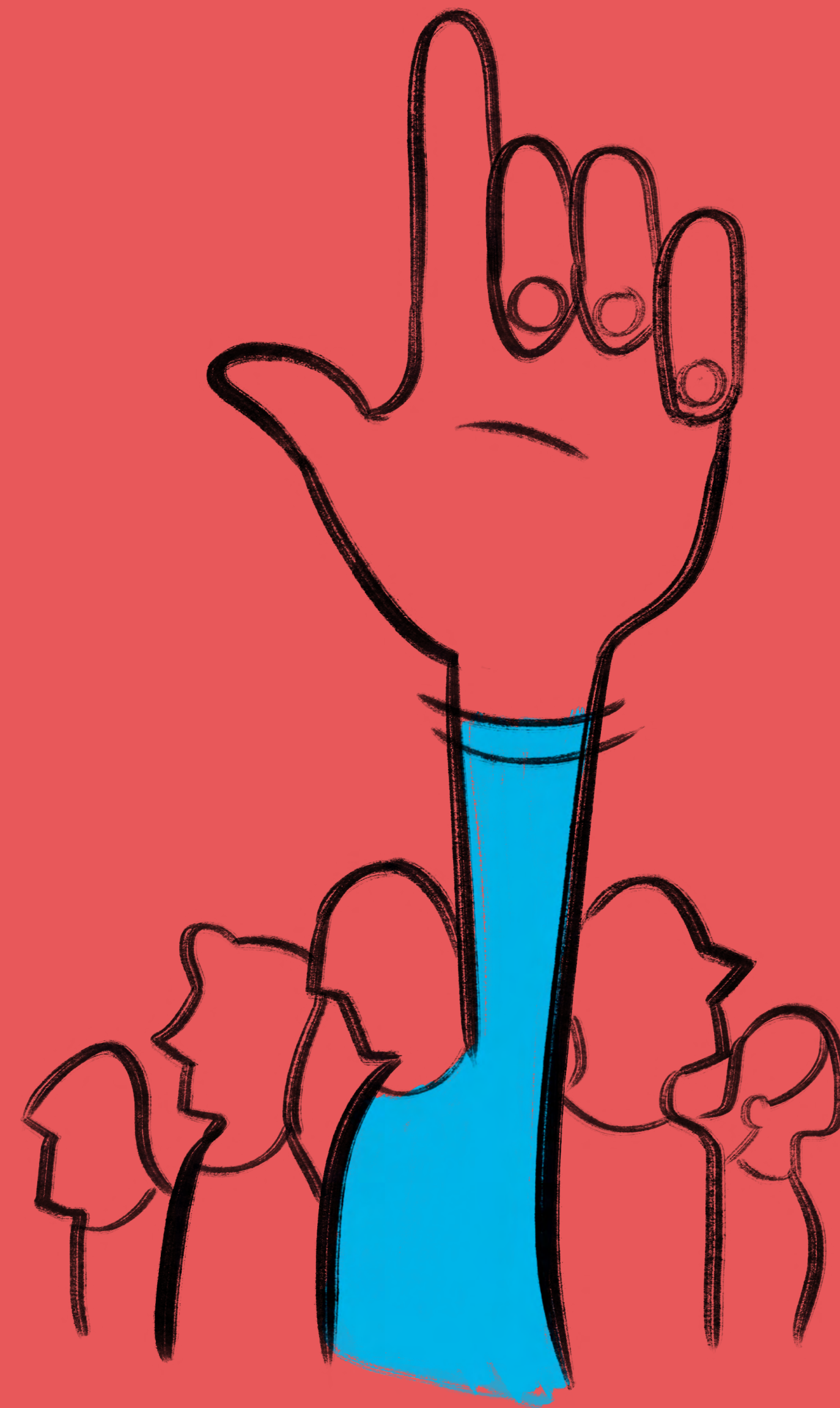


2024

Universities and teaching communities

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!?

