

# ESADE Entrepreneurship Institute

Activity Report 2016/17





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# 1. ESADE Entrepreneurship Institute

## 1.1. What happened in the 2016-17 academic year, by Luisa Alemany and Lisa Hehenberger



Luisa Alemany

During the 2016/17 academic year, the entire team at the ESADE Entrepreneurship Institute (EEI) has worked on developing a new strategic plan. Kicking off the process in September 2016, we analyzed both internal and external factors, the market, and the needs we were fulfilling. This process involved all the members of the EEI and we developed our vision for 2020, as well as more specific activities aimed at accomplishing that vision. It was a way of putting into context all that has been done during the last decade and all the things that are to come.

Many projects have been launched in the past decade; some of these have been very successful, while others haven't worked out – as to be expected with any entrepreneurial endeavor. We have learnt from both types of experience. We are evolving, and what made sense at the beginning might not be so relevant at a later stage, as more initiatives come into place. For example, the EGarage, the focal point of many of our events, has

seeded a much bigger project: “The Rambla of Innovation”, already up and running in 2017/18. On the Rambla, EWorks (how to create your startup), together with Fusion Point (our design lab) and its neighbor the FabLab (the place to create the actual prototypes) complement the original EGarage on the path from conception to implementation of a new venture. The physical and intellectual infrastructure that we have built up over the years will inspire future generations to set up new companies that will have an impact on society.

The 2016/17 academic year has also been a year of recognition, in which the EEI as a whole, some of our programmes, members of our team, our research and our initiatives have received prestigious awards. You will find detailed information about the awards in this activity report. Thank you to all the people and organisations that have believed in us, and special thanks to our main sponsor Santander Universidades.

Finally, the time has come for me to step down and hand over the leadership to one of my colleagues, Lisa Hehenberger. I have served as director for nine years now, almost since the original “Centro de Iniciativa Emprendedora” was reborn as the ESADE Entrepreneurship Institute. I will continue to support the activities of the EEI as part of the team, while my focus will be on creating new knowledge to advance the field of entrepreneurship. I hope you will have the opportunity to hear about it in the near future. Wish me luck!

Luisa Alemany

ESADE Entrepreneurship Institute Director 2008/09 to 2016/17



It is a great honour for me to take over the leadership of ESADE's Entrepreneurship Institute (EEI). I am truly impressed by EEI's achievements under the leadership of Luisa Alemany and the management of Mercè Saura. Through the various activities, including research, teaching, support in business ideation and creation, as well as participation in social debate, EEI has managed to put ESADE firmly on the map in terms of entrepreneurship. These achievements would not have been possible without the hard work of the faculty, researchers and staff who have contributed to the various activities of the EEI, or without the financial support of our main sponsor Santander Universidades.

I bring to the EEI an international expertise in social entrepreneurship and impact investing, a solid academic background, and my experience of setting up and running a research centre. Before joining ESADE in 2016, I was the Research and Policy Director at the European Venture Philanthropy Association (EVPA), a pan-European network of investors in social enterprise. At EVPA, I set up its Knowledge Centre, an entrepreneurial project in itself, as we needed to define the scope and boundaries of the nascent venture philanthropy and impact investing sector. I am also a member of high level expert groups, including those set up by the European Commission, the OECD and the G8 on social entrepreneurship and social impact investing. Before working at EVPA, I obtained my PhD in management at IESE Business School. Prior to my academic career, I worked in investment banking at UBS and GB Investment Banking in London, Madrid and Barcelona. At ESADE, I am a member of the Strategy and General Management department, and I teach and conduct research with a focus on social entrepreneurship and impact investing.

I look forward to building on the impressive work of the EEI in the next few years, and I am confident that we can make the institute even stronger in the future. Our vision between now and 2020 is for the ESADE Entrepreneurship Institute to be an



Lisa Hehenberger

academic reference for entrepreneurship in Europe. More specifically, this means that we will continue building on our established strengths in teaching, which will be complemented by the important support provided to students and alumni in business ideation and creation through EWorks and the Rambla of Innovation. We will step up our efforts in the area of research and work with both current and new EEI supporters to help us achieve our goals.

Please join us in our efforts to build a better world through entrepreneurship!

Lisa Hehenberger

ESADE Entrepreneurship Institute Director  
from 2017/18

## 1.2. Awards & recognition

The 2016-17 academic year has been a very fruitful year in terms of recognition and awards for the Institute, members of the faculty team, programs and student competitions. Below are details of some of the most important of these awards:



### SECOT Prize for Excellence, Category Project with the Greatest Impact

On 14 June 2017, the ceremony for the 9th Edition of the SECOT Awards for Excellence was held. These awards recognize the efforts and initiative of SECOT partners in business advice to entrepreneurs, micro-enterprises and non-profit entities. This year, the Entrepreneurship Class programme received an award in the category of Project with the Greatest Impact for its support of entrepreneurs with disabilities and its success in starting up entrepreneurship projects.



### C4BI project recognized by AACSB International for driving innovation in business education worldwide

At its 2017 Deans Conference, AACSB International (AACSB), the world's largest global education network, unveiled 35 innovations that represent critical work being undertaken by business schools to improve their communities and society at large. ESADE received recognition for its Creativity for Business Innovation Challenge (C4BI) project led by Professor Marcel Planellas of the ESADE Entrepreneurship Institute. This competition was designed to bring chef Ferran Adrià's creative process auditing technique to businesses and other organizations. ESADE is the first Spanish business school to receive this award.



### The ESADE Entrepreneurship Institute wins the 2017 'Entrepreneurship Spotlight Challenge'

The EEI has garnered recognition from the international educational association AACSB for leading the way in entrepreneurial education. The award was presented in Houston, Texas (USA) at the 2017 International Conference and Annual Meeting.



**The C4BI project won the Prize for Educational Innovation in ESADE’s 2015-2016 academic year**

Every year, ESADE awards the Prizes for Teaching Excellence and Educational Innovation, two of the most prestigious educational awards bestowed upon the ESADE community. In the 2015-2016 academic year, the Committee selected the “C4Bi: Creativity for Business Innovation” project led by Professor Marcel Planellas of the ESADE Entrepreneurship Institute and Ivan Bofarull as the winner of the Educational Innovation Award. They were presented with this award on 22 December.



**ESADE wins the 2017 Family Enterprise Global Case Competition**

A team of students from the ESADE MBA (Masaaki Hamada, Diego Robelo and Michael Cappell), led by María José Parada, Lecturer at the ESADE Entrepreneurship Institute, won the fifth edition of the Global Family Enterprise Case Competition (FECC), held on 11-14 January in Burlington, Vermont (USA). The objective of the FECC – the world’s only case competition focused on family businesses – is to prepare and expose students to the specific challenges of running a family business.



**ScytI case by EEI faculty wins the 2016 EFMD Case Writing Competition:**

The ScytI Case, written by Associate Professor Eugenia Bieto, Associate Professor Luisa Alemany and Lourdes Urriolagoitia of the ESADE Entrepreneurship Institute, won the 2016 EFMD case competition in the Entrepreneurship category. The award was presented on 7 June 2017 at the EFMD Annual Conference in Berlin. The ScytI case had already been selected by The Case Centre for publication in the Case Folio - The IUP Journal of Management Case Studies in December 2016.

**Master in Innovation and Entrepreneurship: Eduniversal Third Best Master Ranking Entrepreneurship Worldwide:**

Eduniversal Group is a global leader in higher education information. Its goal is to provide students worldwide with the tools to find the best educational opportunities. Eduniversal’s widely recognized academic rankings are the centerpiece of a global ecosystem of websites and services. Each year, more than 4,250,000 students use Eduniversal in their search for the right programme.

On their 2017 Best Master Ranking Entrepreneurship Worldwide, our Master of Science in Innovation and Entrepreneurship directed by Professor Jan Brinckmann from the EEI was ranked #3. The first two positions were allocated to Babson and MIT.



**eduniversal**  
**MASTERS RANKING — 2017**  
 The best Masters and MBAs worldwide

## 2. Activities in the 2016-17 academic year



**Knowledge creation:** We conduct research in various fields of entrepreneurship and family business. The areas covered include: entrepreneurs; internationalization; entrepreneurship training; creativity; innovation and financing social enterprises. Our research lines are dynamic and ever changing.



**Action-oriented training:** Based on and fuelled by knowledge creation. This training is broadly based and seeks to: identify new business opportunities; develop the skills needed to launch new lines of business in new firms/family enterprises; foster (social) entrepreneurship; drive creativity in companies; facilitate funding for entrepreneurial projects.



**Presence in Social Debate:** We disseminate knowledge and know-how to companies and wider society by organising public events for stakeholders in the entrepreneurship field. We also hold conferences and spread knowledge through media and publications.



**Business creation:** We manage and provide a series of activities to foster and support venture creation by ESADE students. We focus on the hands-on venture creation process, with a particular interest in high growth international companies.

### 2.1. Teaching

In the following pages you will find information about all the activities pursued through our various programmes: Undergraduate, Master of Science and MBA, Executive Education, Open programmes and Customised Programmes.



#### 2.1.1 UNDERGRADUATE BBA: BACHELOR IN BUSINESS ADMINISTRATION

In their fourth year, undergraduate students can choose the subject “The entrepreneurial process of new venture creation”. This course is about the practice of entrepreneurship, with an emphasis on new venture creation. The focus is on key aspects of the entrepreneurial process: how entrepreneurs discover and evaluate opportunities, develop and validate business models, assess the feasibility of their plans, attract external resources and investors, obtain financing, and communicate their ideas to external stakeholders.

## The Final Project

The Final Project can be completed in the form of a Business Plan, in-Company Business Project or bachelor degree thesis. In the 2016/17 academic year, 98 students opted for the Business Plan. Students are supported by our network of mentors.



## Advanced Engineering Project

Joint course with the Degree in Telecommunications Technology and Telecommunications Engineering (Electronic Systems) of the UPC (Barcelona Tech-Telecom). UPC students must take the Advanced Engineering Project course. In this subject, students develop a complex engineering project proposed by a company or research centre during a semester. This subject includes the business creation of this product and requires collaboration in a group of 7 to 12 students, some of whom are students from the 3rd year of ESADE's Bachelor's Degree programme.

## Summer School for Georgetown

Duration: 5-30 June 2017

19 undergraduate students at the School of Business and the School of Foreign Service at Georgetown University in the United States participated, extending their knowledge of Entrepreneurship and Marketing.



## International Summer Programme

The International Summer Programme is aimed at undergraduate students and recent graduates in any discipline of all nationalities.

Duration: 5 June to 28 July 2017

One of the programme's Curriculum Options is Entrepreneurship & Innovation, including the syllabus "Global entrepreneurship" and "Social entrepreneurship". 67 students from 43 universities participated in the programme.

### 2.1.2. MSc (Masters of Science) IN INNOVATION AND ENTREPRENEURSHIP

Directed by Associate Professor Jan Brinckmann, the programme is designed to help students succeed in exploiting business opportunities and managing corporate innovation. They acquire the tools and skills needed to develop ideas, as well as a 'can do' entrepreneurial attitude.

The ultimate goal of this Master's programme is to prepare students for leadership and innovation administration in all its different spheres, from managing corporate innovation systems (new products, services, business models and processes) to creating new business opportunities and models (entrepreneurship).



Why choose the ESADE Master in Innovation and Entrepreneurship?

- Real business cases: Get to grips with real challenges in companies looking for fresh solutions to their existing business challenges through the Internship Innovation Project (I2P) alongside students from Universitat Politècnica de Catalunya BarcelonaTech (UPC).
- Specialisation: Explore the healthcare, clean-tech and IT sectors in depth.
- Bring students' ideas to life: ESADE's EGarage, EWorks, Entrepreneurship Institute and Business Angels Network (EBAN) give them the space, support and guidance they need as they take their ideas from inception to fruition.
- A campus built around new business: Our open and cross-innovation centre, ESADE Creapolis, is at the heart of our campus, giving you daily contact with startup culture.



Many graduates go on to become entrepreneurs, finding opportunities and founding companies, but they also have many other possibilities.

