

2024

StartUB!  
UNIVERSITAT DE BARCELONA

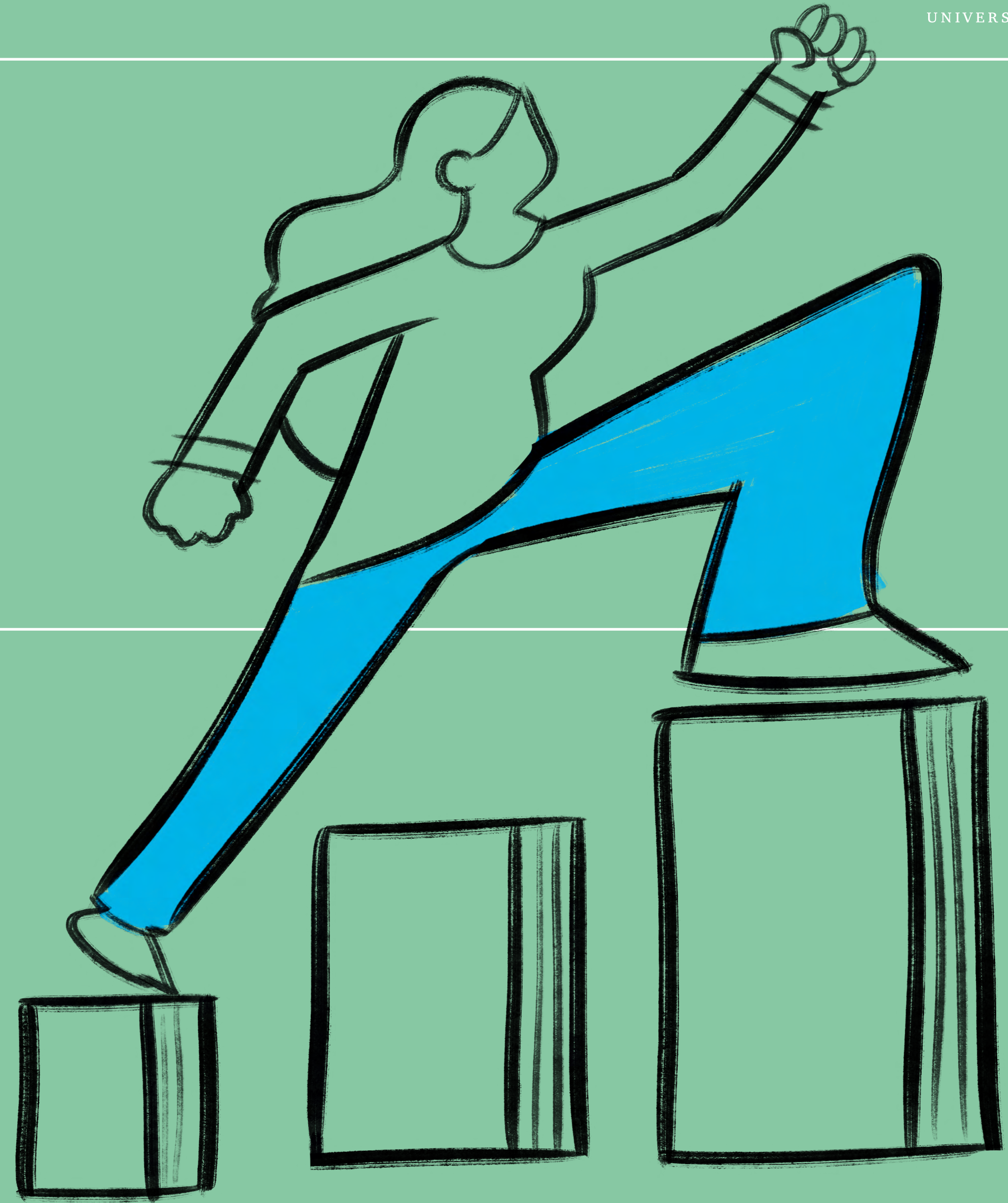
# UB Community



Portfolio of services

# What is StartUB!?

StartUB! is the University of Barcelona's entrepreneurship unit. We promote a culture of inclusion, sustainability and innovation, inside and outside the UB, aiming to improve quality of life throughout the community and to generate a positive impact on the region around us.





## What is StartUB!?

Our activity integrates the three sides of the "knowledge triangle" – education, research and innovation – to focus on:

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→ Entrepreneurship training

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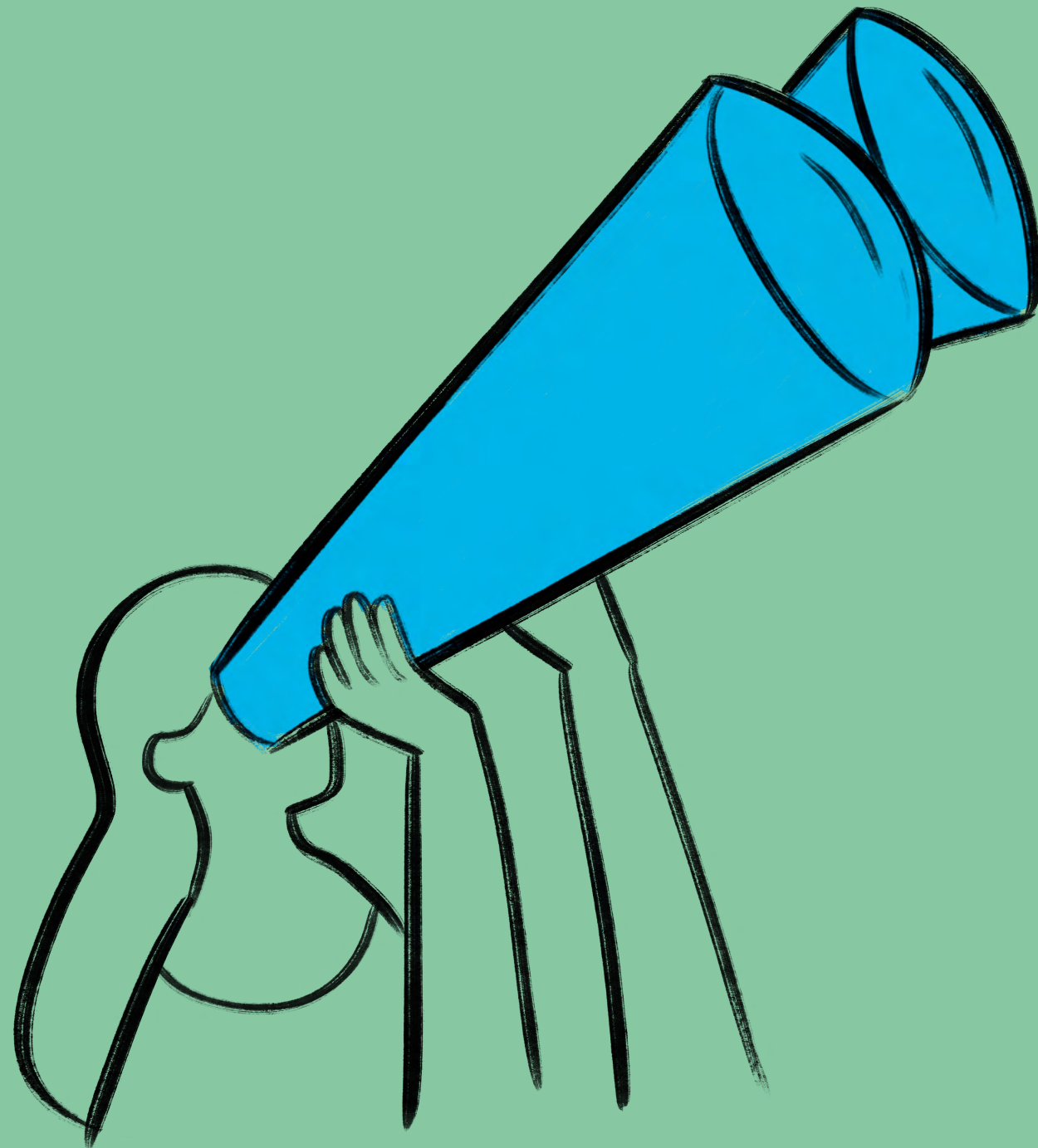
→ Support for business creation