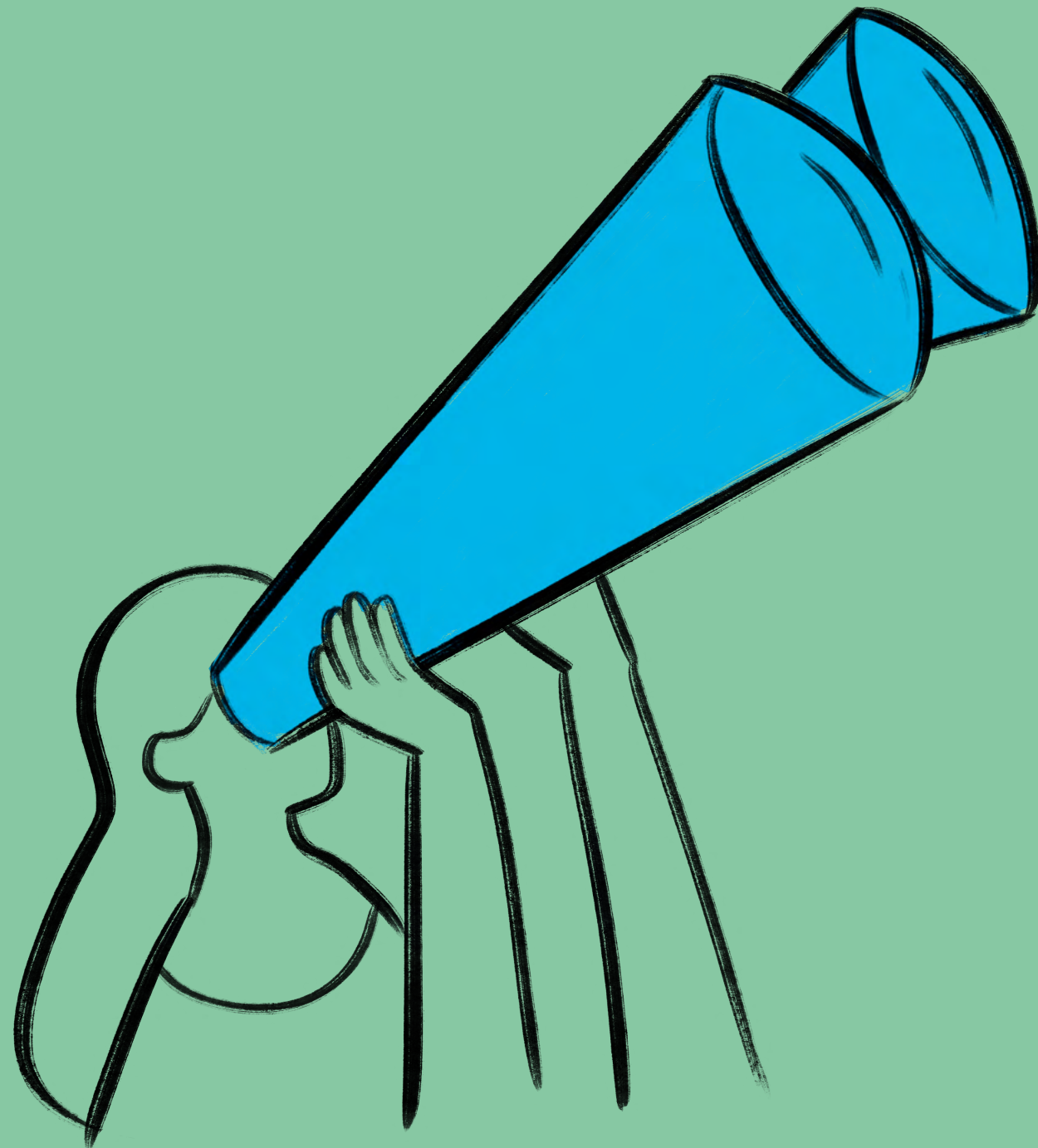
Our activity integrates the three sides of the "knowledge triangle" – education, research and innovation – to focus on:

→ Entrepreneurship training

→ Support for business creation

→ Research

→ 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:

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:

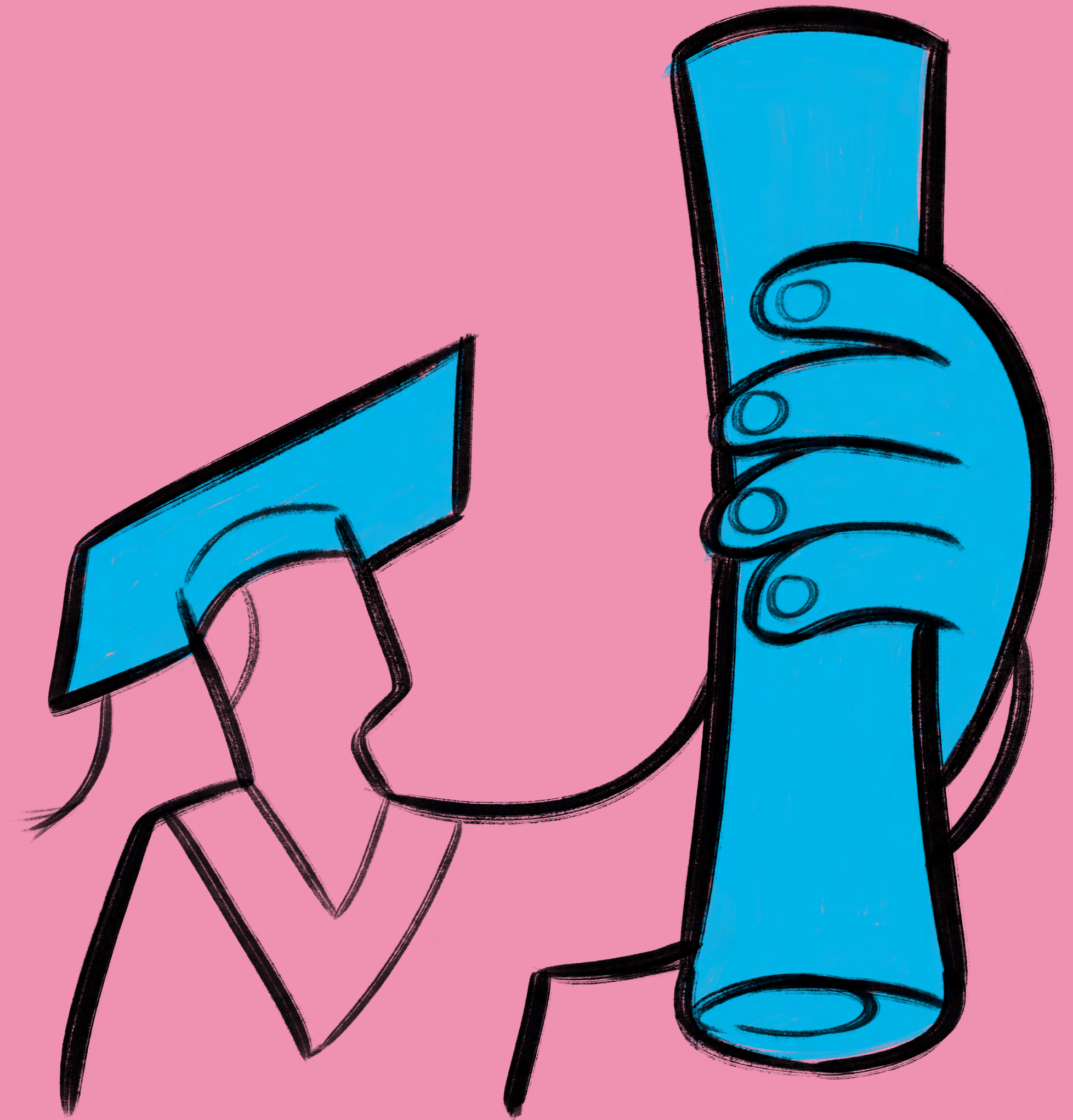
we focus on team work, from the development of and incubation of ideas to entrepreneurial development in organizational settings.