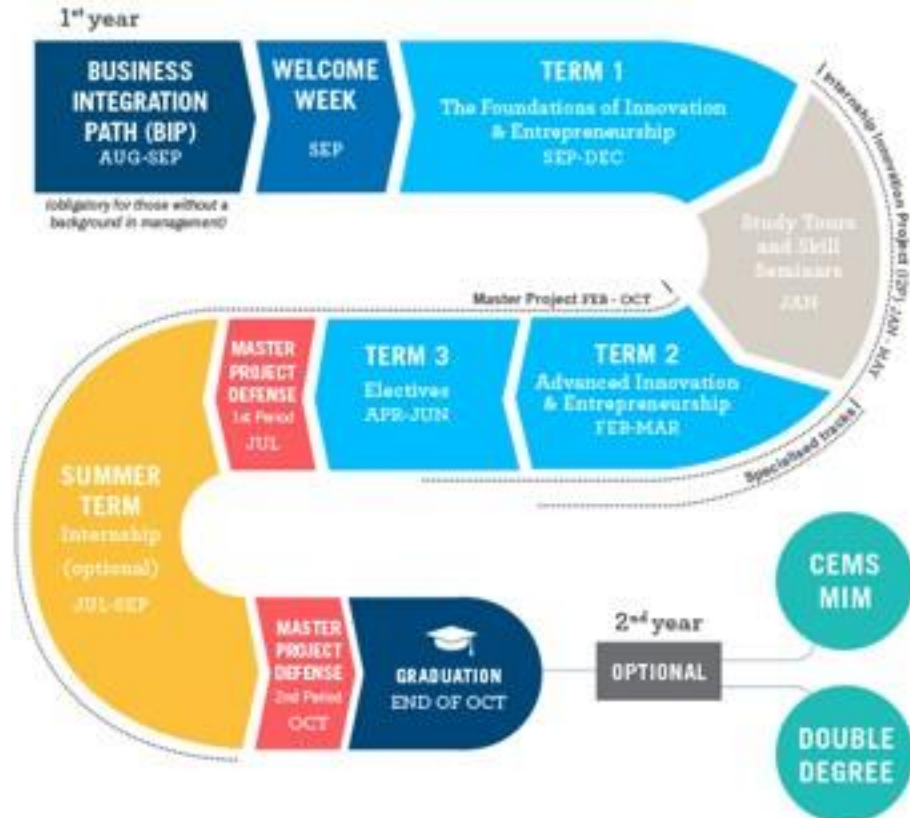
Existing companies need intrapreneurs to drive their product innovation and process development projects. Research centers, business incubators and local business development agencies also need people with an in-depth understanding of how to connect innovation and results. Other graduates go on to work in areas including: Innovation Management, Innovation Architecture, R&D, Business Development, Innovation Management Consulting, Policy Advice, Financial Analysis (evaluation of business propositions), Managing innovation, technology and creative centres, as well as clean-tech and sustainable energy or Marketing & Sales.

***The 2017 edition of this programme was ranked #3 in the Best Master Ranking Entrepreneurship Worldwide by Eduniversal, just behind Babson and MIT.***

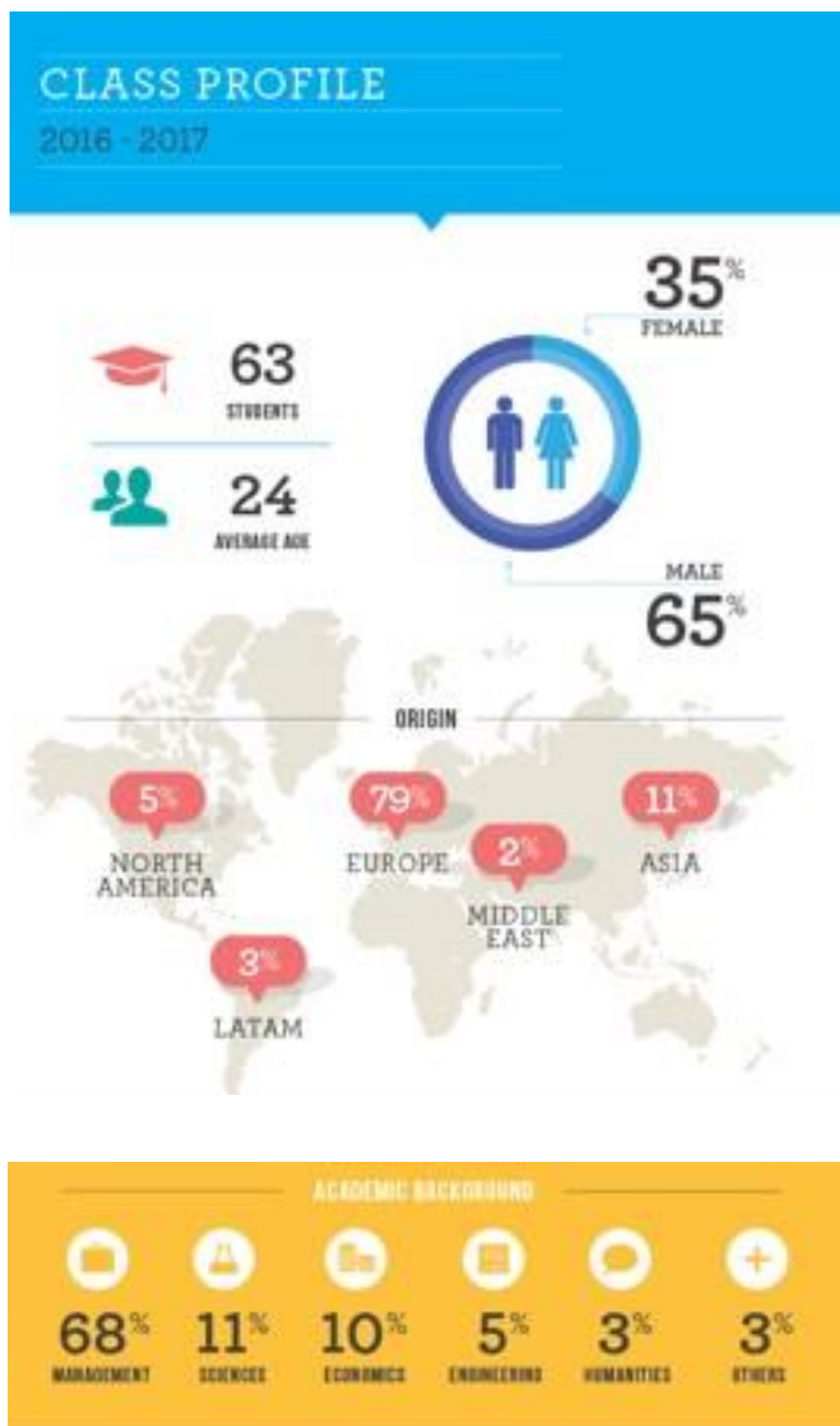




### Programme overview:



Student profile:



## Study Trips

### BOGOTA (COLOMBIA)

22-27 January 2017

Hosted by Universidad de los Andes School of Management

Students visited the startups and investors: Polymat Ventures, Rappi, Growing Flowers/Flores Funza, Wayra, Invest Bogota, Procolombia, Miguel Caballero, Bodytech and PayU.



**BERLIN (Germany)****26-28 March 2017**

Students visited the startups and investors: Jodel, Relocately, 99 designs, Rheingau Founders/Humanoo, Caroobi/Homebell, Rocket Internet, Redstore Digital & MCB Labs, Holtzbrinck Ventures, Fixbus & Early Stage Startup and Project A.

**LONDON (UK)****29-31 March 2017**

Students visited the startups and investors: LocalGlobe, Iwoca Ltd., Qubit, Leverton, Deliveroo, Balderton Capital, Finimize, BuzzMyVideos and a EFourdes Meetup with Marek Fodor (Kantox, Atrapalo, et al) & Iono Elliott (Investment Director Virgin) and Goldman Sachs.

### 2.1.3. MBA

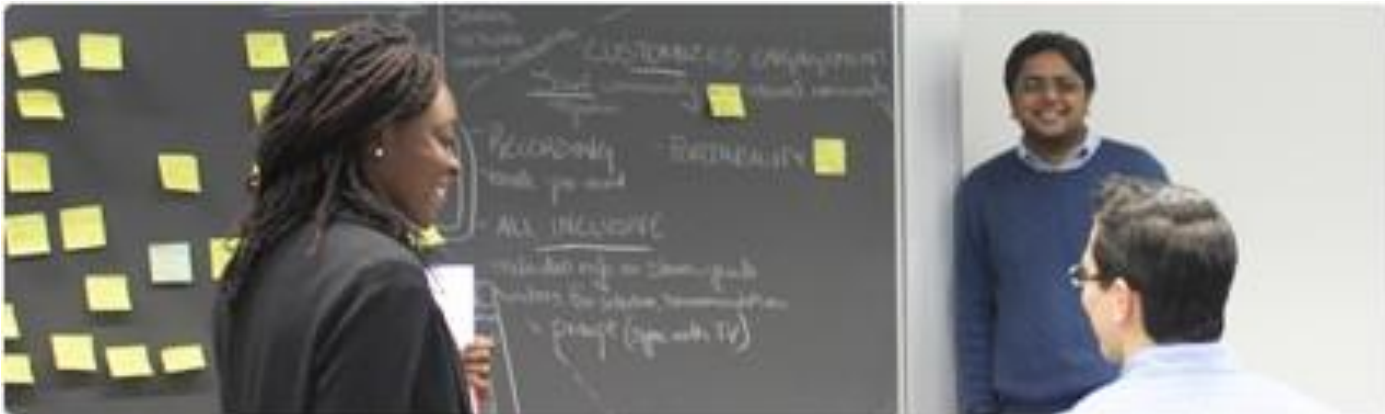
#### Entrepreneurship Lab

The EEI members leading this initiative are Associate Professor Jan Brinckmann and Davide Rovera

The ESADE E-Lab provides hands-on experiences that are relevant for MBA students who aim to form their own startups or become entrepreneurs in existing organizations. The ESADE E-Lab is dedicated to empowering entrepreneurs. Students will acquire detailed insights into how eight tech companies work and how they got started, recruitment contacts, networking and a Berlin experience.

The E-Lab offers:

- In-depth business model analysis of seven high growth startups and one venture capital firm, both beforehand inclass and at the company
- Range of electives to choose from, such as corporate Entrepreneurship and Open Innovation, Entrepreneurial Finance, Family Business Management, Venture Capital and Private Equity
- Regular accelerator meetings throughout the year to discuss and develop ideas and meet high-profile entrepreneurs
- Maximum access to the EGarage for all the activities provided by the ESADE Entrepreneurship Institute



The EWorks initiative also forms part of the E Lab and offers the chance for MBA students to start up their own business in ESADE Creapolis.

ESADE's Entrepreneurship Lab coaches and encourages students aiming to take up the new business challenge.

#### Study trip to Berlin

11-16 June 2017

Students visited the startups and investors: i2x, C2Shield, Homebell, Rheingau Founders, Caroobi, Redstone, Hey Jobs, Rocket Internet, Cherry Ventures, Lesara, Leverton, Merantix, Paua Ventures, Earlybird, Holtzbrinck Ventures and FinLeap.

An international study tour including an Evening Open Meetup of the Entrepreneurial Scene in Berlin (Germany).



### Challenge Based Innovation (CBI)

The EEI faculty member leading this initiative is Lecturer Lotta Hassi.

ESADE, IED [Barcelona Design School] and ETSETB [Barcelona School of Telecommunications Engineering] (UPC) were chosen to take part in the international CBI (Challenge Based Innovation) project in collaboration with CERN (European Organization for Nuclear Research), a world leader in the field of particle physics. The CBI involves seeking new solutions for mankind's future and aims to narrow the gap between science and society by fostering an experimental training programme on innovation for students throughout the world.



After two weeks of learning with scientists at CERN's facilities in Geneva, 18 students from the three centres will work together with students from Italian, Norwegian, Finnish and Australian universities. The participants aim to create products and services for solving the problems faced by society and to present them in February to the CERN community in Switzerland.



## 2.1.4. EXECUTIVE EDUCATION

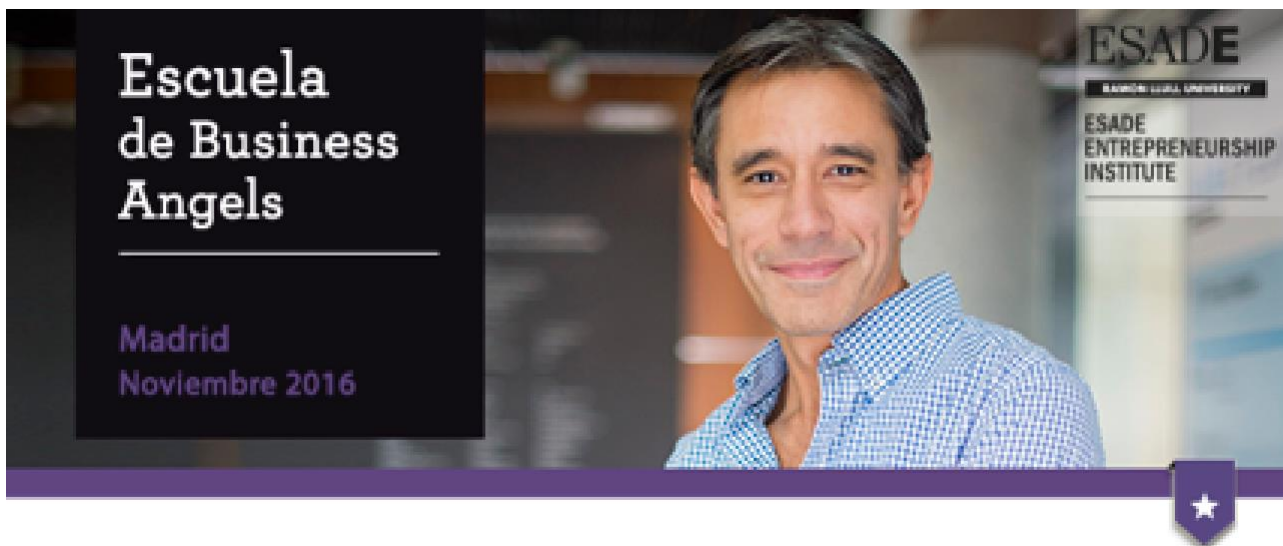
### Business Angels' Academy

The School for Private Investors / Business Angels and Family Offices is aimed at entrepreneurs, active or retired business executives, representatives of family offices, and others with financial ability and interest in contributing to the launch, development and/or consolidation of companies with growth potential.