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→ Research

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→ Ecosystem dynamization



## What is StartUB!?

We have a proprietary teaching model based on the principle of comprehensive education adapted to the individual needs of each student, facilitating learning through practice and experience. The proposal is structure across three areas, each focusing on a different stage of development:

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01

### **Start Exploring:**

we help you acquire the key tools for your academic, professional and personal development through a focus on entrepreneurial skills.

02

### **Start Creating:**

we focus on team work, from the development of and incubation of ideas to entrepreneurial development in organizational settings.

03

### **Start Growing:**

we help incubated projects to grow and consolidate their position in the market.

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# Services for the University of Barcelona community:



# Portfolio of services

At StartUB! we are committed to the development of the academic community. Our services for the University of Barcelona community include:

## 01. Training

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## 02. Incubation

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## 03. Research

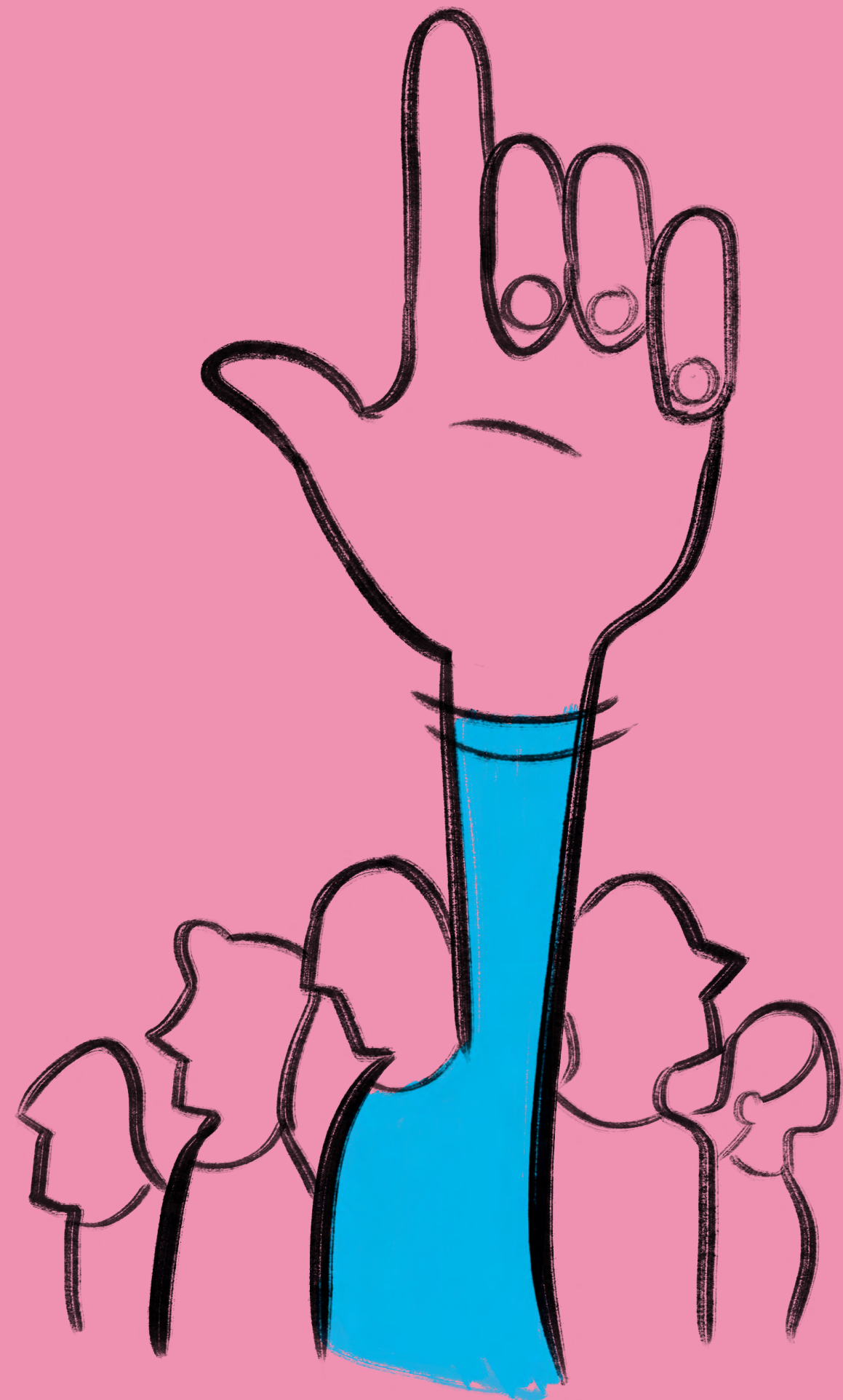
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## 04. Ecosistema y oportunidades de colaboración

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## 01. Training



We offer training to students, PDI and PAS to promote an inclusive and sustainable entrepreneurial culture and develop key entrepreneurial skills for the benefit of the wider community.