03

Start Growing:

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

Services for universities and teaching communities



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

01. Strategic definition of innovation and entrepreneurship unit

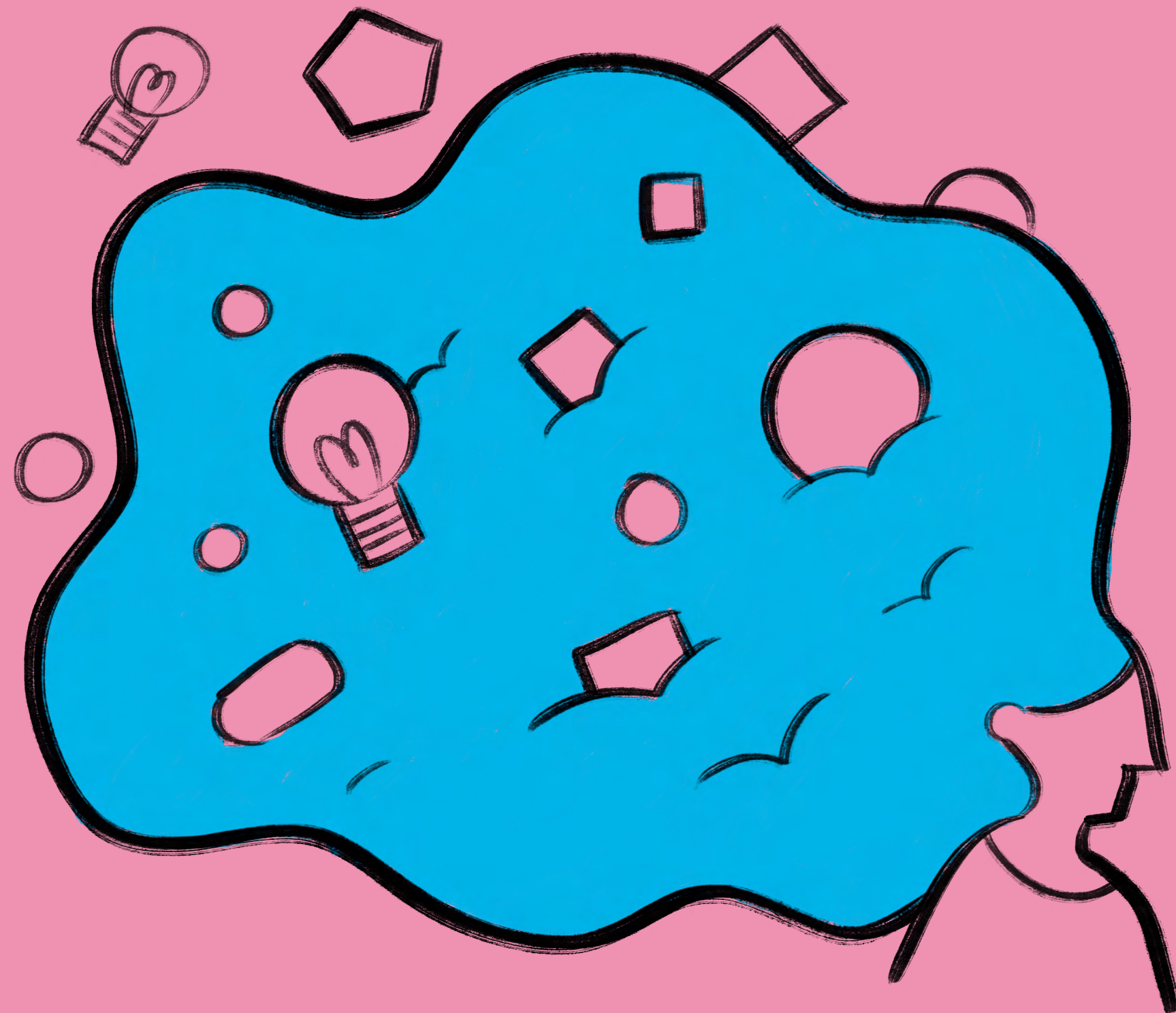
02. Training programmes and workshops

03. Incubation

04. Research

05. Ecosystem and opportunities to collaborate

01. **Strategic definition of innovation and entrepreneurship unit**

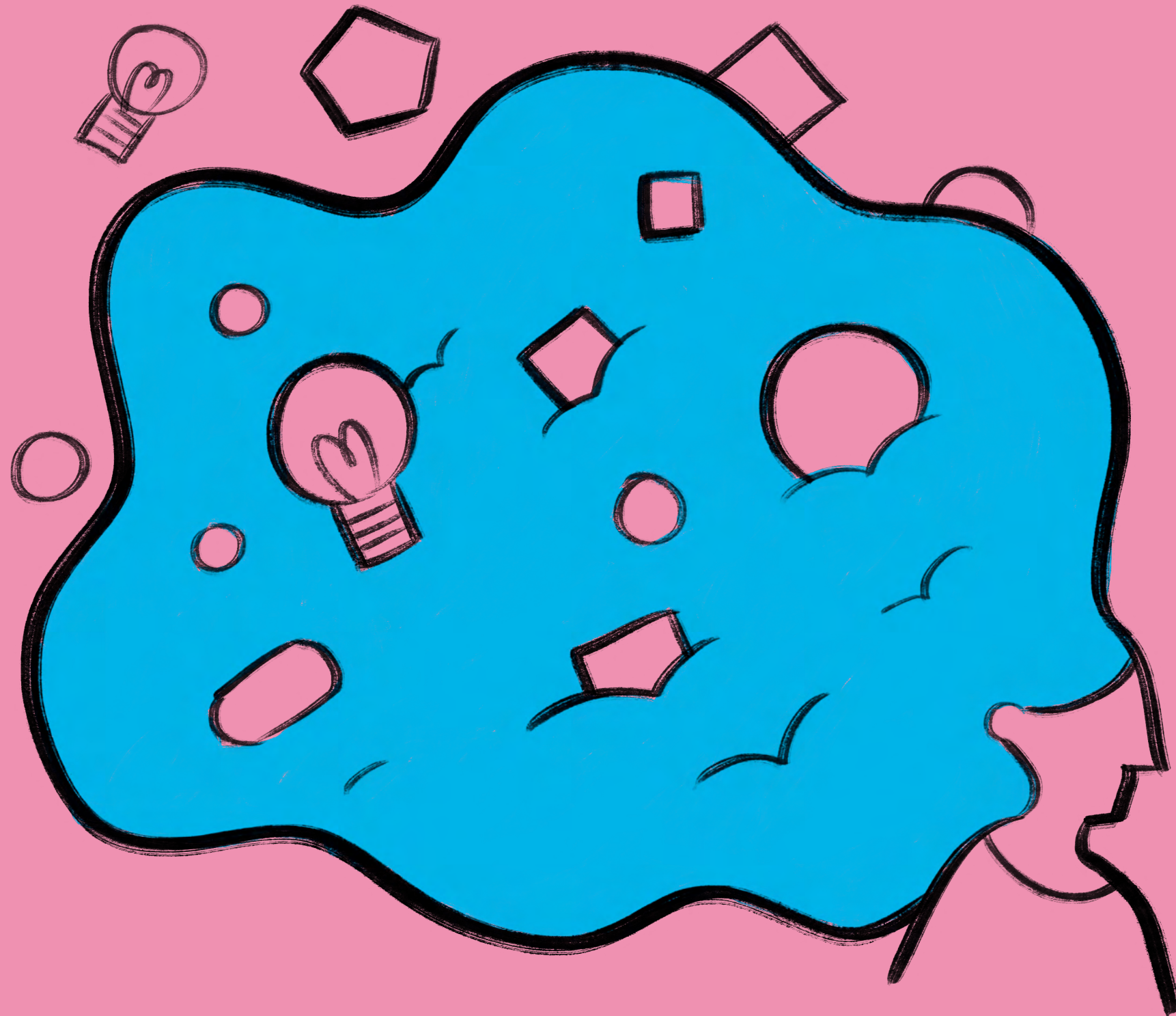


Entrepreneurship has acquired far greater significance in the university setting. In this context, education institutions play a key role in promoting and supporting the acquisition of skills for entrepreneurial success.

The StartUB! model is a perfect illustration of this perspective. It is an effective tool for transforming universities into hubs of innovation and entrepreneurial activity.

This model, which has been successfully implemented in academic institutions across the world, has proved central to achieving the entrepreneurial objectives set by universities. It is based on three core pillars: collaboration, innovation and support for business creation.

