



# CERTIFICATE

## BIG DATA ANALYTICS

This certificate is awarded to

**Eugeniu Vezeteu**

upon successful completion of EIT Digital Summer School programme  
in Stockholm on August 14, 2020

A handwritten signature in black ink, appearing to read 'Timo Nyberg'.

Dr. Timo Nyberg  
Head of Summer School  
EIT Digital

A handwritten signature in black ink, appearing to read 'Niklas Gustafsson'.

Niklas Gustafsson  
Innovation Action Line Lead  
I&E Programme Coordinator  
KTH Executive School

This certificate confirms that the student has taken part in the Summer School programme  
Big Data Analytics organised by the **EIT Digital Summer School** and **KTH Executive School**  
between **August 3** and **August 14, 2020**

**TOMORROW'S DIGITAL INNOVATORS  
AND ENTREPRENEURS**

This certificate confirms that the student has taken part in the **Summer School programme Big Data Analytics** organised by the **EIT Digital Summer School** and **KTH Executive School** between **August 3** and **August 14, 2020**.

The Summer School is a two-week event (4 ECTS), where students from different masters/majors work on a business development project. The Summer School is linked to one of the thematic action lines of the Knowledge and Innovation Centre (KIC) and comprises ample opportunities to interact with other stakeholders as companies, researchers, business consultants, market research experts, users, etc.

**After completion of the Summer School Big Data Analytics, the attendee has the ability to:**

- Perform a business planning process in the context of a societal relevant thematic area.
  - Identify and assess the impact of ICT technologies and innovations in the thematic area, its markets and stakeholders (competitors, alliances, networks) and business opportunities they create.
  - Understand user-centricity, business life cycles, global market trends, industry value chains, market segments, IPR issues, financial and risk-related issues.
  - Apply personal presentation and communications skills, decision-making and leadership competencies.
  - Reflect upon ethical, societal, scientific and sustainability considerations when developing new products/technologies and business models.
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**The grade is given based on the following criteria:**

#### **50% PRESENTATION**

- Understanding of user's need and market degree of innovation in the proposed solution
- Coherence problem / solution and feasibility; Feasibility and quality of the business model; Marketability of the proposed venture
- Financial and/or social return of the proposed venture; Strategy for gaining funding; Contingency planning and risk assessment
- Pitch delivered with passion, heart and enthusiasm. Grabs your attention with a hook/interesting opener
- Quality of the team members' responses to questions from the judges.

#### **50% REPORT**

- Business model and plan explaining (1) the need/ niche that their product/service will fill; (2) the benefit/competitive advantage of the product or service
- Business development process description explaining (1) the entire process how the group came up with the proposed solution and the business plan; both contents wise and with respect to the process; (2) the learning experience: what did you learn? Contents and process wise?; (3) what did you miss with respect to your own competences?

The Presentation is judged by the Jury, the Report is judged by the Coaches of the EIT Digital Summer School programme.