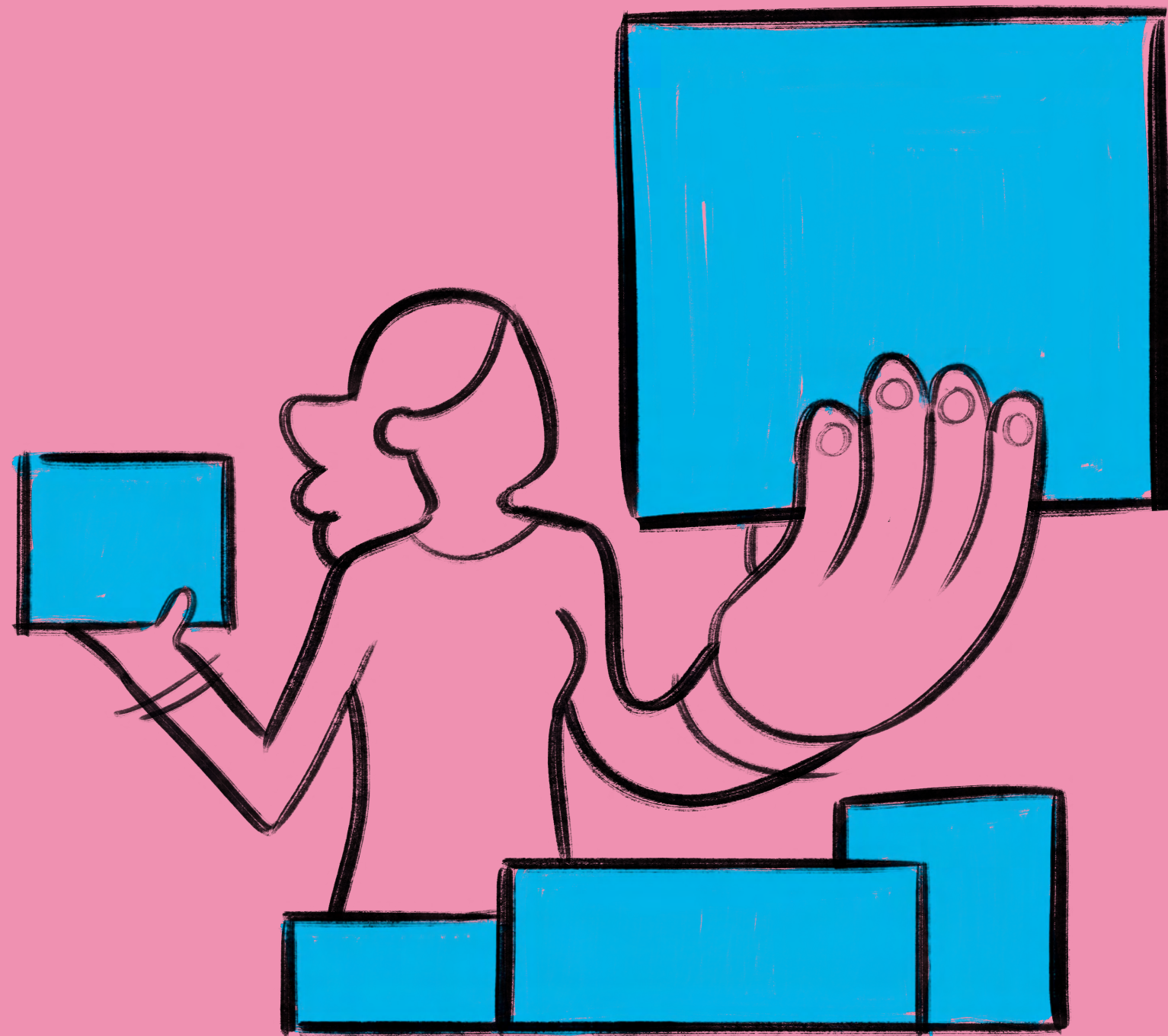
### **EntreComp skills:**

EntreComp is the European framework of entrepreneurial skills. Internationally recognized, it highlights the importance of developing a wide range of skills, from the generation of ideas to resource management and the capacity to harness opportunities. The framework is flexible and applicable to various contexts. It promotes the acquisition of soft skills applicable in any area, with a particular focus on entrepreneurial practice and innovation.