Barcelona, 18 and 19 October 2016

#### OBJECTIVES:

- To provide intensive and comprehensive training compressed to minimise time investment
- To offer immersion in the world of business angels, an extensive tour from theory to practice
- To develop key skills and knowledge for future professional expertise
- To improve the activity and extension through networking



On the second day, there was an ESADE BAN Investment Forum with the presentation of projects.

### Programme for Owners-Directors

This programme was held from April to July 2016 and was aimed at the following four groups:

- Founders (entrepreneurs) wishing to make their companies grow
- Managing directors who run a family business – regardless of whether they happen to own the firm
- Partner-shareholders who need training to carry out governance functions (on a board of directors and/or family council)
- Successors with management responsibility within a family business

This programme offers planning of goals and long-term strategies, effective resource management, customer orientation as a reference point in decision-making, proactive change management, innovative spirit and capacity for anticipation, structuring of family-company relations, and capacity for building and motivating teams.



### Design Thinking for Business Innovation

ESADE Business School and Aalto University Executive Education have partnered to create a truly unique immersion programme offering exciting new approaches to innovation that provide novel solutions to the challenges facing businesses today.

The Design Thinking for Business Innovation programme was held in Helsinki, Finland, and Barcelona, Spain during an intensive study period on 3-10 May 2017. It is a programme that offers the skills to design new solutions that create value for the customer and the business. Design Thinking combined with business models provides effective tools for corporate innovation and transformation.

The academic director of this programme is Lotta Hassi, a member of the EEI faculty.



### Entrepreneurship School: Learning and Doing – Prevent Foundation

This program provides training and mentoring for university-trained entrepreneurs with disabilities who wish to start a business or boost entrepreneurial activity in a recent startup. The programme is an initiative of the Fundación Prevent, a non-profit organization with wide experience and expertise in the field of social inclusion and employment of disabled persons, and the ESADE Entrepreneurship Institute. The foundation collaborates closely with the EEI and receives sponsorship from major companies, working with them in their respective industries. Access to the programme is free, in keeping with the foundation's mission to help those with disabilities.

The academic director of this programme is Mercè Saura, Manager of the EEI and academic partner.

***In June 2017, the ENTREPRENEURSHIP CLASS programme was awarded the SECOT Prize for Excellence in the Category 'Project with the Greatest Impact'.***

### BARCELONA: 3<sup>rd</sup> edition and beginning of 4<sup>th</sup> edition

This programme was held from 29 May to 26 November 2016. The results of the programme were presented to a jury of tutors, mentors and faculty on 1 December. Eleven projects were presented.



The fourth programme began in Barcelona on 29 May 2017 with a master class given by Proactiva Open Arms and a roundtable with entrepreneurs from previous editions of the programme.

### MADRID: 2<sup>nd</sup> edition

The second edition of this programme was held at ESADE Madrid from 3 October 2016 to 19 April 2017. The Open session was organised on 3 October and the master class was given by Blanca Narváez, Director General of the Junior Achievement Foundation. The Paralympic trainers Marta Arce and Enrique Floriano also participated.

The results of this programme were presented on 4 May to a jury of tutors, mentors and faculty. Twelve projects were presented.



**AULA ALUMNI:**

The AULA Alumni was presented at the Old Damm Brewery Factory on 20 June 2017. It is a platform that aims to help alumni from all editions of the ENTREPRENEURSHIP CLASS by putting them in contact with each other.

# ALUMNI AULA EMPRENDEDORES

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## Internationalization Program for High Growth Startups, Emprendedor XXI, La Caixa

The 'Internationalization program for startups' was part of the 'EMPRENDEDOR XXI' academic award programme sponsored by "la Caixa". It is a specialized intensive course lasting three days.

This course and its contents were designed to support the selected entrepreneurs – who have already set up their business and have great growth potential – in the international arena. Thus the course focuses on companies with a product or service in the market with the aim of helping participants to define their internationalisation strategy and gain access to international markets.

Companies preparing an internationalisation strategy were given the following food for thought on this course:

- Why: Reasons for internationalisation. Risks and opportunities.
- When: Analysis of strategic links and the company's internal capacities.
- What: What products/ services to prioritise when embarking on a process of internationalisation, depending on the type of target market.
- Where: Analysis of geographical factors and market segments to structure internationalisation.
- How: Models to initiate external activity, level of centralisation/local adaptation, manage complexity and distance (logistics, product adaptations, legal issues, ...).
- Who: The challenge of creating a structure and an international management team, expatriate management, management of local partners, ...

The course also outlined recommendations and good practices in the case of the purchase or sale of products at an international level.

The programme was delivered by Associate Professor Pedro Parada and the academic collaborators Andreu Puig and Mercè Saura (Manager of the EEI). The following companies participated:



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Innovations SL



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Capture • Unlock • Results

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MOBILE LEAN MANUFACTURING

Mobile Lean SL



**SABIOTEC**  
BIOTEC

Sabiotec spin-off SL



*Signaturit*

Sabiotec spin-off SL



**waynabox**  
unexpected places

Wayna Aero SL

### 2.1.5. TEAM OF TUTORS

Most programs and courses on entrepreneurship and business creation require students to prepare and present a business plan (BBA, MSc, MBA, EMBA...). EEI has over 90 tutors to mentor these projects in Barcelona and Madrid. The tutors are experts in various fields, functions, and professional sectors.

Members of the tutoring team:

Aguilar, Javier

Alfonso Oliveró, Juan M<sup>a</sup>

Alonso Moreno, Daniel

Alonso, Luis

Auroux Poblador, Xavier

Arasanz, Joaquim

Barreira, Joaquin

Bernal, Enric

Blasco Viu, Oriol

Blasco, Jorge

Bofill, Joan

Caballero Ballesteros, Jose Manuel

Caldentey Marí, Neli

Cardona, Joaquim

Castellón, Albert

Codina Serracanta, Sebastià

Codina, Miquel

Comas Illas, Pere

Costa, Cristina

Crusafont Costa, Enrique

Cuatrecasas Jurado, Carlos

Daunert Armillas, Carol

De la Flor, Isidoro

de la Maza, M<sup>a</sup> José

de Prado, Arsacio

Doherty, James

Duran Clavo, Antonio

Farrés, Daniel

Faus Santasusana, Ramon

Feriche Bartra, Emma

Fernandez Bove, Monica



Fernandez Guirao, Anna

Fernández Royo, Jordi

Ferrone, Nanita

Florensa Torne, Carles

Franquesa Giner, Carles

García, Oscar

Gallardo Albajar, Ignacio

Garcia Almeda, Rafael

Garcia Corominas, Joan Marc

Gómez Porcel, Inés

Grañó Calvete, Marta

Guardiet, Ton

Guasch i López, Jordi

Hernández Bardají, Carlos

Herreiz, Enrique

Jo Figueras, Andreu

Lamolla Kristiansen, Laura

Lara Sanchez, Ernest

Llaquet, Yago

Llordachs Marques, Frederic

Lopez-Balcells Gallardo, Alberto

López López, David

Lorente Pijem, Dídac

MacLaren, Blair

Marcos, Roger

Martija Ortiz, Marc

Masó Mas, David

Moll, Isa

Mora Argilés, Sergi

Morera Asiain, Ramon

Navarro, Francisco

Navarro Aragay, Robert

Obiols i Ferré, Xavier

Ojuel, Javier

Oliver, Juan Carlos

Orrit Clotet, Joan

Pérez, Oscar

Pérez, Beatriz

Pérez Pérez, Yolanda

Picas Alsina, Jordi

Pla, Jordi

Planas, Xavier

Ramos, José Carlos

Rayo López, Carme

Rodríguez, José Francisco

Rojas, Carolina

Sala, Josep

Saldaña Buesa, Francesc

Salvatella Beas, Josep

Sanchez Jimenez, Xavier

Torregrosa Cardeñes, Josep-Miquel

Trilla, Sergi

Valdivielso, Ivó

Valencia Guzmán, Tomás

Valencia, Maika

Vandeviviere, Benoit

During the 2016-17 academic year, 232 projects and 398 students were tutored:

	Business Plans	Tutors	Participants
BBA	58	29	98
MSc	72	24	72
EMBA	58	27	166
MBA	37	10	61
Ex. Masters	1	1	1
EMPENTA	6	6	N/A
<b>TOTAL</b>	<b>232</b>	<b>97</b>	<b>398</b>

### Tutor Training

The EEI organised six meetings for tutors to receive training about skills for business plan tutoring during the academic year:

2016-17

Date	Topic	Speaker
14-09-2016	Pitching/persuasion for entrepreneurs	Jaume Villanueva
17-11-2016	How to set up an operational model for e-commerce	Carles Roig
19-01-2017	Business Plan, what books won't teach you	Joan Riera
21-02-2017	Legal aspects of a Business Plan	Antonio Delgado
05-04-2017	Marketing for Entrepreneurs	Jan Brinckmann
09-04-2017	Alternative funding sources: public and private/legal aspects of crowdfunding	Marta Campillo, ESADE BAN and Antonio Delgado



## 2.2. Research

### 2.2.1 HIGHLIGHTS

#### Presence on review boards of leading academic journals

Associate Professor Jan Brinckmann sits on the Editorial Advisory Board of Entrepreneurship Theory and Practice and the Journal of Business Venturing.

Professor Marcel Planellas is a member of the Editorial Advisory Board of ARLA, a leading Latin American business journal published by Emerald (CLADEA international academic journal).



#### Presence on other relevant boards:

Lecturer Lisa Hehenberger is:

- Member of the European Commission's Expert Group on Social Business (GECES).
- Member of OECD's expert group on Social Impact Investment.
- Member of the Scientific Board of SDA Bocconi School of Management's Impact Investing Lab.
- Project advisor to the EU-funded project SEFORIS (Social entrepreneurship for innovative and inclusive societies).
- Advisor to the EU-funded project ITSSOIN (Impact of the Third Sector as Social Innovation) that focuses on social innovation as a core impact of the third sector.
- Member of the Advisory Board of Creas – impact investing fund.



## 2.2.2. ESADE ENTREPRENEURSHIP RESEARCH SEMINAR

The EEI develops these sessions with relevant international researchers in entrepreneurship in an effort to enrich our group of researchers, professors and PhD students.



**April 20, 2017 - Julie Wagner, The Brookings Institution (USA)**

**Paper: *The rise of innovation districts: a new geography of innovation in America***

Authors: Julie Wagner, The Brookings Institution (USA), and Dan Watch, Perkins+Will, University of Pennsylvania (USA)

Abstract: Julie Wagner and Dan Watch draw from nearly 50 in-depth interviews with global-reaching and local-serving architects and innovation space managers to analyze the continuum of modern innovation-oriented workspaces. They find that the role of well-designed innovation spaces in improving firm competitiveness, company culture, and the formulation of new products and ideas, offers important lessons for companies, universities and other drivers of the innovation economy on how to re-imagine space given three major trends in modern innovation.

**May 23, 2017 - Thomas Hellmann, Saïd Business School, University of Oxford (UK)**

**Paper: *Deep Pockets and the Valuation of Startups***

Authors: Thomas Hellmann, Saïd Business School, University of Oxford (UK) and Veikko Thiele, Smith School of Business, Queen's University (Canada)

Abstract: Staged financing of startups can be achieved with different investor constellations. One is that companies obtain funding from different investors at different stages. Another is that a deep pocketed investor continues investing in the company across multiple stages, usually as part of a syndicate. The valuation of startups is influenced by investor constellations, in particular strategic interactions between outside investors and deep-pocketed insiders. Our theory models the investment choices and valuations of startups, deriving advantages and disadvantages of deep pocketed investors. The analysis explains the significance of pro-rata investments, and the role of pre-emptive rights.



