

## MSc EMINE Program

### Innovation & New Venture Creation (I&NVC)

- **Module 1\_Winter Module (February 2023): Stockholm (KTH) and Barcelona (ESADE)**
- **Module 2\_Spring Module (April 2023): Stockholm (KTH) and Barcelona (ESADE)**
- **Module 3\_Summer School (June 26<sup>th</sup> to July 7<sup>th</sup>, 2023): Barcelona (ESADE)**

**Prof. Jordi Vinaixa, PhD**



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**2490**

**Jordi Vinaixa**, PhD, MBA, MSc, BSc

- **Associate Professor of Innovation and Entrepreneurship at the Department of Strategy & General Management of ESADE**
- **PI of the ESADE WP of the H2020 EU\_SysFlex Project; Academic (Director) responsible for the Management Innovation and Entrepreneurship programs and activities for the MSc and PhD InnoEnergy Schools.**
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**KIC InnoEnergy motto:**

**“The leading engine for  
innovation and  
entrepreneurship in the field  
of sustainable energy”**

## This Program has four main objectives:

1. To get you acquainted with the business world, and to show you how companies create value to society and for themselves: providing more, better and healthier food, a cleaner, healthier and more safety environment, a longer and better quality of life, wealth, etc.
2. To provide you with a framework to understand how companies work and how they create and capture value in a competitive environment and the role that innovation plays in it.
3. To help you to understand the new venture creation process, and the role that science/technology plays in it.
4. To show you that companies need scientists and engineers for managing innovation and for new venture creation as well, and that entrepreneurship can be an attractive career path for them/you.

## KIC - InnoEnergy

**EMINE I&NVC - 2023**

## Innovation and New Venture Creation

**Academic Director: Prof. Jordi Vinaixa**

		Winter Seminar (F2F/On-line)							
		February 2023							
Subject	Professor	30-ene	31-ene	01-feb	02-feb		07-feb	08-feb	
Entrepreneurship	Jordi Vinaixa			4	4				
Creative Thinking & Innovation	Guido Charosky						2	2	
Deeptech Innovation and Innovation Ecosystems	Xavier Ferras								
New Venture Creation Project Workshop (NVCP Workshop)	Jordi Vinaixa &Tutors								
Energy and Geopolitics	Angel Saz/ Marie Vandendriessche								
Strategy: Concepts and models	Jordi Brunat								
Entrepreneurial finances	Jose M. Caballero								
Dealing with Intellectual Property Rights (IPR)	Toni Lopez-Carrasco								
Personal and professional skills: Negotitation (*)	Steven Guest								
HR Management: Managin High Performace Teams	Artur Massana								
Final Exam (Quiz)	Jordi Vinaixa								

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## MSc EMINE Program

### Innovation & New Venture Creation (I&NVC)

- **Module 1\_Winter Module (2023):**
  - **Entrepreneurship (February 1<sup>st</sup> & 2<sup>nd</sup>): F2F (Stockholm) & On-line,**
  - **Design Thinking (February 7<sup>th</sup> & 8<sup>th</sup>): F2F (Barcelona) & On-line,**

**Prof. Jordi Vinaixa**

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## KIC - InnoEnergy

### EMINE\_I&NVC - 2023

Academic Director: Prof. Jordi Vinaixa

F2F & On-line

		February 1st	February 2nd		February 7th	February 8th
		From 15:00h to 19:00h	From 15:00h to 19:00h		From 15:00h to 17:00h	From 15:00h to 17:00h
Subject	Professor	Thursday	Friday		Thursday	Friday
Entrepreneurship	J. Vinaixa	4,0	4,0			
Creative Thinking & Innovation	G. Charosky				2,0	2,0

## Module 2\_Spring Module

- **Module 1\_Spring Module:**
  - **Entrepreneurship: F2F (Stockholm) & On-line, April 13<sup>th</sup>, 2023**
  - **Design Thinking: F2F (Barcelona) & On-line, April 19<sup>th</sup> & 20<sup>th</sup>, 2023**

**Prof. Jordi Vinaixa**

[@JordiVinaixa](#)