## 01. Training

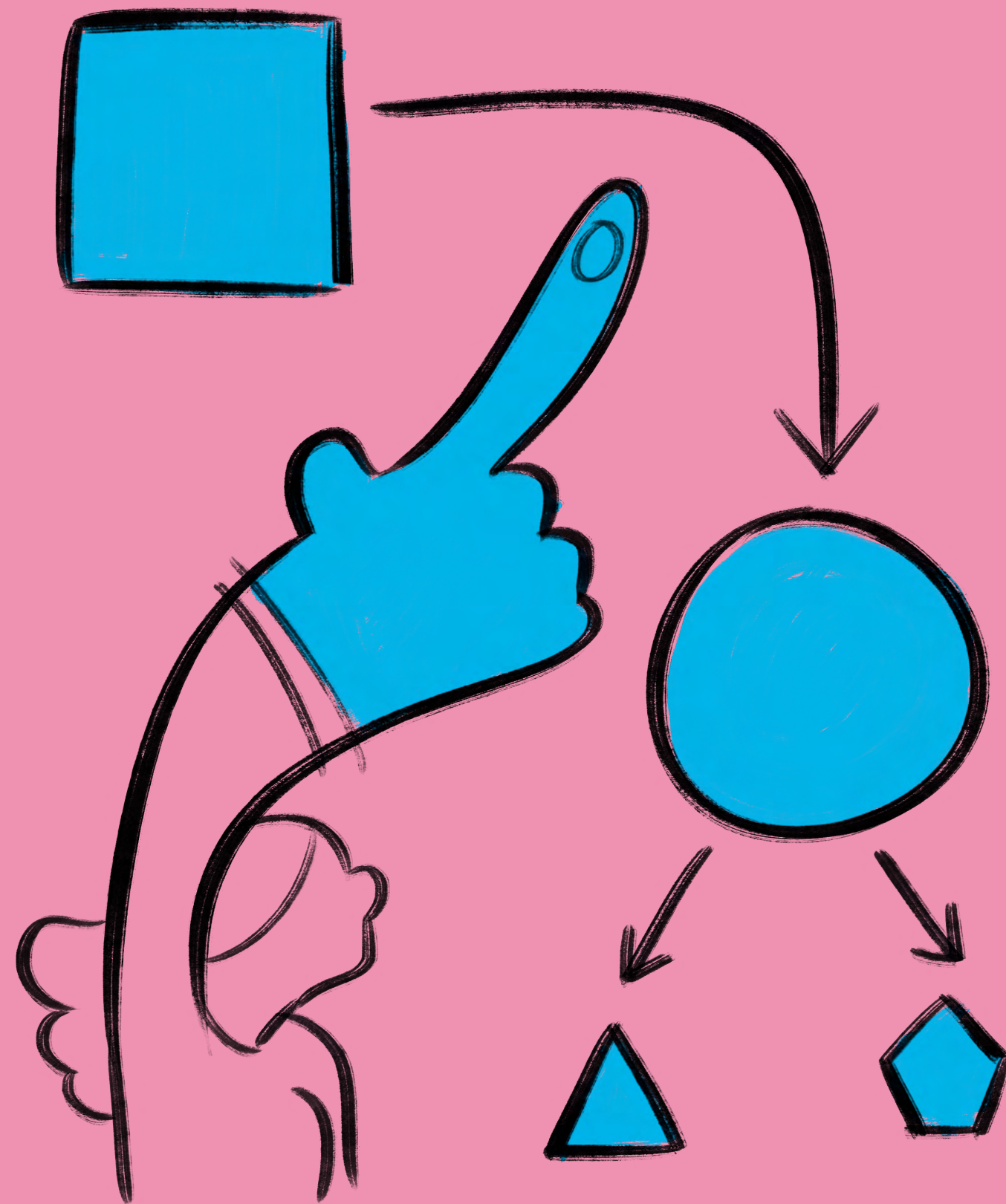
### **Innovation Toolkit:**

Innovation Toolkit is a tool that enables users with no previous experience to carry out innovation processes following a step-by-step guide. The methodology combines the use of videos and online materials and is particularly useful for entrepreneurs and those wishing to develop entrepreneurial ideas. Teachers are also offered training to promote innovation in class and implement the problem-based learning methodology.





## 01. Training



### **Effective communication:**

Workshops designed specifically for the university community that contribute to the improvement of communication and collaboration skills.

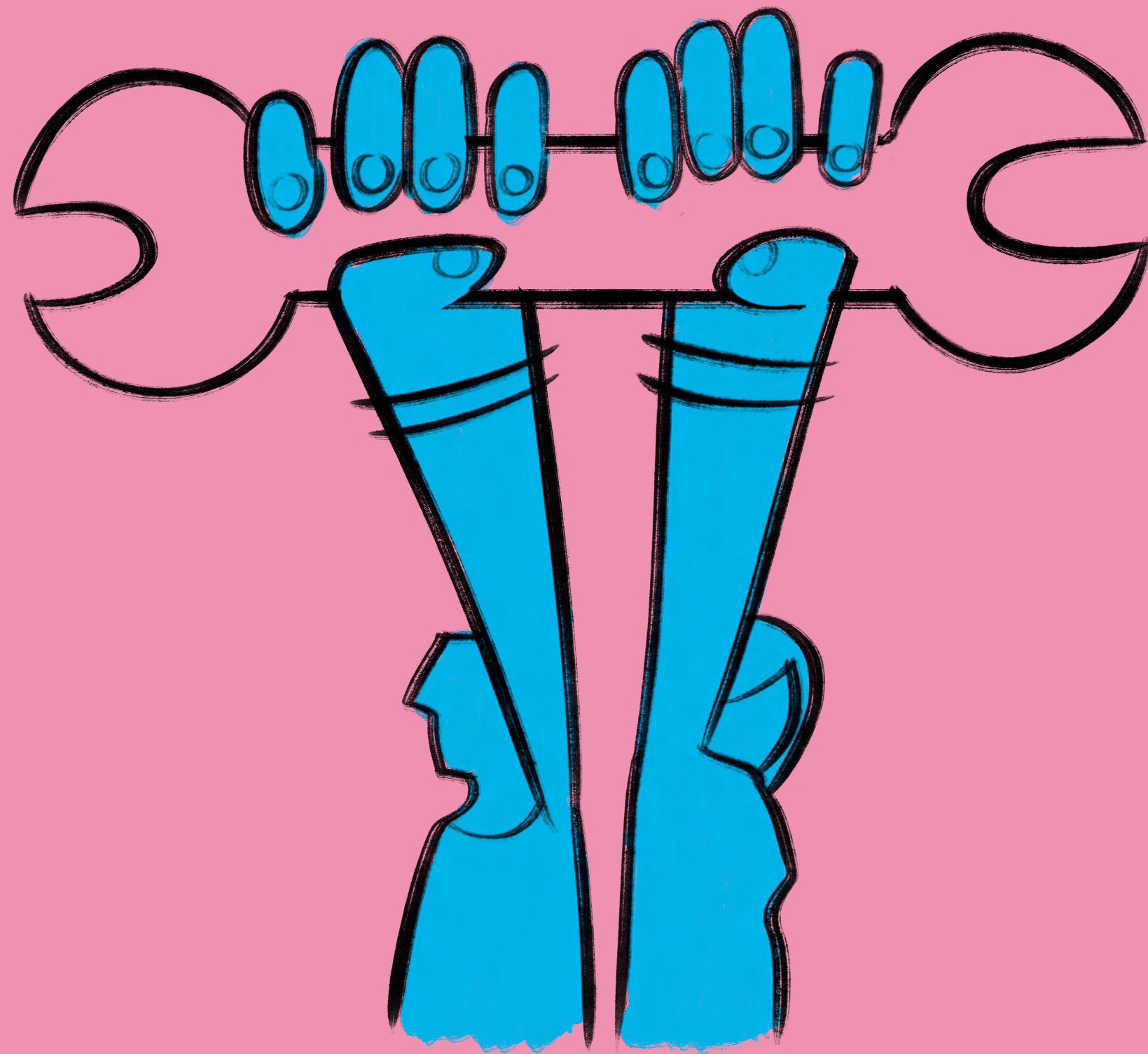
### **Team management:**

Guided diagnostic workshops to learn to train and manage teams. Students, PDI and PAS will have the chance to improve collaboration, communication and cohesion among team members.

### **Gamification:**

We help teachers and researchers integrate gamification into their academic activities and research projects.