**4 July 2017 - Yuliya Ponomareva, Linaeus University and Uppsala Universitet (Sweden), and Luisa Alemany and Lourdes Urriolagoitia, ESADE Entrepreneurship Institute**

- **Case: ScytI**

Authors: Eugenia Bieto, Luisa Alemany and Lourdes Urriolagoitia, ESADE Entrepreneurship Institute

- **Paper: *Multiple Identities of Family Firms: Implications for Corporate Governance***

Authors: Yuliya Ponomareva, Linaeus University and Uppsala Universitet (Sweden), Mattias Nordqvist, Jönköping International Business School (Sweden) and Timurs Umans, Högskolan Kristianstad and Lunds Universitet (Sweden)

Abstract: Family firms are unique in a sense that they are characterised by an interaction between two distinct logics– family and business (Sundaramurthy and Kreiner, 2008). Family logic creates advantages through a strong sense of unity and long-term orientation (Zellweger, Eddleston and Kellermans, 2010) achieved by family owners with capacity and interest to govern their firms (Anderson and Reeb, 2003). The prevalence of family logic is associated with “familiness”, a unique bundle of resources that can serve as a competitive advantage for a firm (Pearson, Carr, Shaw, 2008; Sundaramurthy and Kreiner, 2008). Orientation towards family logic may not always coincide with the business needs of the firm, compromising profit maximisation, economic growth and business development (Sharma et al., 1997). The ability to manage these trade-offs between preserving the family value and generating economic value becomes paramount for governance of family firms.

### **2.2.3. RESEARCH PROJECTS**

#### **FACE**

Associate Professor Jan Brinckmann sits on the Advisory Board of the European Commission's FACE Entrepreneurship (Failure, Aversion, Change in Europe) project and is author of the FACE Entrepreneurship Delphi Study.

The Failure Aversion Change in Europe (FACE) project is a project of the European Union and runs a communication campaign to boost ICT entrepreneurship in Europe by fighting against the fear of failure (by using a gamified process). FACE Entrepreneurship is aimed at young prospective European IT entrepreneurs, with the objective of helping them to choose a path to follow while facing the psychological and cultural barriers related to the fear of failure. It promotes the skills aspiring entrepreneurs need to materialize ideas in projects, while fostering relations between the various parts involved in the project.

#### **SUCCESS FACTORS FOR NEW ENTREPRENEURS**

EI's Associate Professor Jan Brinckmann and Professor Dietmar Grichnik at the University of St Gallen in Switzerland continue to expand their research on the long-term success factors for emerging companies. The results of their research were published in the Journal of Business Venturing, a leading publication in the field.

#### **STEP PROJECT FOR FAMILY ENTREPRENEURSHIP**

Led by Associate Professor Alberto Gimeno and with the collaboration of Lecturer María José Parada. Promoted in 2005 by Babson College (USA) and developed with six European business schools: ESADE; HEC (France); Jönköping International Business School (Sweden); Università Bocconi (Italy); Universität St. Gallen (Switzerland); and University Witten/Herdecke (Germany). The aim of this long-term study is to investigate entrepreneurship in different generations of family firms: their ability to grow and generate social and economic value and perpetuate their entrepreneurial legacy.

The STEP Academic Meeting took place on 17-28 May 2016 in Lyon (France). Associate Professor Alberto Gimeno and Lecturer Maria José Parada participated.

#### **PITCHING AND COMMUNICATION STRATEGIES FOR ENTREPRENEURS**

EI Assistant Professor Jaume Villanueva and Professor Harry Sapienza (University of Minnesota, USA) have continued to develop their research on the effects of storytelling and pitching strategies on evaluations made by potential investors.

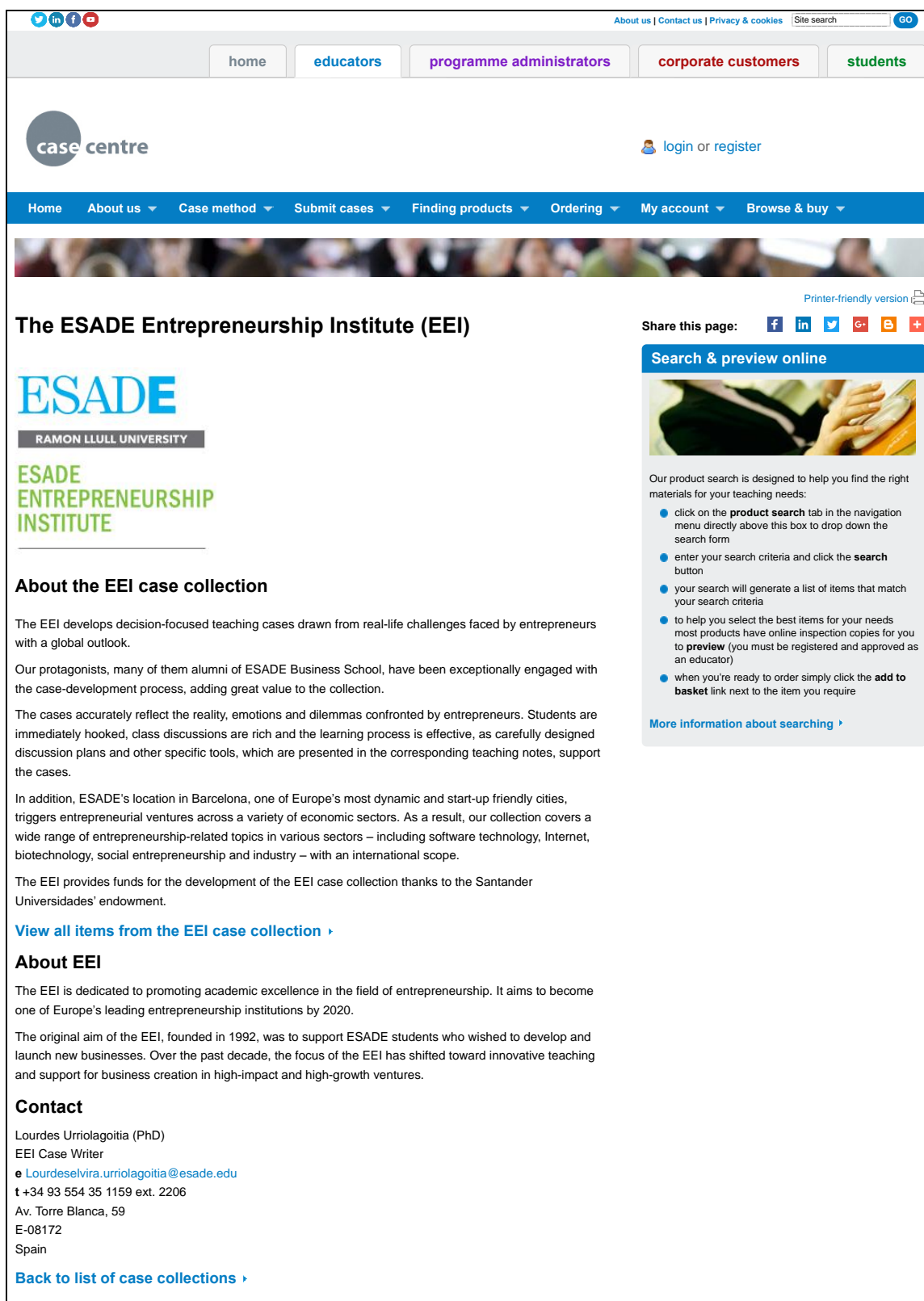
#### **ENTREPRENEURIAL ORIENTATION IN SOCIAL INVESTING**

Associate Professor Luisa Alemany and academic associate Mariarosa Scarlata (University of Surrey, UK) drew up a project on entrepreneurial orientation in social investment, and the influence of founders and board members on staff diversity.

## 2.2.4. CASE LIBRARY

Since 2017, the ESADE Entrepreneurship Institute has had its own section on The Case Centre website.

The Case Centre is dedicated to advancing the case method worldwide, sharing knowledge, wisdom and experience to inspire and transform business education across the globe.



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## The ESADE Entrepreneurship Institute (EEI)

ESADE  
RAMON LLULL UNIVERSITY

ESADE  
ENTREPRENEURSHIP  
INSTITUTE

### About the EEI case collection

The EEI develops decision-focused teaching cases drawn from real-life challenges faced by entrepreneurs with a global outlook.

Our protagonists, many of them alumni of ESADE Business School, have been exceptionally engaged with the case-development process, adding great value to the collection.

The cases accurately reflect the reality, emotions and dilemmas confronted by entrepreneurs. Students are immediately hooked, class discussions are rich and the learning process is effective, as carefully designed discussion plans and other specific tools, which are presented in the corresponding teaching notes, support the cases.

In addition, ESADE's location in Barcelona, one of Europe's most dynamic and start-up friendly cities, triggers entrepreneurial ventures across a variety of economic sectors. As a result, our collection covers a wide range of entrepreneurship-related topics in various sectors – including software technology, Internet, biotechnology, social entrepreneurship and industry – with an international scope.

The EEI provides funds for the development of the EEI case collection thanks to the Santander Universidades' endowment.

[View all items from the EEI case collection >](#)

### About EEI

The EEI is dedicated to promoting academic excellence in the field of entrepreneurship. It aims to become one of Europe's leading entrepreneurship institutions by 2020.

The original aim of the EEI, founded in 1992, was to support ESADE students who wished to develop and launch new businesses. Over the past decade, the focus of the EEI has shifted toward innovative teaching and support for business creation in high-impact and high-growth ventures.

### Contact

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During this academic year, researcher Lourdes Urriolagoitia, together with EEI faculty, wrote and published:

## PUBLISHED CASES

### Privalia

#### *Professor Marcel Planellas*

Published in the Cladea-Balas collection by Harvard Business School Publishing. Available in English and Spanish with the corresponding teaching notes.

Privalia was created in 2006 as a private club offering flash internet sales to its members. The products offered are clothing and accessories, with discounts of up to 70%. Privalia grew quickly after its launch.

Within three years, it was profitable in Spain and expanded its operations to Italy, Brazil and Mexico. By 2010, it had become the market leader in all the countries where it operated. However, competition also grew quickly. The company's experience over the years told management that speed and market size were the key to success in the fast-moving internet fashion sales business. Students explore the various growth strategies for a company eager to maintain growth and market leadership in a new sector in the face of stiffening competition.



### KERAjet

#### *Lecturer María José Parada*

Published in the EEI collection and publication by The Case Centre. Available in English and with the corresponding teaching note.

In 1998, José Vicente Tomás founded KERAjet, the first company in the world to develop inkjet printing technology and equipment for the ceramic industry. Even though KERAjet was located in Castellón, the heart of the Spanish ceramic industrial district, none of the main companies believed in the viability of developing inkjet technology as a new decoration technique for the industry. Therefore, they decided not to collaborate with him. A few months later he was able to convince Ferro, an American multinational specialized in producing ceramic glazes and colours, to work together. As a result, Ferro provided the necessary knowledge and experience in the development of inks and also managed commercialization of the machinery and inks. Meanwhile, KERAjet focused on the development of the technology and machinery, as well as the software applications needed for design and ink management.

However, in 2003 Ferro decided to end its collaboration with KERAjet due to the wide range of problems and costs the adaptation of inkjet technology was generating among the small number of clients they had.



Determined to continue, KERAjet had three options: the company could approach its neighbors again, which would mean changing their attitude. The second option was accepting a collaborative agreement proposed by the Japanese company Seiko; and the third option was selling KERAjet to a multinational company. Which was the best option for KERAjet? The case may be used on any strategy course where students are learning the basics of strategy, but also on entrepreneurship courses, as the case illustrates how entrepreneurs can disrupt a whole industry with technological innovations.

## CASES IN PROCESS

### FLUENT SYSTEMS

*Assistant Professor Jaume Villanueva*

The case describes how a business plan was drawn up around a prototype electronic system to remotely monitor fertiliser application. Sorenson and Villanueva founded a company to develop the prototype, but sales growth proved disappointing. The case teaches the concepts and tools of lean startup and how using these tools might have saved the company.

### REEMPRESA

*Associate Professor Luisa Alemany*

Lluís Mas was attracted by the opportunity of buying a small company and transforming it into a growing business. A buying opportunity emerged for Lluís when, after signing up with Reempresa, he was put in contact with an industrial company that met his ideal target criteria. Lluís decided to go forward and start negotiations.

### VERITAS

*Associate Professor Alfred Vernis*

Silvio Elias and his partners founded Veritas — an organic supermarket chain — in 2002 in Barcelona. At that time, the concept of an organic supermarket did not exist in Spain. The company's objective was to generate sufficient volume to reduce the prices that constituted a barrier to consumption. Another challenge was to end the widespread ignorance and confusion about organic products. Since 2005 the annual growth of the company has ranged from 15% to 25%.

This case is to be used in the middle of a strategy course, specifically for studying strategic positioning. The case teaches the impact of change in the competitive environment on company environment.

