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esade

Rambla of Innovation Services Catalogue

Do Good. Do Better.

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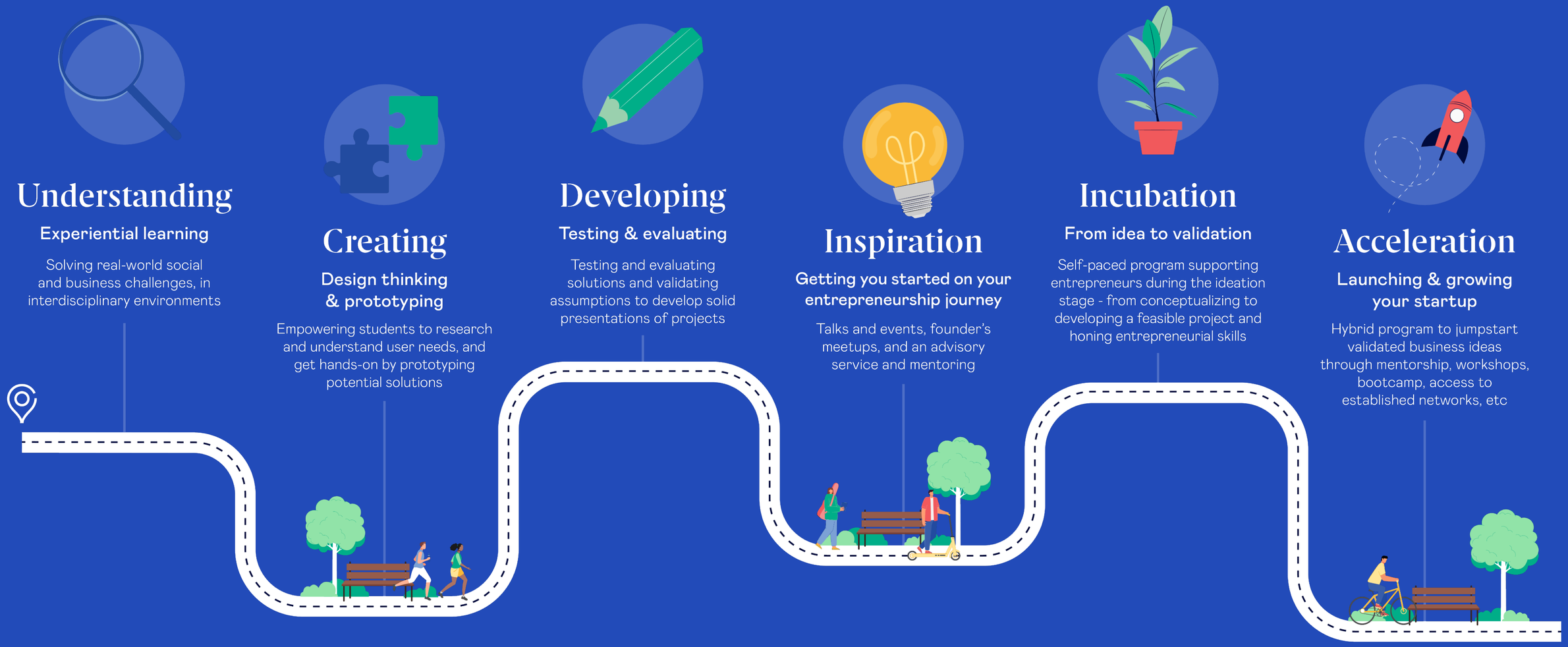
01

Rambla of Innovation Overview

Our Ecosystem

The Rambla of Innovation's vibrant ecosystem of innovation and entrepreneurship tackles real challenges by bringing together Esade's education and research with science and business communities & governmental and social organizations.

We understand the importance of nurturing this nexus to make sure that great ideas and great talent don't get lost.



Understanding

Experiential learning

Solving real-world social and business challenges, in interdisciplinary environments

Creating

Design thinking & prototyping

Empowering students to research and understand user needs, and get hands-on by prototyping potential solutions

Developing

Testing & evaluating

Testing and evaluating solutions and validating assumptions to develop solid presentations of projects

Inspiration

Getting you started on your entrepreneurship journey

Talks and events, founder's meetups, and an advisory service and mentoring

Incubation

From idea to validation

Self-paced program supporting entrepreneurs during the ideation stage - from conceptualizing to developing a feasible project and honing entrepreneurial skills

Acceleration

Launching & growing your startup

Hybrid program to jumpstart validated business ideas through mentorship, workshops, bootcamp, access to established networks, etc

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02 Innovation stage services

FUSION LAB: EXPERIENCIAL LEARNING FOR SOLVING REAL-LIFE SOCIAL AND BUSINESS CHALLENGES

Fusion Lab

Unlike traditional university courses that focus primarily on the knowledge acquisition of a discipline-specific topic through textbooks, the courses run by Fusion Lab offer a more holistic approach to learning that carefully consider the acquisition of skills and competences that are essential for students to succeed in the 21st century. These are often referred to as the “4Cs”: Creativity, Collaboration, Critical Thinking and Communication.