## 01. Training



### **Inspiring events and talks:**

We organize events and talks with key figures in the world of entrepreneurship intended to inform and inspire the university community, providing information at the latest developments in entrepreneurship and technology.

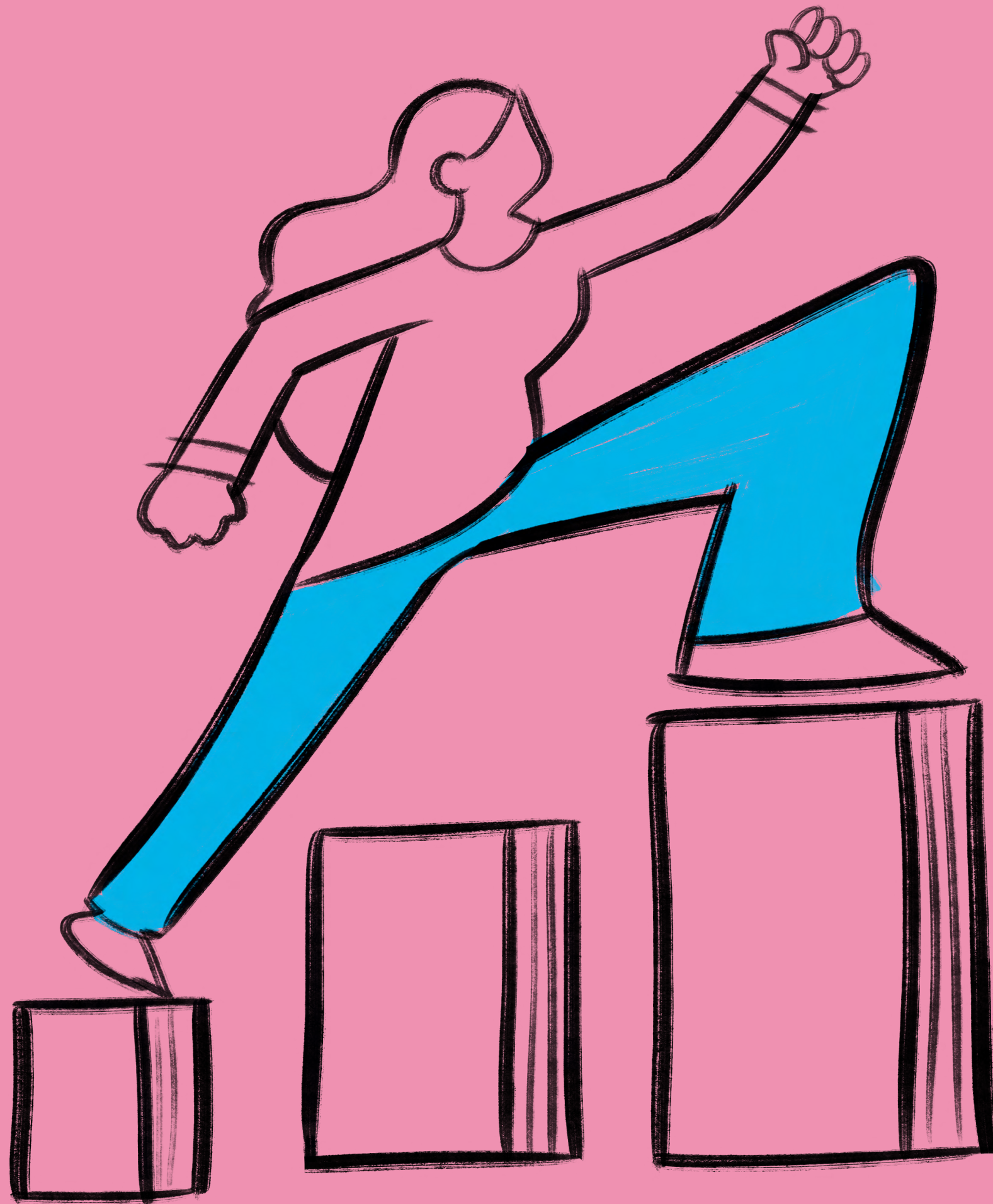
### **Innovation Day:**

Innovation Day is an ideation event in which students from different disciplinary backgrounds work collaboratively to generate innovative ideas addressing real challenges facing society. This activity offers participants a unique opportunity to learn more about and experience the world of innovation and entrepreneurship. At the end of the event, a jury selects the best ideas and the winning teams are offered expert mentoring support. The number of participants varies between 15 and 150 people.