## 2.3. Reaching society

### 2.3.1. EGarage

During its 5 years of operation, EGarage has made a name for itself fostering entrepreneurship through its activities and helping enterprising students. All activities are led by the director of the EEI, Luisa Alemany, managed by Mercè Saura, Manager of the EEI, and co-organized with The E3 initiative (students' association).

*The EGarage has staged more than 1,100 activities during the past 5 years, gathering more than 36,500 people in its unique and inspiring space.*



We would like to thank the following companies for sponsoring some of our activities:





## Garage Lunchs

Dialogues with entrepreneurs, innovators and others with experience, accompanied by pizza and beer. A great opportunity to talk, ask questions and discuss the challenges of being an entrepreneur in a very small group.

### ***Timo Bueteftisch, Co-founder and CEO of COOLTRA***

26 October 2016

Cooltra is the leading company in motorbike and scooter rental with more than 6,000 motorbikes and scooters in Spain, Italy, France, Portugal and Brazil, and more than 100 rental points in southern Europe. Cooltra has been in the market for the last 10 years providing short term and long term rentals, rent to own, guided tours, renting, leasing, fleet management and motorbike sales to individuals, companies and public administration.



### ***Miguel Angel Bru, Co-Founder and VP Business Development of MADE OF GENES***

29 November 2016

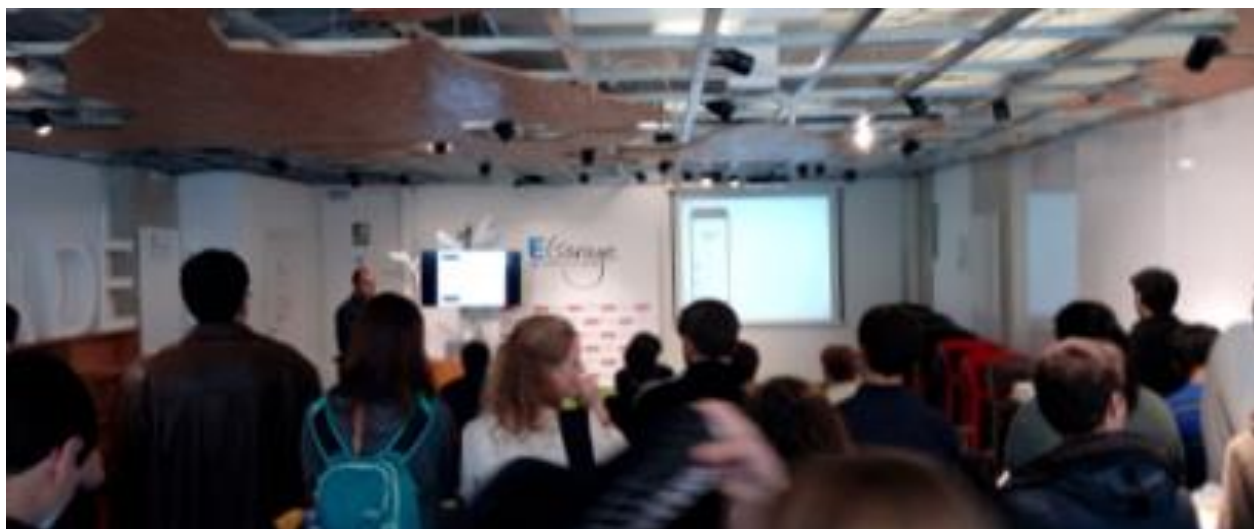
Made of genes is the first marketplace of applications based on the genome. Apart from allowing sequencing of a user's DNA, it gives the option of accessing a virtual shop with personalised services. It is a pioneering world model in the control of and re-use of DNA data. Made of genes has been named as one of Spain's Top Ten innovators under the age of 35 by MIT Technology Review. The Jury bases the awards on two criteria: individual talent and the project's scope for changing society. The ten winners were whittled down from a list of over 300 candidates.



**Alex Lopera, Co-Founder and COO of VERSE**

8 March 2017

Verse lets you instantly send and request money for free. This easy, quick and cheap service is available from anywhere to anyone. Verse will be delighted to talk to you and answer any questions you may have.

**Clara de la Santa, Founder of Coomo**

19 April 2017

Like an online dressing room, Coomo provides a personal shopper service for the 43% of Spanish men who have no time or simply do not like to go shopping for themselves. A professional team of fashion stylists use the customer's dressing preferences to choose items that best suit his personal style. The customer can then choose what he wants to keep or return items in 7 days, at no additional cost.



### ***Felipe Ojeda and Ramon Casals of Refruiting***

26 April 2017

Refruiting is a startup created to provide companies with quality fresh fruit at the best prices, with a view to sweetening the day to day of their employees and increasing productivity!



### **Garage Workshops**

Highly dynamic and practical workshops on various topics of interest to entrepreneurs



#### ***Hult Prize ESADE workshop***

3 November 2016

Organised by Hult Prize ESADE

For the teams that signed up for the internal ESADE competition, the Hult Prize ESADE organised a workshop covering how to pitch, the judging scorecard, and learning from past Hult regional finalists.



#### ***ESADE CEMS Workshop with Unibail Rodamco***

30 November 2016

Organised by eh CEMS students.

### ***Design Thinking Workshop***

23 January 2017

Organised by the MBA Design and Innovation Club

Guido Charosky, Director of the Innovation Lab @ ESADE, helped ESADE MBA students to DISCOVER [Product Design], LEARN [a Design Thinking Methodology], and EXPERIENCE [The Wallet Case], this being a famous case from Stanford School of Design. It was a fully hands-on experience, during which ESADE MBA students got to interview their peers to gain empathy and insights, reframe the problem, ideate and pitch their ideas, prototype their ideas, and iterate their solutions on 'what does an ideal wallet look like?'. This event has created countless creative and quirky designs of a wallet.



**Workshop Workkola**

22 February 2017

Organised by the E3 initiative

Through Workkola, students acquire real experience while studying in higher education. On the one hand, the startup provides them with all the help they need, while on the other hand students gain the opportunity to collaborate with other startups to improve their skills.

As a result, students get in touch with the real world, as they work on their personal brand, create and develop their work portfolio, and build up a network of professional contacts.

**OIKOS Sustainability Cycle**

13-15 March 2017

Organised by OIKOS

Oikos Barcelona seeks to give students a greater insight into sustainable management by organizing the Sustainability Cycle. Due to students' lack of knowledge about such an important issue, Oikos felt that ESADE students should not leave university without an awareness of how sustainability is involved in business. Therefore, they invited professionals, professors and companies from different sectors for whom and for which sustainability plays a key role to share their personal and professional experiences from which we can all learn.



The aim of this event is to introduce sustainable management to future managers. Every participant enrolled in the Cycle will be able to attend 3 talks from professors, 6 talks from companies and a workshop during the first two days, before they finally face the challenge of a sustainable case competition. These activities will give participants the opportunity to take a closer look at what sustainability is, why sustainability is important in an organization, what its benefits are, and how some companies are moving towards this field.

### ***MSc in Innovation & Entrepreneurship (MIE) - HighSchool Collaborative Workshop on social entrepreneurship***

20 March 2017

ESADE MIE students organised a “Hult Prize” for social entrepreneurship ventures designed by high school students. It was a startup accelerator for social entrepreneurship. ESADE engaged in a collaborative workshop experience with Col.legi Montserrat.



### **GarageTalks**

Meetings and lectures on the entrepreneurship sector

#### ***Fireside chat with Saul Klein***

17 October 2016

Saul Klein is one of the most prominent persons in VC in Europe, with an amazing track record. Formerly General Partner at Index Ventures in London, he is now running his own fund at LocalGlobe (investments include Last.fm, Dopplr, MyHeritage, Saluto, Tweetdeck, etc). Three times entrepreneurial with successes such as Lovefilm, Kano, SeedCamp... VP of Global Marketing at Skype and Advisory board member of GSK.



### **Talk with Jordi Llonch, CEO of Sharing Academy**

23 March 2017

Organised by The E3 initiative and Empresa i Joventut, student association

Jordi Llonch, CEO of Sharing Academy, revealed the secrets of how to create the best application in the world, a prize won at the Mobile World Congress in 2016. A journey from conception to transformation, challenges to overcome and the sustained growth of the multi-award-winning private tutoring platform for university students.



### **4th edition Startup Turbo**

31 March to 2 April 2017

Organized by The E3 Initiative

A weekend during which young entrepreneurs, enthusiasts and ideas people came together to share ideas, skills and interests, and who knows... they may end up developing a Startup.

On the weekend of 31 March to 2 April, various groups developed a business idea. These groups consisted of BBA, engineering and design students who had to come up with a business plan that was as complete as possible.



## TEDxESADE

### *TEDxESADE student contest, final round*

9 March 2017

Organised by The E3 Initiative

For the first time, TEDxESADE organised a Student Contest, a competition to encourage ESADE Business and Law School students enrolled during the academic year 2016-2017 in any programme – Undergraduate, Masters degree, as well as Exchange students – to become a Speaker at TEDxESADE 2017. The winners were Carmen García (BBA) and Kathy Bui (MBA).



## TEDxESADE

4 May 2017

The 7th edition of TEDxESADE was held on 4 May 2017. It was organised by both MIE and BBA students from the E3 Initiative. The conference theme was: Encourage yourself, encourage others: We conceive a growing need for encouragers, people determined to take action, who envision a new direction and who, through their actions, generate a path to be followed by others.



### Speakers:

- Lisa Hehenberger, Lecturer at ESADE in the Strategy & General Management Department
- Martin Habiague, founder of Mescladis Vincent Helvig, from Homeless Entrepreneur
- Marc Sanz, head of Google for Education South of Europe at Google
- Keiana Cavé, an 18-year-old scientist, entrepreneur & Code Queen
- Carmen García, a 2nd-year BBA Student at ESADE
- Lan Mercado, the Regional Oxfam Director in Asia
- Franc Carreras, collaborator at ESADE in Dept. Marketing  
Kathy Bui, an ESADE MBA Student



## Other events @ EGarage



### ***CERN initiative start week***

5-9 September 2016

ESADE Business and Law School, IED [Barcelona Design School] and ETSETB [Barcelona Telecommunications Engineering School] (UPC) take part in the CBI (Challenge Based Innovation), an international project involving collaboration with CERN (European Organisation for Nuclear Research).



### ***Futury Accelerator Presentation***

4 October 2016

Organised by The MBA Entrepreneurship Club

An early-stage accelerator visited the EGarage. The company builder had previously worked with teams from ESADE during the summer and the presentation attracted a lot of interest, especially from the new class of 2018. Futury's concept focuses on enabling entrepreneurs at a very early stage to realise and refine their ideas, as well as connecting them with investors and corporate partners. Previous teams from ESADE worked on innovative fuel cell as well as blockchain technology. Futury encourages applications from leading business schools and teams can apply for several intakes each year.

**Innovation Quest 2016**

12 November 2016

Organized by eJoventut, student association

This is a 4-day event consisting of a Case Competition with real cases proposed by leading companies, 200 international participants, and workshops and conferences on innovation and entrepreneurship.

**C4BI Challenge**

18 November 2016

The Creativity for Business Innovation Challenge (C4BI) is a competition led by Professor Marcel Planellas (EEI) and organised by eBullifoundation and ESADE for students. The objective of C4BI is to apply the concept of creative process auditing in a business setting. Student teams from ESADE, Aalto University and Copenhagen Business School applied the creativity audit to the Hospital Sant Joan de Déu.



## 2.3.2. OTHER EVENTS

### *Last Thursdays with Kantox*

29 September 2016

Antonio Rami (Lic&MDE 09) and Philippe Gelis, Co-founder of Kantox (solutions for exchanging currency between companies). Antoni Rami (Lic&MBA

09) is Co-founder and COO of Kantox. He holds an MBA from ESADE and Singapore Management University, majoring in corporate finance at the latter. Prior to Kantox, he was in venture capital in the biotechnology & tech sectors, and served as a strategy consultant at Deloitte. Philippe Gelis is Co-founder and CEO of Kantox. Specialising in finance and company strategy, before founding Kantox he was financial controller at Renault Switzerland and a consultant in strategy and operations at Deloitte.

Venue: Elephant Restaurant & Lounge Club, Barcelona



### *Open class - 2nd edition in Madrid of the Entrepreneurship Class: Learning And Doing*

3 October 2016

Organized by the ESADE Entrepreneurship Institute and Fundación Prevent

Presentation of the second edition in Madrid of Entrepreneurship Class: Learning and Doing, a free training and mentoring programme aimed at entrepreneurs with disabilities seeking to start a new business or accelerate a recently launched startup.

This initiative is being offered by the Prevent Foundation, an organization with extensive experience in the field of social integration and job placement for people with disabilities, in collaboration with the ESADE Entrepreneurship Institute. It receives the support and active participation of various industry-leading private companies.