## KIC - InnoEnergy

### EMINE\_I&NVC - 2023

Academic Director: Prof. Jordi Vinaixa

F2F & On-line

		13-Apr		19-Apr	20-Apr
		From 15:00h to 19:00h		From 15:00h to 17:00h	From 15:00h to 17:00h
Subject	Professor	Thursday		Thursday	Friday
Entrepreneurship	J. Vinaixa	4,0			
Creative Thinking & Innovation	G. Charosky			2,0	2,0

# Module 3\_Summer School

**Module 3\_Summer School:**

**ESADE Barcelona, June 26<sup>th</sup> to July 7<sup>th</sup>, 2023**

**Prof. Jordi Vinaixa**

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**Academic Director: Prof. Jordi Vinaixa**

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## KIC - InnoEnergy

### EMINE - 2023

Innovation & New Venture Creation

Academic Director: Prof. Jordi Vinaixa, PhD

Subject	Professor
Entrepreneurship	Jordi Vinaixa
Creative Thinking & Innovation	Guido Charosky
Deeptech Innovation and Innovation Ecosystems	Xavier Ferras
Energy and Geopolitics	Angel Saz & / Marie Vandendriessche
Strategy: Concepts and models	Jordi Brunat
Entrepreneurial finances	Teresa Corrales
Managing Intellectual Property Rights	Toni Lopez-Carrasco
Personal and professional skills: Negotiation	Steven Guest
HR Management	Artur Massana
New Venture Creation Project & Pitching	Jordi Vinaixa + Winnie Vanrespaille &Tutors

**You will be graded, both as a team member and individually, according to the following scheme:**

- Individual Subject Evaluation (Quiz) (\*) 50%
- Team Evaluation: New Venture Creation Project (Business Idea, Business Opportunity, BM & BP) (&)
  - NVCP\_D1.....5%
  - NVCP\_D2.....5%
  - NVCP\_D3.....5%
  - Final Presentation .....10%
  - Final Report ..... 25%

(\*) This quiz is multiple choice and will take place at the end of Module 3 on July 7<sup>th</sup>

(&) The student performance within the team will be evaluated with a peer evaluation

# New Venture Creation Project

# New venture Creation Project (NVCP)

1. You will set up teams (**4 - 5** people), and select a business idea. Deadline: February **12<sup>th</sup> 2023 (midnight)**
2. You will work on your project (Phase 1, 2 and 3), and will submit several deliverables until **July 7<sup>th</sup>**
3. You will “pitch” your project on **July 7<sup>th</sup> (morning)**
4. You will submit your project Final Report. Deadline: **July 9<sup>th</sup> (Midnight).**

**During the EMINE23\_I&NVC program there will be  
five (5) teams developing five (5) projects**

- Teams look for an Idea/Business Opportunity and develop a Value Proposition
- Teams design a Business Model to develop that opportunity
- Teams validate the Business Model and the Business Opportunity
  - “Customer Development”
  - “Lean Startup”
    - “Getting out of the building”
    - Experimentation
    - Minimum Viable Products
- Teams plan (and quantify) to get to the next step



## New Venture Creation Project (NVCP)

### EMINE23 NVCP Planning

	COURSE	PIC	Microsoft Teams 1	<u>D1:</u> Problem + VP Design/ Validation	Microsoft Teams 2	COURSE	<u>D2:</u> Opportunity Analysis	Microsoft Teams 2	<u>D3:</u> BM (&VP) design and Validation	COURSE: Module 3 (June 26 - July 7)				FINAL REPORT
<b><u>EMINE</u></b>	Module 1 (Feb 1-8)	NVCP Phase 1				Module 2 (April 13-20)	NVCP Phase 2			WS 1	WS 2	WS 3	FP	July 9
		Feb 12	Feb 20-28	April 2	April 3-14		May 7	May 8-19	June 18	June 26 Pres. + Tutoring	June 29 Tutoring	July 5 Tutoring	July 7 FP	