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## 02. Incubation

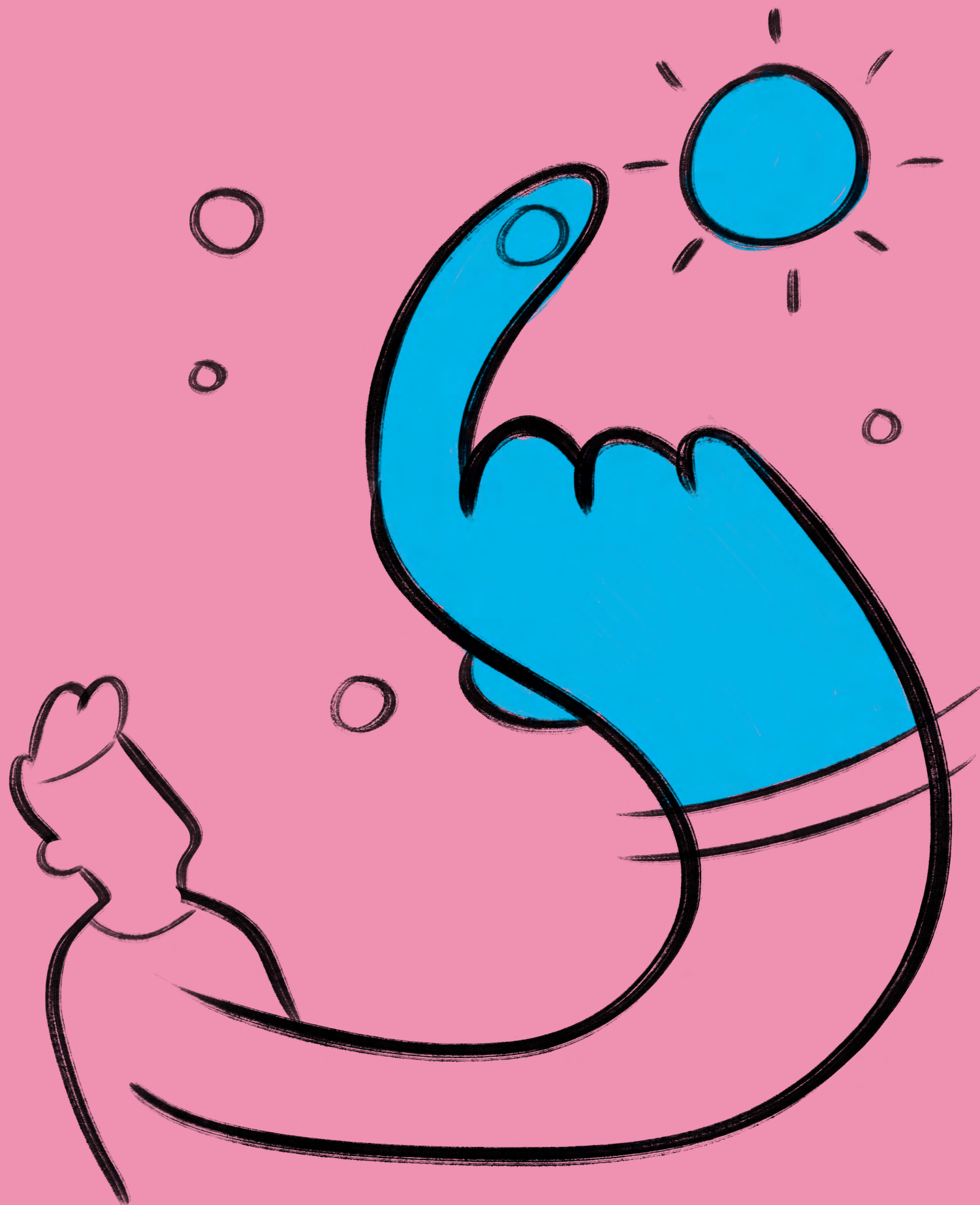


Each stage in the development of an idea or company is unique. Our approach is based around the provision of fully personalized mentoring and advisory services, designed to satisfy the specific needs of students and start-ups. We also offer opportunities for collaborative work in shared facilities with access to a broad portfolio of technological resources, with the aim of bolstering the development of ideas and projects.

### **Personalized mentoring:**

You will be assigned a mentor with experience in your area and the specific stage of development you have reached. This enables us to offer precise, meaningful guidance adapted to the needs of individual users.

## 02. Incubation



### **Evaluation and planning:**

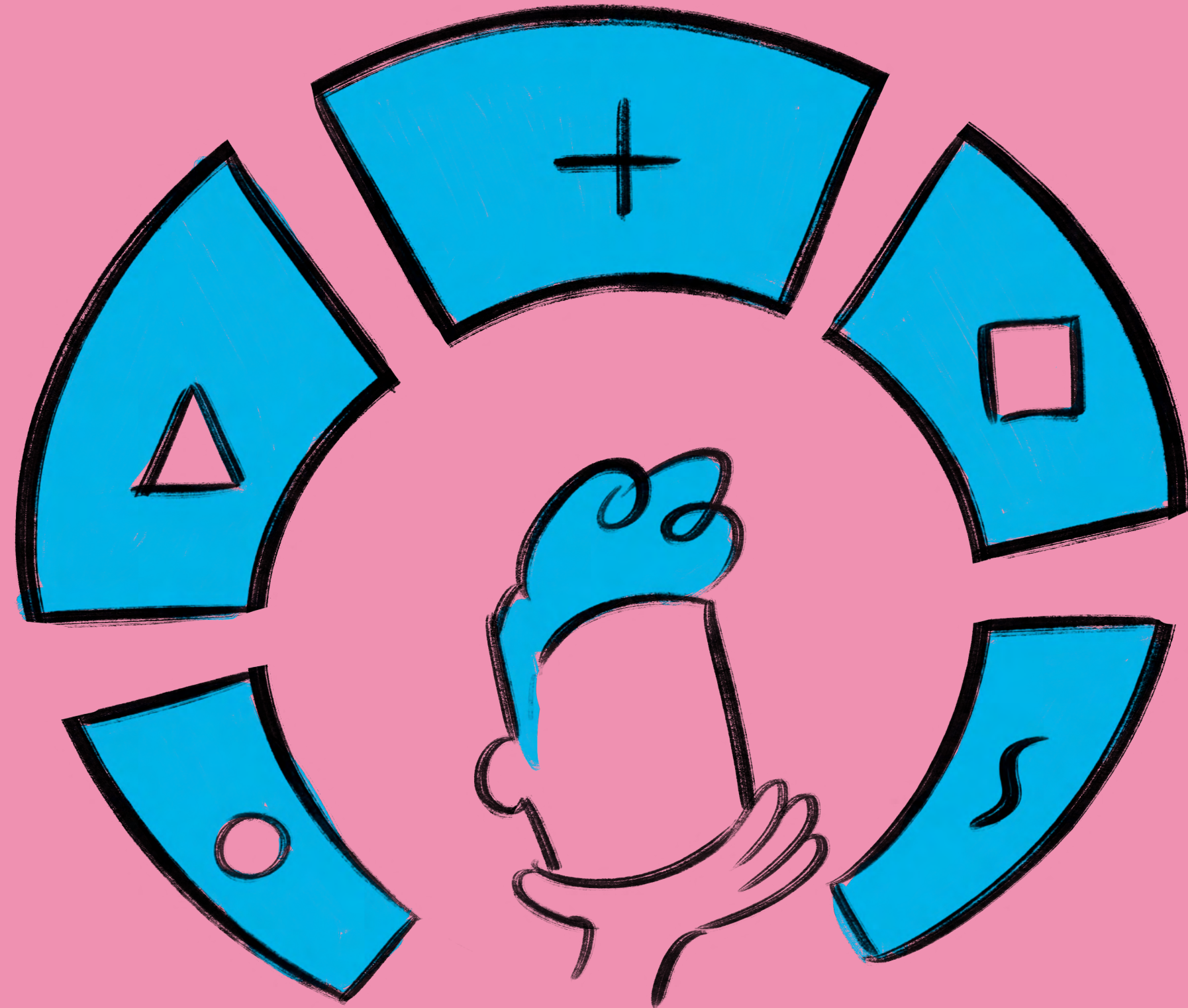
We will evaluate your idea or company together, identifying areas for improvement and defining clear objectives. Building from this foundation, we will design a personalized strategic plan to pursue your objectives.