Venue: ESADE, Madrid

### **Hult Prize ESADE Final**

23 November 2016

The 2017 Hult Prize challenge was 'Reawakening human potential, building sustainable, scalable startup enterprises that will restore the rights and dignity of 10 million people by 2022'. Five teams participated in the Hult Prize at ESADE final and presented their solutions to a panel of live judges, who selected the winning team of the Hult Prize Quarter-finals. Luisa Alemany, Director of the ESADE Entrepreneurship Institute, Lisa Hehenberger, Lecturer of the ESADE Entrepreneurship Institute, and Carles Florensa, ESADE Entrepreneurship Institute's tutor, were part of the jury. The 'Communigee' team formed by MBA students won the Hult Prize at ESADE Challenge: Christian Flórez, Rodrigo Pizarro, Ryan Dreher and Selene Scotton.

This team represented ESADE at the Hult Prize Regional Finals on 3 March 2017 in Dubai. ESADE sends 4 teams to the regional finals:

Team Dubai	Team San Francisco	Team London	Team Shanghai
1. Selene Scotton	1. Michael Longario	1. Alan Nieto	1. Rami Haffar
2. Ryan Dryer	2. Gültürk Isikpinar	2. Ignacio Portabella	2. Shreyas Ravindran
3. Christian Florez	3. Zaki Fahmy	3. Arthur Rousseau	3. Praditya Satria Putra
4. Rodrigo Pizarro	4. Sven Bambek		4. Edward Odgers

Venue: ESADECreapolis, Sant Cugat



### **Leading Futures**

24-25 November 2016

Organised by the MBA Entrepreneurship Club

ESADE hosted a conference and case competition for its top MBA students in a two-day event. MBA students learnt innovative frameworks through design thinking workshops and learning industry experts. These methodologies were applied to solve complex business challenges in combination with their MBA expertise and extensive professional experience.



Venue: ESADECreapolis, Sant Cugat



### **Startupbootcamp MBA Challenge: IoT & Data**

28-29 January 2017

In the 2nd edition of the MBA Challenge, organised by Startupbootcamp, 40 MBA students from top business schools (ESADE & IESE) helped their startups solve real and relevant challenges.

Venue: Startupbootcamp Barcelona

### **YUZZ Sant Cugat awards**

12 January 2017

Promoted by Santander Universidades

YUZZ is a competition for young entrepreneurs promoted by Santander Universidades. It offers training, support and advice accompanying young entrepreneurs throughout the development of their business plan. All participants vie for the 60,000 euros in prizes, 50 trips to Silicon Valley and the YUZZ Woman prize of €20,000.

In the 2017 edition of Yuzz Sant Cugat, 20 projects were chosen to go through to the final phase of the competition. Among these, special mention should be made of the following projects presented by ESADE BBA students:

- Icook, with Josep Puig and Anna Riñé
- Atomtrònics, with Marcos Durán and Albert Cardenete (UPC)
- 7BillionWall, with Nelson Vercher and Jules de Meeus



### **ESADE take its campus to the 2017 edition of the 4YFN Mobile World Congress (MWC)**



27 February to 1 March 2017

Over a three-day period, ESADE students had the chance to attend classes, make direct contact with the companies and entrepreneurs participating in the MWC, and take part in activities organized at the 4 Years From Now (4YFN) entrepreneurship fair. With this pioneering educational experience, ESADE became the first business school to teach classes at the MWC.



This initiative was a part of ESADE's Student First, the new educational model that aims to respond to the challenges of globalization and the digital revolution. ESADE is reinventing its educational model and is committed to learning through experience and direct contact with the future reality of the global economy.

ESADE has a space of 160 m2 with capacity for a hundred people, an excellent setting in which to teach and organize events for the entrepreneurial community in the form of sessions that deal with three major themes: entrepreneurship, innovation and digital business.



Marketing for entrepreneurs, Finance for entrepreneurs, Design thinking, Retail digital transformation and Digital business were some of the subjects that ESADE taught in the 4YFN – MWC area, where about 350 students, mostly international students, participated in programmes such as the Master in Innovation and Entrepreneurship, the Master in International Management (MIM) and the Full-Time Master in Business Administration (MBA).

ESADE also planned a series of talks and meetings, open to the public, called "ESADE Talk", where faculty shared their knowledge of strategy in the digital environment, cognitive computing and pricing.



Simultaneously, during the three days that ESADE moved its classrooms to the MWC, several entrepreneurs showed their developments and proposals in situ, in the area set aside for the academic institution. These included Inflight VR, a project by an ESADE alumnus based on virtual reality glasses for entertainment, and Unblur, a drone project for emergency services devised by another alumni.



ESADE also organized one of the main discussion tables on blockchain technology, which was moderated by Professor Luis Vives, associate dean of the ESADE Full-Time MBA. The session was attended by Brock Pierce, world expert in blockchain, president of the Bitcoin Foundation and co-founder and director of Blockchain Capital, and Vicenç Martí, president of Tangelo Games and president of Billy Mobile.





Venue: Fira de Barcelona - Montjuic site

### ***Scale up Barcelona 2017***

11 May 2017

This event, essentially one day of intense interactive learning, networking and idea generation, was attended by leaders from FORTUNE's "Fastest Growing Companies", together with hundreds of CEOs and the executive team members of StartUp and ScaleUp companies. The 2017 ScaleUp Summit hosted the newsmakers and thought leaders who make this a Don't Miss conference.



Venue: ESADEForum

## ***Bizbarcelona***

31 May and 1 June 2017

As part of the Bizbarcelona 2017, ESADE organised or participated in the following activities:

- Speed dating with business angels and investment networks, with Marta Campillo, Manager of ESADE BAN, and Pau Bárbara, Coordinator of ESADE BAN
- How can you finance startups? Panel organised by ACCIÓ, with Fernando Zallo, Director of ESADE BAN
- SMEs, innovate or die: First steps towards effective innovation with Jordi Pla, Tutor of the ESADE Entrepreneurship Institute
- Entrepreneurship in B2B? with Oscar Torres, Director of the ESADE B2B Management programme
- What technological transformation does not transform: The 20 keys with Joan Riera, Academic collaborator of the ESADE Entrepreneurship Institute. How can you finance startups? Panel organised by ACCIÓ, with Fernando Zallo, Director of ESADE BAN
- The Big Data & Analytics canvas with Manu Carricano, Senior Lecturer in the Department of Operations, Innovation and Data Sciences at ESADE



Venue: Fira de Barcelona, Montjuïc site

## **Faculty Events**

### ***'The art of investing with impact' with Associate Professor Luisa Alemany***

21 September 2016

Luisa Alemany, Director of the ESADE Entrepreneurship Institute, was a keynote speaker at ACCIÓ's Esmorzars de Finançament (financing breakfasts). Associate Professor Alemany, a specialist in philanthropic venture capital funds and social entrepreneurship, defined the profile of these entrepreneurs and what projects are attractive for investors.

Venue: ACCIÓ, Barcelona





***'Moving beyond Boundaries' 12th EVPA Annual Conference 2016 with Lecturer Lisa Hehenberger***

3 to 4 November 2016

The EVPA Annual Conference is an event platform for reflection on how to build and grow the European Venture Philanthropy and Social Investment sector, as well as to learn about the latest developments in innovative financing models, impact measurement and capacity building. It is one of the largest and most established conferences in this field, attracting around 500 attendees from at least 25 countries and 300 organisations, all of whom are interested in supporting initiatives that create positive societal impact in Europe.

Lecturer Lisa Hehenberger of the ESADE Entrepreneurship Institute acted as moderator at one of the round tables.

Venue: Paris (France)



***'C4BI (Creativity for Business Innovation) Challenge', with Professor Marcel Planellas***

19 November 2017

Led by Professor Marcel Planellas from the ESADE Entrepreneurship Institute, the Creativity for Business Innovation Challenge (C4BI) is a competition organised by eBullifoundation and ESADE for students at ESADE Business School. The objective of C4BI is to apply the concept of creative process auditing in a business. 'Creative process auditing is a tool for obtaining the greatest efficiency in innovation and, in particular, for ensuring that this efficiency has longevity,' explained renowned chef and eBullifoundation founder Ferran Adrià. 'C4BI is a unique and exciting challenge: we'll be entering a new world'.

The II edition of the Creativity for Business Innovation Challenge (C4BI) internationalised its outreach with a final round in which teams of students from the business schools of Aalto University, Copenhagen Business School and ESADE Business School have been invited to take part. In this final round, to be held on 18 and 19 November, the teams visited eBullifoundation, where Ferran Adrià gave a master class. The teams were asked to apply "creative process auditing" to Barcelona Children's Hospital (Hospital Sant Joan de Deu), where various management staff from the hospital outlined their strategy and innovation projects.

Finally, the teams were asked to present their creative process audit of Barcelona Children's Hospital and defend their proposals before a panel of judges: Ferran Adrià (eBullifoundation), Dr. Manel Del Castillo, CEO of Barcelona Children's Hospital, and faculty members of ESADE Business School, Aalto University and Copenhagen Business School, who selected the winning team.

In December 2016, the C4BI project was awarded the Prize for Educational Innovation for ESADE's 2015-2016 academic year. In February 2017, it was recognised by AACSB International for driving innovation in business education worldwide.



***'The family business in 2040', with Associate Professor Alberto Gimeno (Lic&MBA 84 / PhD 99)***

21 November 2016

Organised by ESADE Alumni

The world seems increasingly unpredictable. This suggests a period of transition to new models for society and business – a shift that could easily happen over the next 25 years, rather than slowly over a century. Technology, geopolitics and institutions will all change. Family firms, the dominant form of business, have a responsibility and an opportunity to be agents of this transition. At this event, relevant questions were addressed, such as: What does this mean for today's notions of business ownership and family structure? How can family businesses stay close to scientific and societal innovations and benefit from them?

Venue: Majorca

***'International Conference on Social Economy', with Lecturer Lisa Hehenberger***

30 November and 1 December 2016

Organised under the auspices of the Slovak Presidency of the EU Council.

The common thread running through the conference was stimulating the development of social enterprises in Europe. The aim was to provide a national and European dimension to the theme of the social economy and social enterprises through the contribution of speakers and the profile of the invited participants.

Lisa Hehenberger, Lecturer at the ESADE Entrepreneurship Institute and rapporteur of the GECES working group on access to funding, moderated the session 'Access to finance'. Lecturer Hehenberger has been a member of GECES since it was established in 2012, in her capacity as Research and Policy Director of the European Venture Philanthropy Association (EVPA).

Lecturer Lisa Hehenberger also chaired the Workshop '6 Financial tools' with Andrea Maier, European Commission, DG EMPL; Michal Polak, Advisor at the Ministry of Finance of the Slovak Republic; GECES; Michał Radziwiłł, COOPEST, Chairman of the Executive Committee; and Alexandra Meagher, Government Inclusive Economy Unit, UK Government.

Venue: Bratislava, Slovakia



***'3rd Annual World Open Innovation Conference', with Marcel Planellas***

15 to 16 December 2016

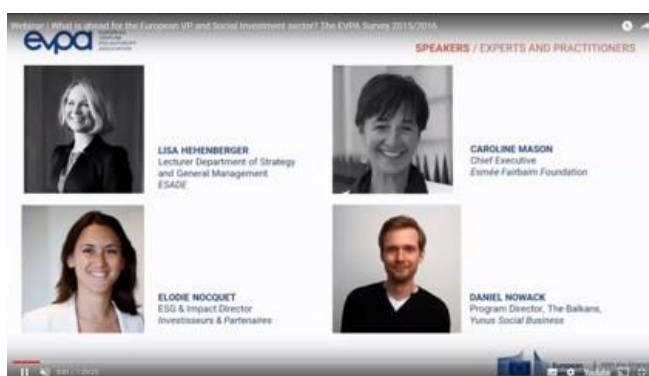
Hosted by ESADE in Barcelona.

The World Open Innovation Conference has established itself as one of the best-attended Open Innovation conferences in the world. Industry leaders and academic scholars have helped identify and develop ways to bridge the gap between Open Innovation research and Open Innovation practices.

Professor Marcel Planellas, of the ESADE Entrepreneurship Institute, took part in the Opening Plenary Session in conversation with the chef Ferran Adrià.

Venue: ESADEFORUM





**Webinar: “What is ahead for the European Venture Philanthropy and Social Investment sector? The EVPA Survey 2015/2016”, with Lecturer Lisa Hehenberger**

26 January 2017

Venture Philanthropy is about matching the soul of philanthropy with the spirit of investing. VP is a high engagement and long term approach to generating societal impact through three core practices: Tailored financing, Organisational Support and Impact measurement and management. The purpose of the EVPA Industry Survey is to: provide independent industry statistics; understand trends; inform further research; and raise awareness about VP/SI, in order to attract additional resources to the sector.

Lecturer Lisa Hehenberger of the ESADE Entrepreneurship Institute was one of the panelists.