The courses foster certain values and attributes that are particularly important for successfully undertaking any participatory learning and innovation journey, and for attaining a more globally minded approach to future work.

Our courses promote the acquisition of:

1) empathy – seeing the world through others’ eyes; understanding others’ realities and needs;

2) responsibility – recognizing the broader effects of one’s actions (or inactions) and striving to create positive impacts on society and the environment; and

3) determination – having the energy, passion and courage to persevere and follow-through a task or goal despite failures or disappointments along the way.

Our Services

Multidisciplinary innovation courses for Esade programs

Experiential innovation courses for companies and external academic centers

Company challenges

Collaborations with scientists and research facilities

FusionLab

Innovation courses for Esade programs

For over 10-years, Esade Fusion Point – a unique collaboration between Esade, UPC and IED – has been offering pioneering innovation training using design-thinking, systems-thinking and challenge-based learning methodologies. Our courses have the explicit goal to link its research, technologies, methodologies and expertise with real-life societal challenges:

Challenge-Based Innovation (CBI) brings together multidisciplinary student teams who tackle societal challenge in line with Sustainable Development Goals (SDGs), while leveraging the technologies and knowledge at CERN in Geneva.

Challenge-Based Innovation for Artificial Intelligence (CBI4AI) is a more compressed version of CBI with a strong AI component and early-stage development technologies from leading European research centers.

Technology for Social Innovation (TeSI) links CERN's open science, technology, and expertise to address societal challenges. It focuses on social needs by identifying disruptive applications and business models for cutting-edge technologies.

Knowledge:

- Understanding Creativity, Innovation and Entrepreneurship (CIE) methodologies: moving from conceptual thinking to action.
- Validation of initial ideas with relevant stakeholders and understood that creating something genuinely novel requires iterative testing and development.
- Experience in collaborating with a company and/or senior scientists, as well as with their peers from business, engineering and design backgrounds.

Skills & Competencies:

- Identifying, developing, and assessing the societal need and potential impact of novel technologies
- Managing complex projects involving critical thinking, communication and self-awareness and reflection
- Design and test solutions and prototypes that address a grand challenge applying the course methodologies and expertise from the different disciplines.

FusionLab

Experiential innovation courses

Fusion Lab also curates and runs different experiential innovation courses which can be tailored to the needs of the client, whether they be a company with a challenge they want our community to work on, or to provide training for businesses, researchers, or collaborations with other HEIs. Some examples of such courses are:

Idea to Planet (I2Planet): a new disruptive innovation course that challenges participants' knowledge, abilities and skills to create a new way of thinking under the pretext that they are on another planet where they must solve challenges around survival, societal organization and extreme environmental conditions.

Innovation Sprint: Designed for groups of professionals from business, research centers or other HEIs, this is a week-long course develops critical skills and mindsets for innovation and gives participants the opportunity to learn the five-stage Design Thinking process by applying it to a real-life project.

Hex-a-thon: combining experiential learning, technological innovation, and interdisciplinary collaboration, over 3 days participants work in teams to design, prototype, and present functional solutions to technical challenges inspired by real-life contexts.

Knowledge:

- Understanding Creativity, Innovation and Entrepreneurship (CIE) methodologies: moving from conceptual thinking to action.
- Ability to tackle complex challenges and building hypothesis on high levels of uncertainty.
- Asking questions and elaborating quantitative and qualitative assumptions and orders of magnitude

Skills & Competencies:

- Make, communicate and argue rapid-complex decisions with limited information and resources, and manage the consequences
- Ability to work and efficiently collaborate in a multidisciplinary team: understand what you and others can contribute as professional expertise and understand and value the diversity between the different backgrounds and expertise.
- To anticipate and elaborate plans for social organizations and conflict management, as well as think through visualizations and prototypes with the resources available.

FusionLab

Company challenges

Fusion Lab collaborate with companies on business challenges which can be presented to our community to work on. This may take the form of a hackathon, and open challenge, or a more detailed project-based collaboration through one of our MSc or MBA courses.

SEAT | CUPRA

amplifon

Aigües de Barcelona

ISS

TMB Transports Metropolitans de Barcelona

CSIC

BSC Barcelona Supercomputing Center
Centro Nacional de Supercomputación

WE MIND Cluster

FusionLab

Institute for Innovation and Knowledge Management (IIK)

Open innovation – open science

The Rambla of Innovation closely aligns with Esade professors and researchers, particularly the Institute for Innovation and Knowledge Management, to promote activities and programs that address scientific communities.

Our aim is to be a bridge and enable cross-disciplinary thinking and networking between experts in economics and management on one side and researchers and science-tech entrepreneurs on the other side.

- Transforming mindsets: Open innovation and open science
- From Science to Business
- Business Impact of Life Sciences

03 Entrepreneurship stage services

eWORKS: SUPPORTING ENTREPRENEURIAL IDEAS THROUGH TO HIGH-GROWTH, HIGH-IMPACT STARTUPS

eWorks

eWorks is Esade’s venture creation program. Since its launch in 2015, it has become a reference for entrepreneurs at any stage of their journey. Our team at eWorks curates and delivers a wide array of services to Esade students and recent graduates, as well as entrepreneurs outside the Esade ecosystem who want to join a community of entrepreneurs and founders who can offer support through their entrepreneurship journey. Moreover, this non-academic, hands-on support complements the academic efforts of our entrepreneurship-driven modules at Esade.