### **Technical support and business advice:**

Our mentors have extensive entrepreneurial experience and broad technical and business expertise. This enables us to offer an over-arching perspective covering everything from technology to business strategy.



## 02. Incubation



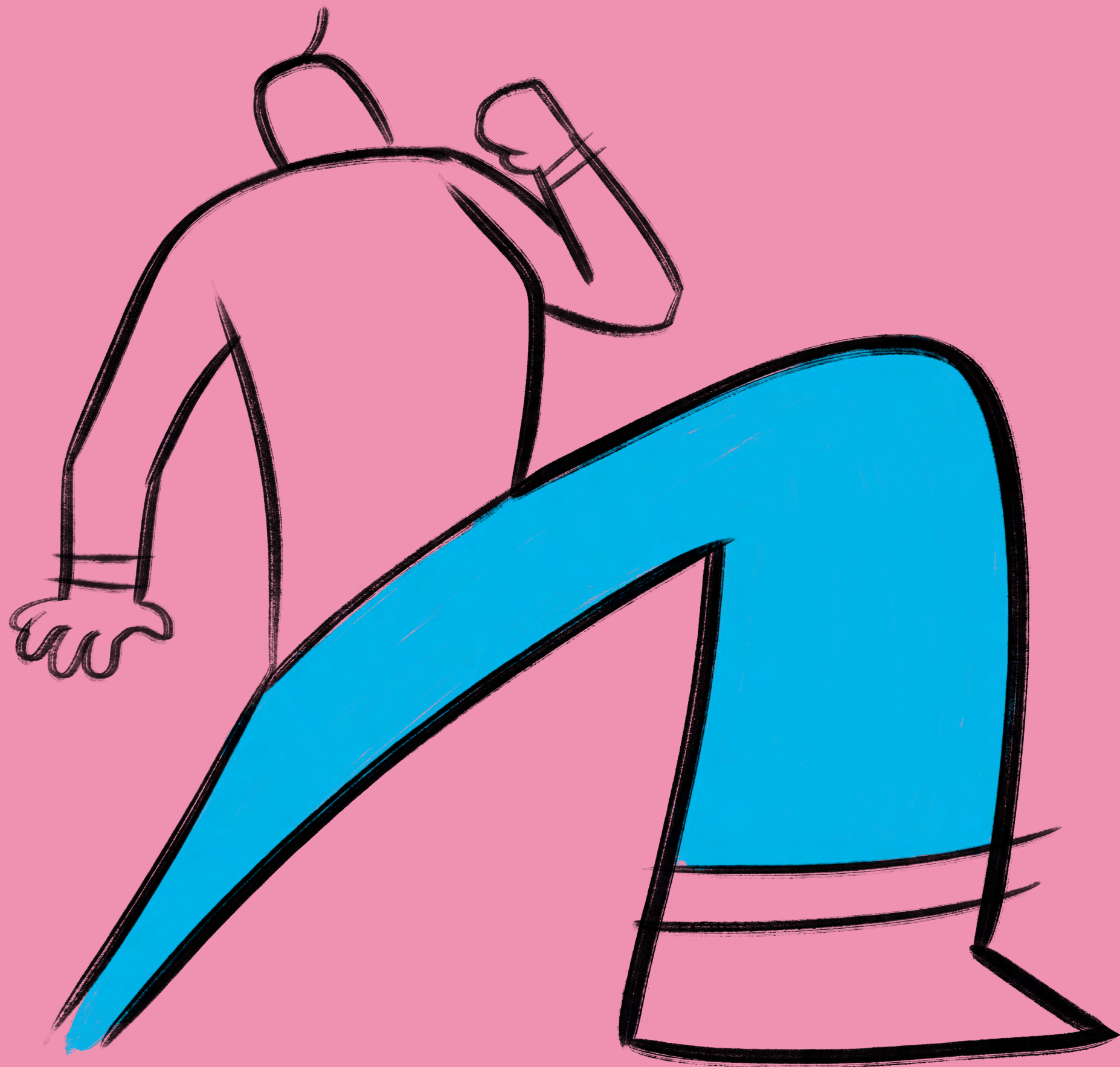
### **Problem-solving and decision-making:**

As challenges arise, the mentors will help you to identify effective solutions and take informed decisions.

### **Network of contacts and strategic connections:**

Networking with our extensive contacts will allow you to establish valuable relationships with professionals in the business and academic communities.

## 03. Research



We offer workshops designed to promote interdisciplinary collaboration and the generation of new ideas built on creativity, innovation, entrepreneurship, team work and communication. These workshops are specifically designed for people or research groups interested in defining new lines or research or developing existing lines further. Participants will have the opportunity to:

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→ Meet researchers in other disciplines

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→ Share ideas and experiences