Venue: Online



**Doing Good Doing Well 2017: ‘Purpose beyond profit’, with Lecturer Lisa Hehenberger**

24 to 25 February 2017

The business world is changing. Organizations are increasingly interested in how to get involved in cutting-edge sustainable solutions to many of the world’s biggest problems. From the rise of benefit corporations and impact investing, to the growing interest from young people in social entrepreneurship, it is paramount to discover how we can better contribute to creating purposeful and sustainable enterprises. The conference covered some of these key topics, bringing insights from pioneering

and visionary experts on potential responses and challenges to sustainability across industries.

Two whole days of prominent keynote speakers, panels, workshops and competitions.

Lecturer Lisa Hehenberger from the ESADE Entrepreneurship Institute moderated the panel ‘Impact Investment’ with Anna Inglés (Suez), Jaime Pérez (Endeavor), Tom Kagerer (LGT Impact Ventures), and Teddy Kim (Mustard Seed Impact).

Venue: IESE Business School (Barcelona)



**‘Strategies for entrepreneurial resource acquisition’, with Assistant Professor Jaume Villanueva**

7 March 2017

Organized by ESADE Alumni

The focus of the talk was the strategies that entrepreneurs use to access external resources. Assistant Professor Villanueva drew on his academic research to present a picture of what we know and what we don’t know about entrepreneurial resource acquisition strategies.

Venue: Bilbao



**‘Social Entrepreneurship: Inclusion and Innovation in Society’, with Lecturer Lisa Hehenberger**

16 to 17 March 2017

The SEFORİS (Social Entrepreneurship as a Force for more Inclusive and Innovative Societies) project

drew to a close with the final conference focusing on key SEFORIS research carried out by various European, Chinese and Russian research teams and social entrepreneurship support organisations. Additionally, the conference focused on key policy recommendations made for years of research on the workings and dynamics of social enterprises in Europe and beyond. Lecturer Lisa Hehenberger of the ESADE Entrepreneurship Institute participated with the talk 'Tell me how you are financed, I will tell you which social entrepreneur you are'.

Venue: Brussels (Belgium)



***'Business in the digital age. Lessons learned and opportunities ahead', with Associate Professor Jan Brinckmann***

28 March 2017

Organized by ESADE Alumni

In a fireside chat, Associate Professor Brinckmann discussed with the movers and shakers of the digital economy the ventures they have started, the lessons learned and what exciting business opportunities lie ahead. The session was interactive, informal and focused on the personal perspectives of entrepreneurs. The fireside chat included a Q&A session with participants.

The special guest in Berlin was Thomas Baum, the creator of several companies, including Rebate Networks and Redstone Digital.

Venue: Betahaus, Berlin (Germany)



***'Valuation of Startups' BrainBite Evening Lecture, with Associate Professor Luisa Alemany***

30 March 2017

Organized by Amsterdam Institute of Finance

Is it possible to value a new venture? How can we estimate future cash flows if we don't have historical information and the future is so uncertain? In this session of BrainBites Associate Professor Luisa Alemany, Director of the EEI, reviewed the valuation technique used by early stage investors, namely venture capitalists and business angels, to negotiate a stake in a high growth startup.

Venue: Amsterdam Institute of Finance, Holland



***'Business in the digital age. Lessons learned and opportunities ahead', with Associate Professor Jan Brinckmann***

30 March 2017

Organized by ESADE Alumni

In a fireside chat, Associate Professor Brinckmann discussed with the movers and shakers of the digital economy the ventures they have started, the lessons learned and what exciting business opportunities lie ahead. The session was interactive, informal and focused on the personal perspectives of entrepreneurs. The fireside chat included a Q&A session with participants.

The special guests in London were Marek Fodor, Co-founder of Atrapalo, Seedrocket, and now Chairman at Kantox, and business angel Jonno Elliott, Investment Director of the Virgin Group.

Venue: London (UK)



### ***An evening with Pedro Parada***

26 April 2017

Organized by ESADE Alumni

An opportunity to discuss current topics of interest with Associate Professor Parada of the EEI, Director of the General Management and Strategy Department and board member of ESADE Alumni.

Venue: Riyadh (Saudi Arabia)



### ***'Entrepreneur Session', with Associate Professor Jan Brinckmann***

27 April 2017

Organized by ESADE Alumni

Associate Professor Brinckmann talked about the current entrepreneurship and business possibilities. It was an interactive session, informal and very focused on the personal perspectives of entrepreneurs. The talk included a discussion with the participants.

The special guest in Düsseldorf was Thomas Bachem, serial entrepreneur.

Venue: Düsseldorf (Germany)



### ***'Boost Philanthropy in Europe – Spring of Philanthropy 2017', with Lecturer Lisa Hehenberger***

12 May 2017

Organized by Boost Philanthropy Foundation

Philanthropy must be boosted in Europe. New challenges, new tools and new methods are spurring philanthropists and their advisors on to develop innovative initiatives for a better society. Philanthropy is becoming ever more diverse and increasingly accessible, and now forms an integral part of the advantages of our societies. But barriers, threats and areas of improvement still remain.

Together with all major philanthropic European partners and networks, the King Baudouin Foundation brought together those involved in European philanthropy to discuss philanthropic trends and opportunities in 2017.

Lecturer Lisa Hehenberger of the ESADE Entrepreneurship Institute participated in the Round Table: 'The complementary role of philanthropy in Europe – Threats and opportunities'

Venue: Brussels (Belgium)



### ***'Marketing for Growth Ventures', with Associate Professor Jan Brinckmann***

23 May 2017

Organized by ESADE Alumni

The main objective of this session was to work with the most profitable tools for marketing in a startup

The content of the session was related with how our startup will reach the key consumer and what type of marketing can be employed. In entrepreneurship, the way in which the expansion of a firm is dealt with and managed is very important, so in this session participants learned how to take advantage of this growth.

Venue: ESADE Pedralbes



**'Artificial intelligence in the business world', with Academic Partner Joan Riera**

31 May 2017

Organized by ESADE Alumni

The aim of this talk was to examine real-life examples and find out how the application and use of AI is helping foremost companies in their sectors improve all their lines of business, ranging from visible factors such as cost cutting, higher income and greater productivity, to other factors which are more intangible and difficult to achieve, such as customer and user trust and satisfaction. All this is crucial at a time when AI is changing existing business models and creating new needs and, as a result, new solutions.

With Angel Moreu Galup, Director IBM Cloud, Spain, Portugal, Greece and Israel; Catalina Balseiro Río (MBA 14), Chief Innovation Officer Suez (Spain) and Emilio Avilés, CEO Slash Mobility. This event was chaired by Joan Riera, Academic partner of the EEI and President of the ESADE Alumni Innovation Club.

Venue: ESADEFORUM



**Webinar: 'Impact Investing and Venture Philanthropy', with Lecturer Lisa Hehenberger**

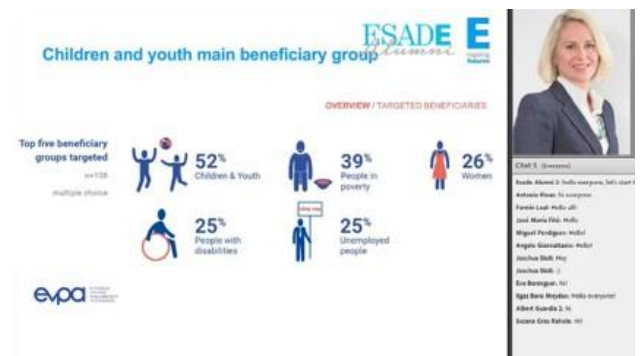
22 June 2017

Organized by ESADE Alumni

A lack of long-term finance and technical advice and guidance are major obstacles to financial sustainability, social innovation and the development of social enterprises. The drop in government resources calls for new financing models for their development.

In recent years, new investment approaches such as impact investing and venture philanthropy have become increasingly important. These investment approaches aim for social impact in combination with varying degrees of financial performance, whilst using innovative mechanisms for funding, skill building, and impact measurement and management.

Lecturer Lisa Hehenberger discussed the evolution of impact investing in Europe, using data about this industry, and she outlined the latest global and local trends.



**'Generational succession in service companies', with Associate Professor Alberto Gimeno**

21 June 2017

Organized by ESADE Alumni

Important questions were addressed in these sessions: what are the key factors in generational succession in service companies? What is transferred when the main assets are knowledge, talent and, in many cases, personal reputation? How can a company dealing mainly in intangibles be handed over? What must be done beforehand to ensure a successful handover?

Three speakers (Imma Amat, Managing Director of Amat Inmobiliarios; Juan Gallostra, Managing Director of JG Ingenieros; and Damián Ribas, Partner at Francisco y Damián Ribas Arquitectos) responsible for family service companies with experience of generational succession took part in this event, which was chaired by Associate Professor Alberto Gimeno of the EEI.

Venue: ESADE FORUM



**‘Consumer Engagement Strategy in the Digital Age’, with Pau Virgili**

20 June 2017

Organized by ESADE Alumni

New technologies are reshaping market basics. In addition to the revolution of online communications, there are also more fundamental aspects that make a radical overhaul of corporate strategy necessary. The buying habits of new consumers and the way they interact with companies are changing. Brands are adapting to this scenario by connecting with consumers in real time, being honest, offering unique relationships and being able to capture their energy.

Pau Virgili is Business Plan tutor at the ESADE Entrepreneurship Institute.

Venue: ESADE FORUM

**Support to ESADE Clubs**

The EEI works directly with the ESADE entrepreneurship clubs, which are run by students on degree, MSc, MBA and PhD programs:

**E3 Initiative**

The association holds events on a regular basis, especially at the EGarage. EEI actively supports these events, especially when it comes to organisation and dissemination. The club’s activities are detailed in the section on EGarage activities, including the staging of GarageLunch, Startup Forum, StartupTurbo, and its flagship event, TEDxESADE.

In November 2016, three E3 members (Anna de Gea, Jordi LLòria and Fahad Tehami) went to Brussels and took the first steps to create a global network of student entrepreneurship clubs with another 8 organisations at UStart Belgium.



**MBA Entrepreneurship Club**

Promoted by and targeted at MBA students, the Club aims to promote entrepreneurship and puts students on the path to becoming socially responsible entrepreneurs.

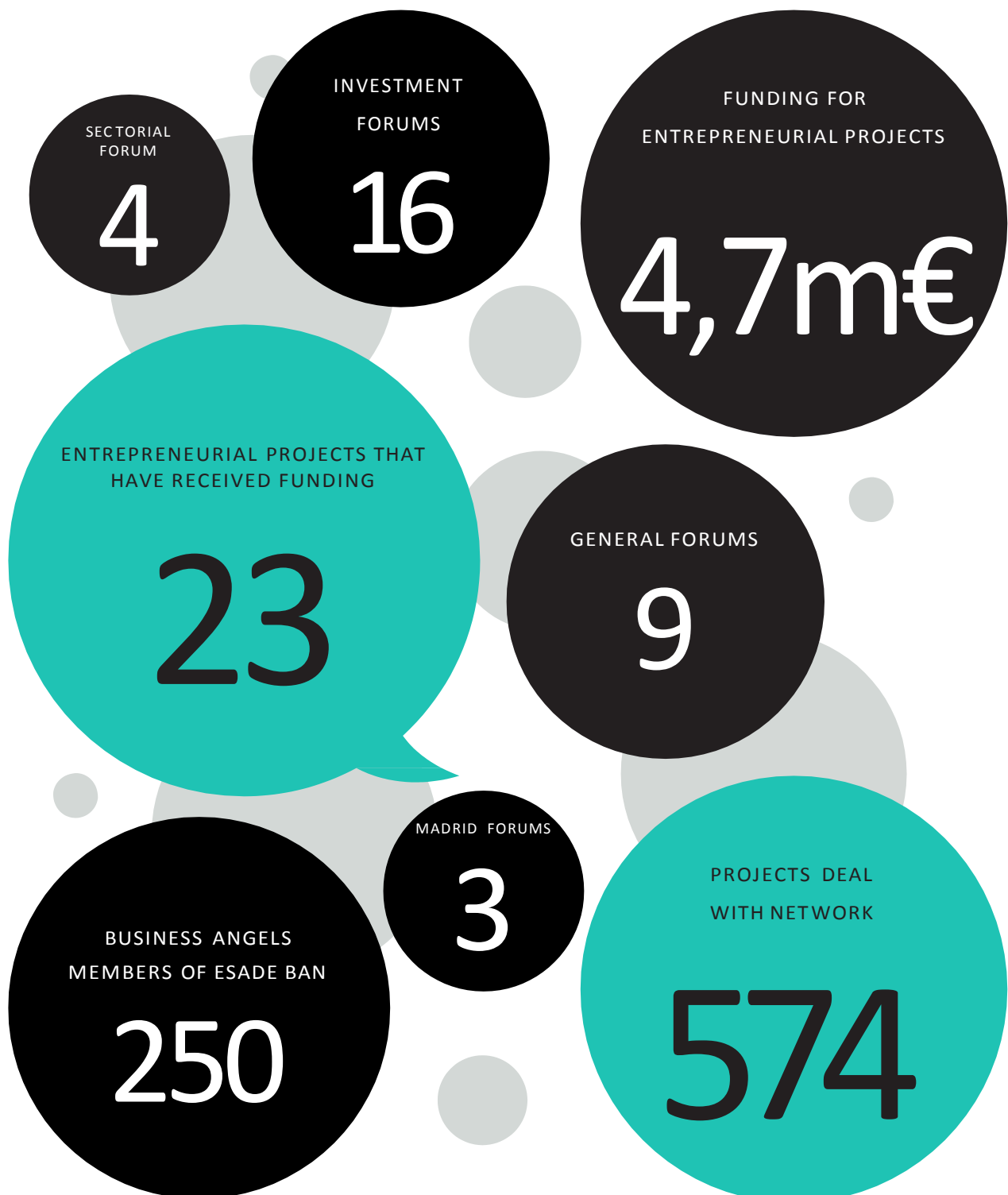
The Club organised activities including study trips (Tel Aviv, Stockholm, Berlin), workshops and its two-day flagship event Leading Futures.