At eWorks we inspire, support and help entrepreneurs accelerate their projects in different ways, with the goal to create outstanding businesses that can have a positive impact on our society. We understand that each entrepreneur has different needs, and we organize activities and services that go from inspiration to execution, finding the right team, connecting with fellow entrepreneurs and scaling startups.

Our Services

Founders Meetups and Match

VC Series

eWorks Incubator

eWorks Accelerator

Academic support services

eWorks

Incubator

The incubator is an open, self-paced online program that runs throughout the year, with which you get support to start your entrepreneurial journey. It is 100% in English, equity-free and fully online, with optional in-person events in Barcelona. It is for anyone who is interested in starting their entrepreneurial journey or who already has a clear idea in place.

The selected projects will gain the following:

- Market research and validation: Identify the problem and customers, understand your market, know your competitors and test your solution.
- No-code MVP development: define your MVP, learn the validation techniques, and build your MVP with accessible tools.
- Understand your model: build your business model canvas
- Pitching skills and pitching events: Craft a winning pitch deck, practice, participate in our monthly pitching sessions and get actionable feedback from mentors.
- Access to co-working spaces: Work from our modern facilities in Barcelona and/or Sant Cugat.

Knowledge:

- Idea Validation: Learning methods to test and validate business concepts.
- Customer Discovery: Understanding target audiences and their needs..
- Lean Startup Principles: Applying lean methodologies to develop efficient startups.

Skills & Competencies:

- Prototyping: Developing initial versions of products or services.
- Market Research: Conducting research to inform business decisions.
- Team Collaboration: Working effectively within a startup team environment.

eWorks

Accelerator

The program aims to help startups during the development phase, launching their products in the market and getting their first customers until they begin to grow.

The program, valued at +€20,000, is equity-free, hybrid, and available in English and Spanish. Structured in two strategic phases, it's designed to maximize the growth of each startup.

In the *first phase*, from June to September, you focus on developing and preparing your project. We start with a mandatory in-person 2-day boot camp in Barcelona in June. During this stage, you have access to 24/7 resources and tools, participate in workshops with experts, and expand your network.

If your project is among the most promising, you advance to the *second phase*, from September to November. This intensive acceleration program includes personalized mentoring with top-tier experts, designed to fine-tune your strategies and boost your growth.

Knowledge:

- Business Model Development: Understanding how to create and refine sustainable business models.
- Market Analysis: Gaining insights into market needs and competitor landscapes.
- Funding Strategies: Learning about various funding options and investor relations.

Skills & Competencies:

- Pitching: Enhancing abilities to present business ideas effectively to potential investors.
- Networking: Building connections with industry experts, investors and fellow entrepreneurs.
- Product Development: Advancing skills in developing and launching products.

eWorks

Custom incubator & accelerator programs

eWorks designs and runs incubation and acceleration programs tailored to the needs of the client. Programs typically cover:

- Idea Validation
- Customer Discovery
- Lean Startup Principles

Participants acquire skills and knowledge:

- ✓ Developing initial versions of products or services.
- ✓ Conducting market research to inform business decisions.
- ✓ Working effectively within a startup team environment.
- ✓ Cultivating a proactive and opportunity-focused entrepreneurial mindset approach.
- ✓ Being open to feedback and willing to pivot when necessary.
- ✓ Upholding ethical standards in business practices.

eWorks

VC Series

A series of appointments run throughout the year to deep dive on Venture Capital through its insiders.

The goal of these appointments is to connect the current and future Esade VCs and the eWorks community of high-growth entrepreneurs.

Sessions are open to our student community and externals.

Gain knowledge on how to approach investors, and the basic concepts of startups and investing from an investor point of view.

eWorks

Founders Match & Meet-ups

Founder Meetups are a series of get-togethers held every two weeks. They bring together startup founders, investors, advisors, experts and people who are looking to start a company or work for a high-growth venture. These meetups serve as a hub to provide support, exchange ideas and take advantage of networking opportunities. We also collaborate with Esade Alumni for international meetups.

Founders Match are events where founders have the possibility to present their project and tell the audience the expertise they're looking for. It provides an opportunity to meet, interact and match, in order to have a first point of contact with the others in the room

eWorks

Academic support services

Business Plan TFM Tutor/Mentor Coordination:

eWorks coordinates the network of Business Plan tutors who Support students in their final dissertations for degree and master programs, as well as those who work with us on the incubator and accelerator programs.

Careers Services:

eWorks supports placements and internships for students in startups.

Study Tours:

Organization of meetings with entrepreneurs, companies, VCs and startup supporting structures so students can deep dive in the city entrepreneurial ecosystem (Barcelona, Berlin, Silicon Valley, Zurich…)

Entrepreneurship Summit:

Annual 2-day event bringing together the Esade entrepreneurial ecosystem: students, alumni, entrepreneurs and funders.

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