

E-Lab – Special Space Edition

Call for participation

4th- 8th October 2021

Toulouse, France



Objective of E-Lab – Special Space Edition

In this special space edition of our Entrepreneurship-Lab (MQ07), you not only study entrepreneurs, but become an entrepreneur! We offer you a unique opportunity to travel abroad to join the Startech program of the University of Toulouse (France). You will work in interdisciplinary teams of five different nations (France, Poland, Luxemburg, Sweden, Germany) on innovative startup ideas. All innovative ideas will be space related - but don't be afraid – you do not need any prior knowledge in this area.

The Startech module aims at coaching you towards the spirit of innovation. You are put in a leadership position where you have to act as a project manager to turn an idea into a marketable prototype. All through the training, you develop a set of skills that are crucial when developing new projects, new research directions or a new company.

The program is based on creativity methods. You and your classmates define projects and form groups that will last through the programme. Sessions are then organized in which business coaches are available. Between the sessions, online lectures, business development objectives and on-the-field assignments are provided.

Methodology

In groups, students choose a space-related idea (e.g. a new application that uses Earth observation data to help monitoring the gas pollution in the seas). The students receive lectures on the different steps: creativity, business models, canvas, lean start up, IP, presentation, etc. There are 8 coaching sessions in total. The sessions are collective (peer-learning) and face-to-face in Toulouse (France) and allow the exchange of experiences between the groups of students and the coaches. Courses on specific concepts and important phases of the idea/product/project development are provided using both videos and presentations. These courses are commented and the groups of students are coached to apply what they have just learned on their project. Throughout the process, students are accompanied by teachers and by several experts. At the end of the training, the students pitch their project in front of a jury.

Training schedule

Day 1: <ul style="list-style-type: none"> - Welcome - Game for team building – getting to know each other - Program presentation and round table - Idea generation - Value proposition - Market and customer segments 	Day 2: <ul style="list-style-type: none"> - Preparing interviews - Interviews with customers and experts - Market size - Minimum viable product - Presentations
Day 3: <ul style="list-style-type: none"> - Networking activities - Personal career project - Meeting start-ups - Discussion with experts & researchers 	Day 4: <ul style="list-style-type: none"> - Channels - Customer relationships - Revenue models - Presentation of the work
Day 5: <ul style="list-style-type: none"> - Partners - Resources, activities and costs - Pitching - Discussion & Conclusions - Evaluation 	

Application guideline and criteria

In order to apply for the participation to the special and unique UNIVERSEH Startech experience, please prepare the following documents, which should be sent to Dr. Marisa Henn (e-mail: marisa.henn@hhu.de) by the **3rd of September 2021**.

Your application should contain the following:

1. Identity of the candidate

- Name
- Gender
- Age
- Address
- Field of study
- Level of study (Bachelor / Master + year of study)

2. A short (2 min.) application video

Please prepare a short video (2 minutes) that focuses on your interests and how this program meets your goals by answering the following questions:

- Presentation of yourself
- Why are you interested in attending this program?
- How this program is related to your main area of expertise or how it complements it?
- What are the topics you are mostly interested in through this course?
- If any, please detail your previous experience of similar programs

This video will be made available strictly only to the jury for application selection.

3. Annexes:

Please attach the following documents to your application file

- a curriculum vitae
- a transcript of records
- a photocopy of your student card

Selection criteria

Successful applicants will:

- meet the requirement for successful completion of the application
- have an adequate background
- show capacity for openness and curiosity contributing to the training program
- be able to put the training program in perspective with their future career

The following criteria will be evaluated by the selection committee:

- domain of study
- year of study
- motivation to follow the course

The Selection Committee will use the following grid to perform the selection

Criteria	Relative weight for ranking
Applicant's profile	45%
Motivation	55%

Participation and ECTS

There is no fee to participate to the UNIVERSEH Startech program. A certificate of attendance will be provided.

As special edition of our master module MQ07 Entrepreneurship-Lab, you are able to use this program for your project thesis. In order to do so, you will need to hand in a written description of the key take-aways from this program and you will have to pitch the idea that you worked on at HHU.

Venue, accommodation and scholarships

The UNIVERSEH Startech is planned to take place between the 4th and 8th of October 2021 in Toulouse, France, being hosted by the Université de Toulouse (UT).

Participants will be accommodated in residences at reasonable prices (approx. 50 euros per night)¹. The participants can make their own arrangements for the accommodation within the hotels in Toulouse although we think networking would be enhanced by staying at the recommended venue. We are also looking for large apartments that could host an entire working group (4-5 students).

¹ <https://www.citadines.com/fr/france/toulouse/citadines-wilson-toulouse/apartment.html>

Travel expenses and mission expenses (e.g. accommodation expenses) are covered by the university.

COVID-19

The UNIVERSEH Startech program will be organized face-to-face, if the pandemic situation will allow. In case that the travel is not allowed because of COVID-19, it will be organized in a online (remote) for the participants using the e-learning platform of UT.

About UNIVERSEH

UNIVERSEH is an alliance of five young and mature universities from five European countries. It was established in November 2020 to develop a new way of collaboration in the field of Space, within the new “European Universities” initiative promoted by the European Commission (<https://universeh.eu>).

Contact

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