### **Academic support for the business angels network ESADE BAN**

ESADE BAN is a network of investors promoted by ESADE Alumni. It acts as a meeting point for investors seeking opportunities and for entrepreneurs wanting early-stage funding. Joan Riera, Academic Partner of the EEI is a member of the startups study committee.

ESADE BAN's biggest investments to date include Wuaki.tv, Wallapop, Visualnet, RedPoints, Notegrphy, Signaturit, Wave, and Talent Clue. The sectors of interest are: technology, healthcare, energy efficiency, and industry. A key feature of the network is co-investment by backers through the syndication of operations and training through the ESADE Business Angels School.

Some 2016-17 data:



**INVESTMENT FORUMS**

**BARCELONA**

*Of a general nature:*

- 19 October 2016
- 23 November 2016
- 1 February 2017
- 29 March 2017
- 16 May 2017
- 21 June 2017

*Seed Capital Stage:*

- 29 September 2016
- 18 January 2017
- 26 April 2017

*Sectorial:*

- 5 October 2016
- 17th Healthcare Investment Forum Barcelona 2016
- Co-organized by ESADE BAN, the Barcelona Medical Association (COMB), Barcelona Activa and Biocat.



- 1 December 2016
- ESADE BAN Energy Investment Forum
- Co-organized by ESADE BAN, the Repsol Foundation, InnoEnergy and Barcelona Activa

- 23 February 2017
- 18th Healthcare Investment Forum Barcelona 2016
- C-organized by ESADE BAN, the Barcelona Medical Association (COMB), Barcelona Activa and Biocat.

- 22 June 2017
- 19th Healthcare Investment Forum Barcelona 2017
- Co-organized by ESADE BAN, the Barcelona Medical Association (COMB), Barcelona Activa and Biocat

**MADRID**

*Of a general nature:*

- 16 November 2016
- 1 June 2017
- 5 April 2017



### 2.3.3. Awards for Entrepreneurial Talent

IBMC ESADE - International Business Model Competition:

The MSc in Innovation and Entrepreneurship seeks out the best young graduates with innovative, creative and entrepreneurial flair; and those who want to pursue a career in innovation management, entrepreneurship or intrapreneurship.

The annual International Business Model Competition (IBMC) provides a challenge for recent graduates who are talented, enterprising, and have a great idea for a business. The competitions invite these graduates to draw up and test a suitable business model.

The winner is the candidate with the best plan. The prize is a scholarship covering all the tuition fees of the MSc in Innovation and Entrepreneurship.

The most recent winner was Lili Budahazy.



## 2.4. Business Creation



EWorks is the initiative created to support our entrepreneurial students, offering them all the tools they need to succeed and take their ideas to new heights. EWorks is part of the Innovation Rambla, a space within ESADECreapolis on our Sant Cugat campus. It is the perfect venue to inspire creativity and work in teams to come up with innovative business ideas.

This project is led by Professor Jan Brinckmann and managed by Davide Rovera.

### 2.4.1. EFounders meetup

A meeting point with successful entrepreneurs to allow students to pitch their ideas and receive constructive feedback.

Entrepreneurs, advisers and experts will serve as mentors for programme participants. The aim is for students and recent graduates to present their business ideas and for the experts to support and give them advice on their proposals. These series of meetings will be held fortnightly. Of all the ideas presented, only the best will be accepted to take part in the E-Accelerator.

#### SESSIONS HELD

1) 18 October 2016

Presentation of projects and ideas

Project Presented	Stage	Description	Team Leader
1. Senior Care	Idea	Remote support for elderly people	Nikolai Svetov
2. Nolit	Project	Marketplace for Forwarders	Juan Enrique Yxart Romeu
3. Swoice	Project	Celebrities Voice Filters	Rapahel Baumann

### THE 3 BASIC PILLARS OF EWORKS

You will present your project at the Demo Day Final, where you will meet up with investors.



EWorks thus joins with two references on the ESADE Sant Cugat campus for creativity and teamwork in the framework of new projects, and an innovation ecosystem uniting students and companies

## 2) 16 November 2016

Presentation of new projects and update on projects already presented

Project Presented	Stage	Description	Team Leader
1. ONWAY	Project	Revolutionary Shipment Solution	Georgina Sala
2. Panthera APS21	Project	Innovative Football Shoe	Adrian Schaefer
3. Gasport	Project	Gas Station Finder	Francesc Ribas
4. Swipe Earn	Project	Mobile Advertisement	Hugo Landre
5. Carbrain	Project	Driver assistant solution	Elias Mahdavi

## 3) 28 November 2016

Presentation of new projects

Project Presented	Stage	Description	Team Leader
1. Story Circle	Project	Interactive Storytelling	Andres Vidal
2. Guacate	Project	Legaltech	Thomas Poylo

Guest Speaker: Chris Fuchs, Co-Founder of Bacoa, ClubKviar and Urban Gourmet

## 4) 14 December 2016

Presentation of new projects

Project Presented	Stage	Description	Team Leader
1. Wisar	Project	Talent Management	Sandra Arevalo
2. Walk and Explore	Project	Interactive Maps	Jose Najera

## 5) 16 January 2017

Presentation of new projects and update on projects already presented

Project Presented	Stage	Description	Team Leader
1. Cocooking	Project	Collaborative Lunches	Albert Argiles
2. 7BillionWall	Project	NGO Support	Nelson Vercher
3. APS	Project	Football/Baseball Shoe	Adrian Schaefer

## 6) 8 February 2017

## Presentation of new projects and ideas

1. Roots	Idea	Healty Vegetable Snacks	Naïma Zodros
2. Inbound Travelling	Idea	Trip Builder	Khalid Alasseri
3. Trailearn	Project	Revolutionary Learning tool	Benjamin Issenmann
4. TradeDuel	Project	Trading Game	Ronald Silletti

## Special Guests:

- Helena Torras: B-wom Co-founder, Managing Partner PaoCapital
- Scott Mackin: Founder of Bourbon Creative and Barcinno

## 7) 20 February 2017

## Presentation of new projects and ideas

1. Wanderbeak	Project	Boutique Food Experience	Marwa Preston
2. Lifron	Project	Fiber Optic Signal Booster	Marcos Duran
3. Phew	Idea	Insurance as a service	Daniel Roger

## Special Guests:

- Jean-Laurent Wotton, founder of WINKO Games
- Borja Auria, co-Founder of Kernel Analytics

## 8) 14 March 2017

## Presentation of new projects and ideas

1. Trybe	Project	Food Selling service	Ilkka Salo
2. Apocalyptic Travel	Idea	Travel planning	Bruno Kofler
3. Azzurro	Project	Consultancy	Nikolai Tsvetkov
4. Allthefoodies	Project	Food fashion	Joan Grasas

## Special Guests:

- Frederic Llordachs, co-founder of Doctoralia
- Gerard Olivé, co-Founder of BeRepublic, Antai Venture Builder

## 9) 14 March 2017

## Presentation of new projects and ideas

1. Arspect	Project	Art marketplace	Agustin Silveira
2. Azzurro	Project	Consultancy	Nikolai Tsvetkov

Special Guests: Magnus Jern, President and CIO of DMI

## 10) 10 May 2017

## Presentation of new projects and ideas

1. Matchfit	Project	Team match for sports	Agustin Silveira
2. Bluebird	Project	Utility Aggregator	Marc Rovira
3. Storycircle	Project	Dynamic storytelling	Andrés Vidal
4. Guidesquare	Project	Video-Based Travel Guide	João Mendes

## Special Guests:

- Heiko Rauch, entrepreneur and business angel. Founder of Zanox, and Globumbus.
- Timo Buetefisch, co-founder and CEO of Cooltra.

## 11) 14 March 2017

## Presentation of new projects and ideas

Project Presented	Stage	Description	Team Leader
1. Arspect	Project	Art marketplace	Agustin Silveira
2. Azzurro	Project	Consultancy	Nikolai Tsvetkov

Special Guests: Magnus Jern, President and CIO of DMI

## 12) 10 May 2017

## Presentation of new projects and ideas

1. Matchfit	Project	Team match for sports	Agustin Silveira
2. Bluebird	Project	Utility Aggregator	Marc Rovira
3. Storycircle	Project	Dynamic storytelling	Andrés Vidal
4. Guidesquare	Project	Video-Based Travel Guide	João Mendes

13) 31 May 2017

Presentation of new projects and ideas

Project Presented	Stage	Description	Team Leader
1. Delhicioso	Project	Foodculture, delivered	Rishab Lohia
2. BOOTHINGNOW	Project	Event Organization Platform	Andrea Terzaghi

Special Guest: Henrik Beckmann, entrepreneur. Founder of GetYourHero

14) 21 June 2017

Presentation of new projects and ideas

Project Presented	Stage	Description	Team Leader
1. Fitsquad	Idea	Outdoor workouts	Francisco Colmont

Special Guest: Tom Caton, entrepreneur. Chief Revenue Officer at Airdna



## 2.4.2. ESpace

### DEVELOPMENT:

Teams will be able to work on their projects in ESpace, a co-working facility to help them to develop their projects and a focal point for future entrepreneurs to get together:



ESpace1

- EGarage, Campus ESADE Sant Cugat
- 12 desks
- 8 teams currently hosted
- 7 teams previously hosted



ESpace2

- Barcelona Tech City, Palau de Mar (Pier 01)
- 3 desks
- 3 teams currently hosted

### SUPPORT:

- Network of Experts
- Legal
- Administration
- Technical
- Finance
- Workspace
- Esade Entrepreneurship Institute Data Base
- Access to events, StartupWeekends, etc

## 2.4.3. EAccelerator program

### GROWTH

For three months, professors, researchers and entrepreneurs linked to EEI guide participants to help them further develop their ideas. Week after week, they give students challenges and objectives that the latter will have to complete to make their business a reality. When the three months are over, students present their projects at the Demo Day Final, an important event at which various investors will sit in on the presentations and meet up with the teams whose ideas they liked the most to discuss possible investment terms.

### Personalized support:

- 1-on-1 Mentorship from expert entrepreneurs
- Technical Support
- Introduction to Investors
- ESADE BAN: won award for best Business Angels Network in Europe 2016 with more than 230 Investors
- Monthly Investors Forums

2015-17 data



**2017 Edition (in Progress)**

Selection:

32 applications received

67 Applicants (17% Females)

Accepted: <selection in progress>

**1st Accelerator Demoday: for 2016 edition projects**

26 October 2017

Venue: Barcelona tech City

At the end of the 2016 EAccelerator programme. A 2½-hour event with startup pitches, a presentation of EWorks and its key results and services.





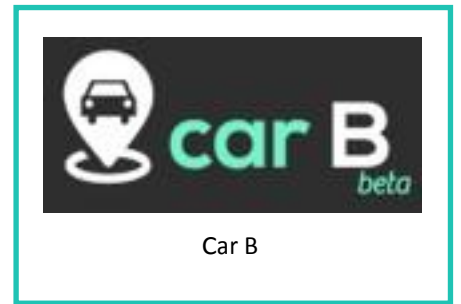
STARTUPS



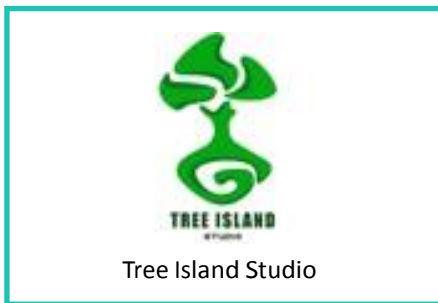
Inflight VR



Sheltair



Car B



Tree Island Studio



Swoice



Delhicioso



## 3. Team

### Management



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