## New Venture Creation Project (NVCP)

### EMINE23 NVCP Planning: Phase 1

	COURSE	PIC	Microsoft Teams 1	<u>D1:</u> Problem + VP Design/ Validation	Microsoft Teams 2	COURSE
<u>EMINE</u>	Module 1 (Feb 1-8)	NVCP Phase 1				Module 2 (April 13-20)
		Feb 12	Feb 20-28	April 2	April 3-14	

## New Venture Creation Project (NVCP)

### EMINE23 NVCP Planning: Phase 2

	COURSE	<u>D2:</u> Opportunity Analysis	Microsoft Teams 2	<u>D3:</u> BM (&VP) design and Validation
<u>EMINE</u>	Module 2 (April 13-20)	NVCP Phase 2		
		May 7	May 8-19	June 18

## New Venture Creation Project (NVCP)

### EMINE23 NVCP Planning

COURSE: Module 3 (June 26 - July 7)					FINAL REPORT
<u>EMINE</u>	WS 1	WS 2	WS 3	FP	July 9
	June 26 Pres. + Tutoring	June 29 Tutoring	July 5 Tutoring	July 7 FP	

Milestone	Timeline	Deliverable	Description of the KPI and deliverable content
<b>Winter Module: February 1<sup>st</sup> – 8<sup>th</sup></b> (8 hours Entrepreneurship & NVCP, 4 hours Creative Thinking & Innovation)			
Milestone 1	February 12 <sup>th</sup> 2023	Deliverable 0	Project Identification Card (PIC): Description of the idea to develop during the New Venture Creation Project (NVCP). Followed by an online Tutoring Session with a dedicated Coach
Milestone 2	April 2 <sup>nd</sup> 2023	Deliverable 1	Problem & customer validation (through observations, interviews and surveys) and VP design. Followed by an online Tutoring Session with a dedicated Coach
<b>Spring Module: April 13<sup>th</sup> – 20<sup>th</sup></b> (4 hours Entrepreneurship & NVCP, 4 hours Creative Thinking & Innnovation)			
Milestone 3	May 7 <sup>th</sup> 2023	Deliverable 2	Business Opportunity Analysis (market size, competitors' analysis, and market readiness). Followed by an online Tutoring Session with a dedicated Coach
Milestone 4	June 18 <sup>th</sup> 2023	Deliverable 3	Presentation of results and Workshop with Coach: Validation of the Value Proposition, Design of the Business Model Canvas.
<b>Summer School: June 26<sup>th</sup> – July 7<sup>th</sup></b>			
Milestones 5	June 26 <sup>th</sup> 2023	Workshop 1 (slides)	<ul style="list-style-type: none"> <li>▪ Presentation of the work done on the NVCP</li> <li>▪ Workshop with Coach: Business Model Validation</li> </ul>
Milestones 6	June 29 <sup>th</sup> 2023	Workshop 2	<ul style="list-style-type: none"> <li>▪ Workshop with Coach: Business deployment (Business Plan - 1): Marketing Plan: Sales Forecast and Sales Plan</li> </ul>
Milestones 7	July 5 <sup>th</sup> 2023	Workshop 3	Workshop with Coach: Business deployment (Business Plan - 2): (1) Resources needed: How much? and what for?; (2) Roadmap: Activities, Milestones (KPI's); (3) Economic and financial attractiveness for investors
Milestones 8	July 7 <sup>th</sup> 2022	Final Presentation	20 minutes presentation, followed by 10 minutes Q&A.
Milestones 9	July 9 <sup>th</sup> 2023	Final Report	Report containing the conclusions of the work performed in the format of a Business Plan.

# NVCP: PIC

**Deadline: February 12<sup>th</sup>, 2023**

## New Venture Creation Project Identification Card (PIC)

Project Name

Code: EMINE23\_XY

### Project Team

Surname, Name	e-mail

**Project Description** (Please provide a clear and concise description of the new venture idea, key aspects of its business model, and assessment of why it is a good opportunity)

**Motivation** (Please indicate how your Project relates to the interests, experience, and competencies of the team members)

# NVCP Coordination & Program Manager: Winnie Vanrespaille



<https://www.linkedin.com/in/winnie-vanrespaille-3b08504a/?originalSubdomain=es>

# Moodle WebPage



<https://ecampus.esade.edu/course/view.php?id=13871>