought in the real world because see yourself in the mid-term starting a business

The Youth Entrepreneurship Program is open to:

- Students enrolled in the current academic year in any of the High Education Institutions in the European Union, Serbia, Ukraine, or Turkey.
- Students with at least an English level equivalent to a B2 should be aware that the Program will be run in English
- Priority will be given to students of the High Education Institutions participating in the project, which are: University of Warsaw (Poland), Lodz University of Technology (Poland), Universidad Loyola (Spain), Marmara University (Turkey), Perrotis College (Greece), University of Kyiv (Ukraine), Medical University of Lodz (Poland), University of Agriculture in Krakow (Poland) and Slovak University of Agriculture in Nitra (Slovakia)



InterHEI

The interdisciplinary
HEI Entrepreneurship
Fostering Program

Program Delivery

The program is comprised of 7 days of online classes and workshops delivered by leading European experts in food, health and business. Additionally there will be a European Hackathon of 3 days where students will put the learnings from the training and to propose business ideas to the main industry challenges. Students will work in international and interdisciplinary teams. The best projects proposed during the Hackathon will have access to specialized mentorship.

The program and its sessions will use a highly interactive methods to promote participation among students.



InterHEI

The interdisciplinary
HEI Entrepreneurship
Fostering Program

Key dates – Online Training

Day 1 18th October (Tuesday)

15:00 – 15:15 Introduction to the Youth Entrepreneurship Program
Mercedes Pérez, coordinator of the entrepreneurship centre at Universidad Loyola
15:15– 16:15 Module 1 presentation: the future of food
16:15– 16:30 Coffee breach (free time)
16:30– 17:45 Module 1 presentation: the future of food and teamwork
17:45– 18:00 Feedback and next steps
Trainer: The Future Food Institute

Day 2 20nd October (Thursday)

16:30 – 16:35 Welcome
16:35– 17:30 Module 2 presentation: the future of health
17:30– 17:45 Coffee breach (free time)
17:45– 19:15 Module 2 presentation: the future of health and teamwork
19:15– 19:30 Feedback and next steps
Trainer: Joima Parisello, Chief Medical Officer of Digimevo and President of FUFOSA

Day 3 25th October (Tuesday)

15:00 – 15:15 Welcome
15:15– 15:30 Module 3 presentation: Lean Startup I- Introduction
15:30– 16:00 Clients and teamwork
16:00. 16:30: Ideation and teamwork
16:30– 16:45: Coffee break
16:45: 17:15: Value proposition and teamwork
17:15: 17:45: Team presentations
Trainer: Rocío García, founder of Dingo and expert in design and lean startup



InterHEI

The interdisciplinary
HEI Entrepreneurship
Fostering Program

Key dates – Online Training

Day 4 27th October (Tuesday)

15:00 – 15:15 Welcome
15:15– 15:30 Module 4 presentation: Lean Startup II- Introduction
15:30– 16:00 Validation and teamwork
16:00. 16:30: Experiments and teamwork
16:30– 16:45: Coffee break
16:45: 17:15: Metrics and teamwork
17:15: 17:45: Team presentations
Trainer: León Lassovsky, startup mentor, investor and founder

Day 5 3rd November (Thursday)

15:00 – 15:15 Welcome
15:15– 16:15 Module 5 presentation: Business model and finance projections
16:15– 16:30: Coffee break
16:30: 17:15: Module 5 presentation: Business model and finance
17:15: 17:45: Feedback and next steps
Trainer: Ismael Guerrero, founder and managing director of VIGA investments

Day 6 8th November (Tuesday)

15:00 – 15:15 Welcome
15:15– 16:15 Roundtable with startups in the food sector
16:15– 16:30: Coffee break
16:30: 17:30: Roundtable with startups in the health sector



InterHEI

The interdisciplinary
HEI Entrepreneurship
Fostering Program

Key dates – Online Training

Day 7
22nd
November
(Tuesday)

15:00 – 15:15 Welcome

15:15– 16:15 Module 7 presentation: Formal aspects of starting a business and getting investment

16:15– 16:30: Coffee break

16:30: 17:15: Module 7 presentation: Formal aspects of starting a business and getting investment

17:15: 17:45: Feedback and next steps

Trainer: Luis Gosalbez, Managing director of Metricson



InterHEI

The interdisciplinary
HEI Entrepreneurship
Fostering Program

Key dates – Hackathon

Day 1 16th November (Wednesday)

15:00 – 15:30 Welcome and agenda
15:30– 16:00: Icebreaker and Team configuration
16:00 – 16:30: Training pill: challenges and solution ideation
16:30– 17:30: Teamwork
17:30– 18:00: Mentor checkpoint
18:00– 19:00: Teamwork
19:00– 19:30: Wrap-up and next steps

Day 2 17th November (Thursday)

15:00 – 15:15 Welcome and agenda
15:15– 15:45 Training pill: prototyping and validation
15:45– 16:30: Teamwork – Creating a prototype
16:30– 17:00: Mentor checkpoint
17:00– 18:30 Teamwork- Validating
18:30– 19:00: Mentor checkpoint
19:00– 19:30: Wrap-up and next steps

Day 3 18th November (Friday)

15:00 – 15:15 Welcome and agenda
15:15– 15:45 Training pill: how to make a good pitch
15:45– 16:30: Teamwork – Pitch presentation
16:30– 17:00: Mentor checkpoint
17:00– 17:30 Teamwork
17:30– 18:30: Projects presentation
18:30– 19:00: Winner's announcement and farewell

InterHEI

The interdisciplinary
HEI Entrepreneurship
Fostering Program



Key dates

Day 1

[Please insert date here]

Please insert day of the week here]

time-time - title of activity 01

- Activity 01, Point 01
- Activity 01, Point 02

time-time - title of activity 02

time-time - title of activity 03

Day 2

[Please insert date here]

Please insert day of the week here]

time-time - title of activity 01

- Activity 01, Point 01
- Activity 01, Point 02

time-time - title of activity 02

time-time - title of activity 03

Day 3

[Please insert date here]

Please insert day of the week here]

time-time - title of activity 01

Activity 01, Point 01

Activity 01, Point 02

time-time - title of activity 02

time-time - title of activity 03



InterHEI

The interdisciplinary
HEI Entrepreneurship
Fostering Program

Contact

If you have any question about the program you can reach us out at
yeaeurope@uloyola.es

Join the program and shape the future of food and health!