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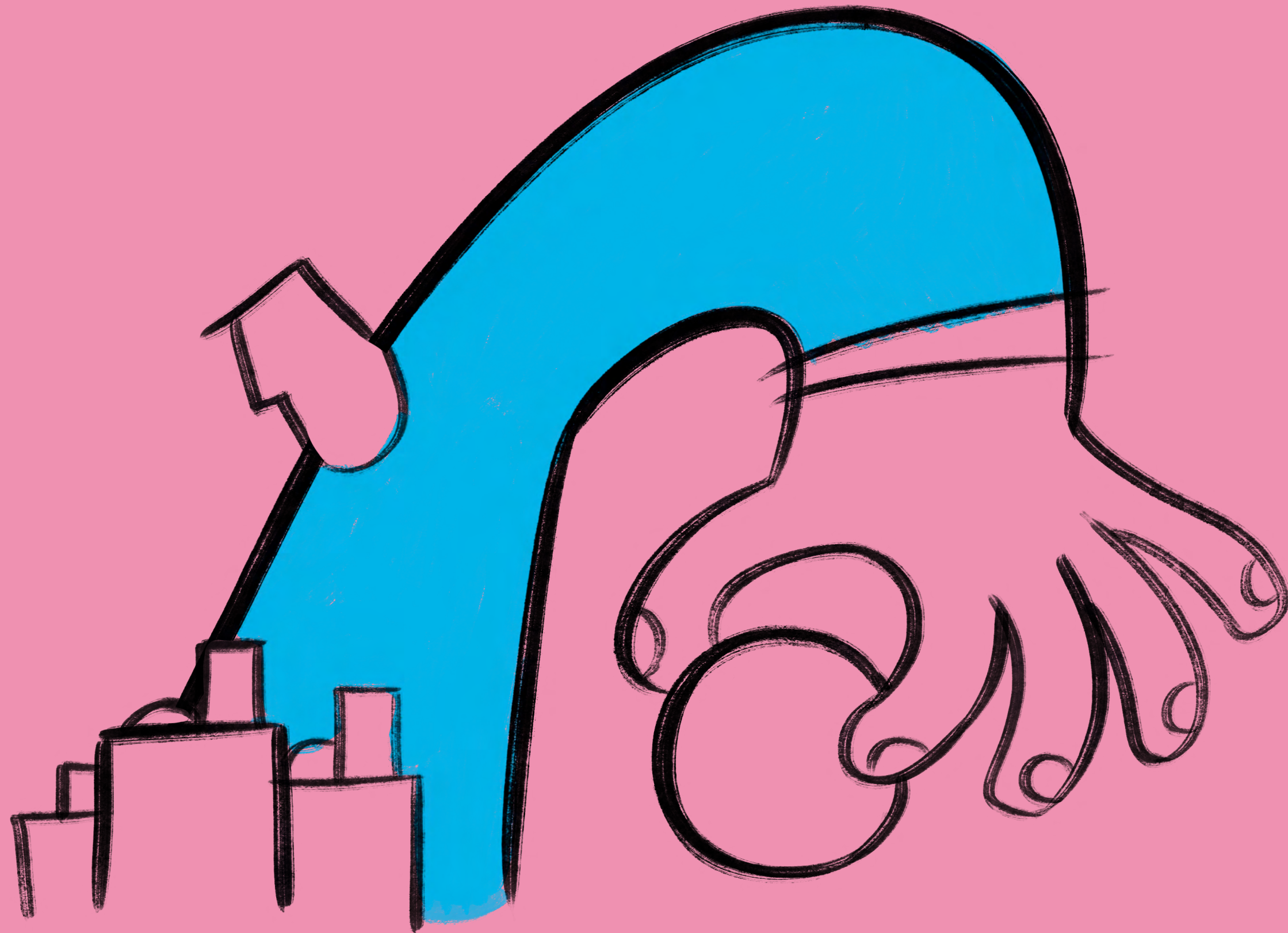
→ Develop new perspectives

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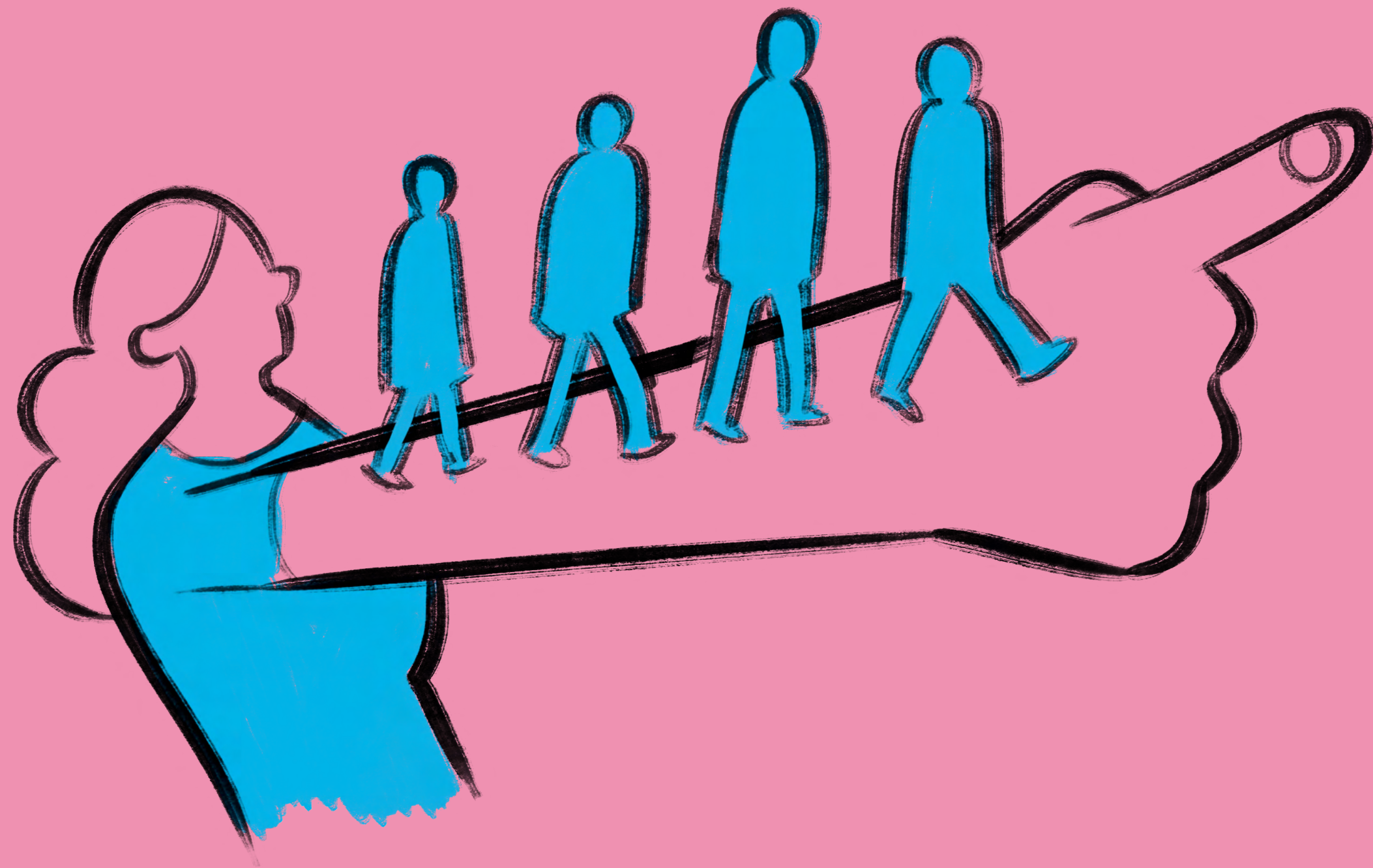
## 03. Research

In particular, researchers involved in areas related to creative processes, innovation, entrepreneurship, team work and communication will have access to the data generated by our start-ups and have the change to design an ad hoc experiment with our support.



## 04. **Ecosystem and opportunities to collaborate**

We channel collaboration between students, teachers and companies through joint research projects and placement opportunities. We also take part in events and forums for the promotion of entrepreneurship and innovation, including 4YFN, the Deep Tech Node, the StartUB! Investment Forum and the University Entrepreneurship Network (XEU), among others.





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