01. **Strategic definition of innovation and entrepreneurship unit**



Collaboration:

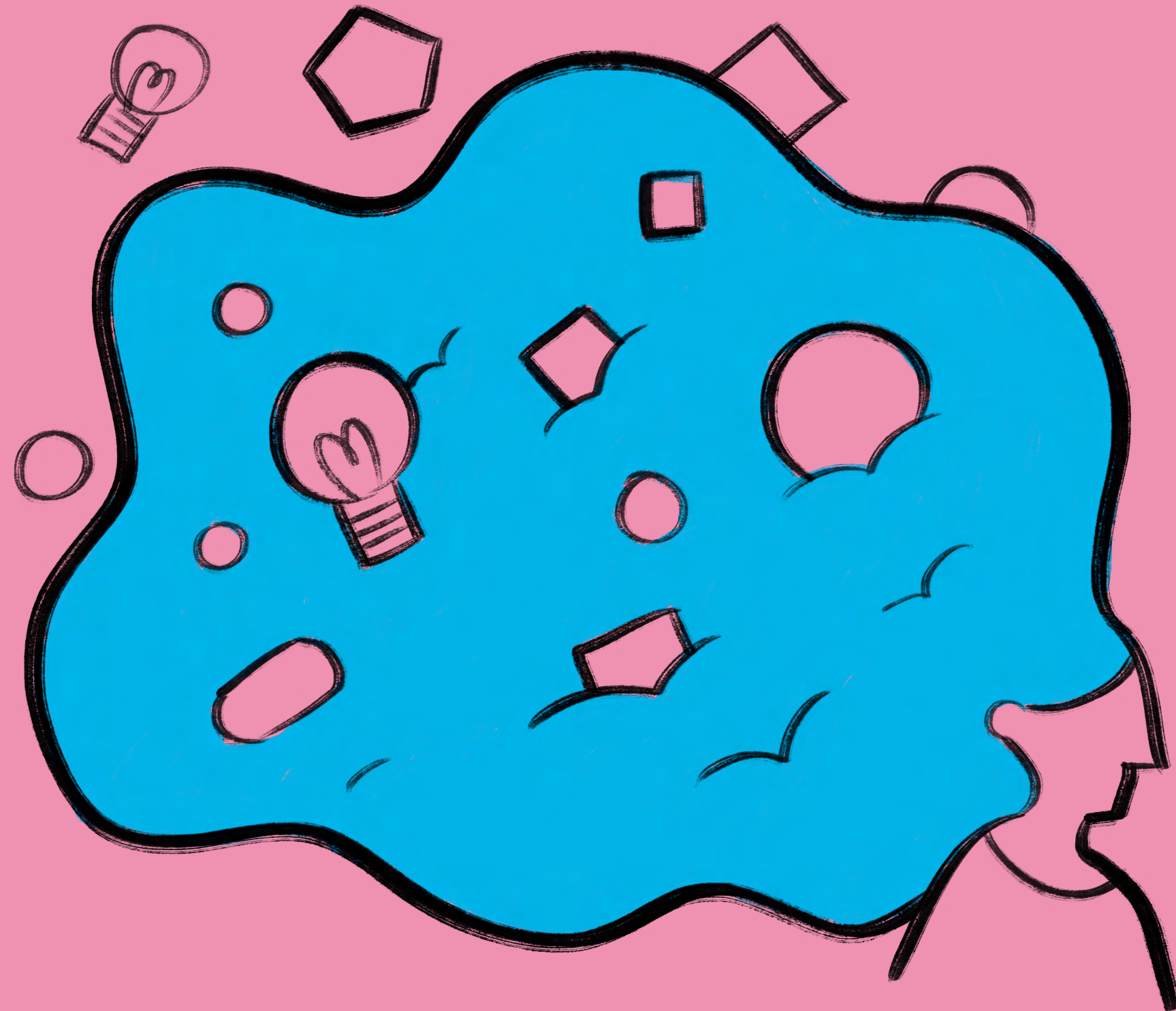
Promotion of interdisciplinary collaboration between students, teaching staff, researchers and other members of the university community through:

→ Mentoring and advisory initiatives

→ Incubation and acceleration programmes

→ Incubation and coworking spaces

01. **Strategic definition of innovation and entrepreneurship unit**



Innovation:

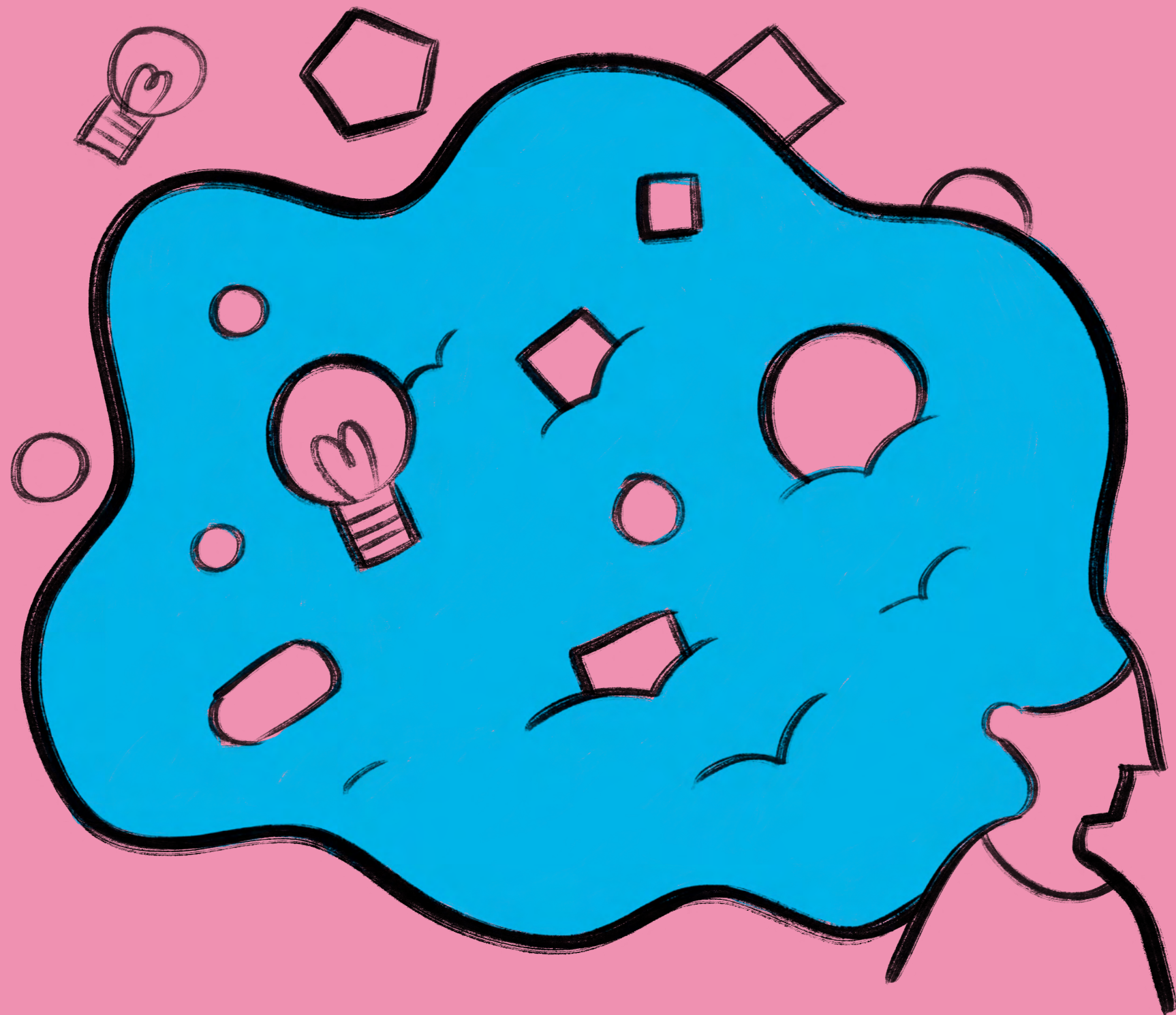
Promotion of innovation and creativity through:

→ Workshops and courses on innovation

→ Awards and distinctions for innovation

→ Applied research programmes

01. **Strategic definition of innovation and entrepreneurship unit**



Support for business creation: The StartUB! model offers support to students and teaching staff looking to create their own companies. This is achieved through a range of activities:

→ Business training programmes

→ Access to funding

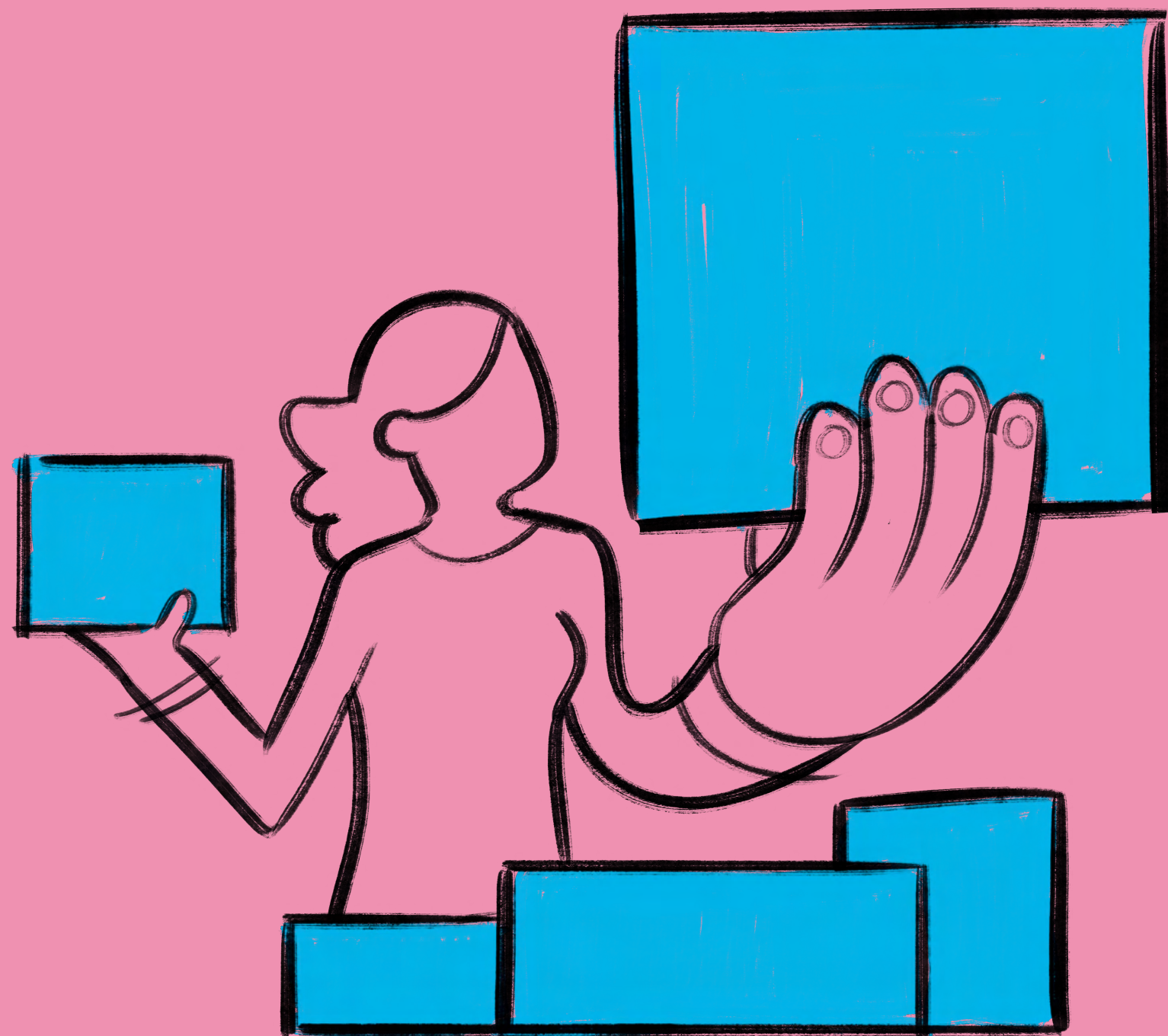
→ Legal and fiscal advice

02. Training programmes and workshops

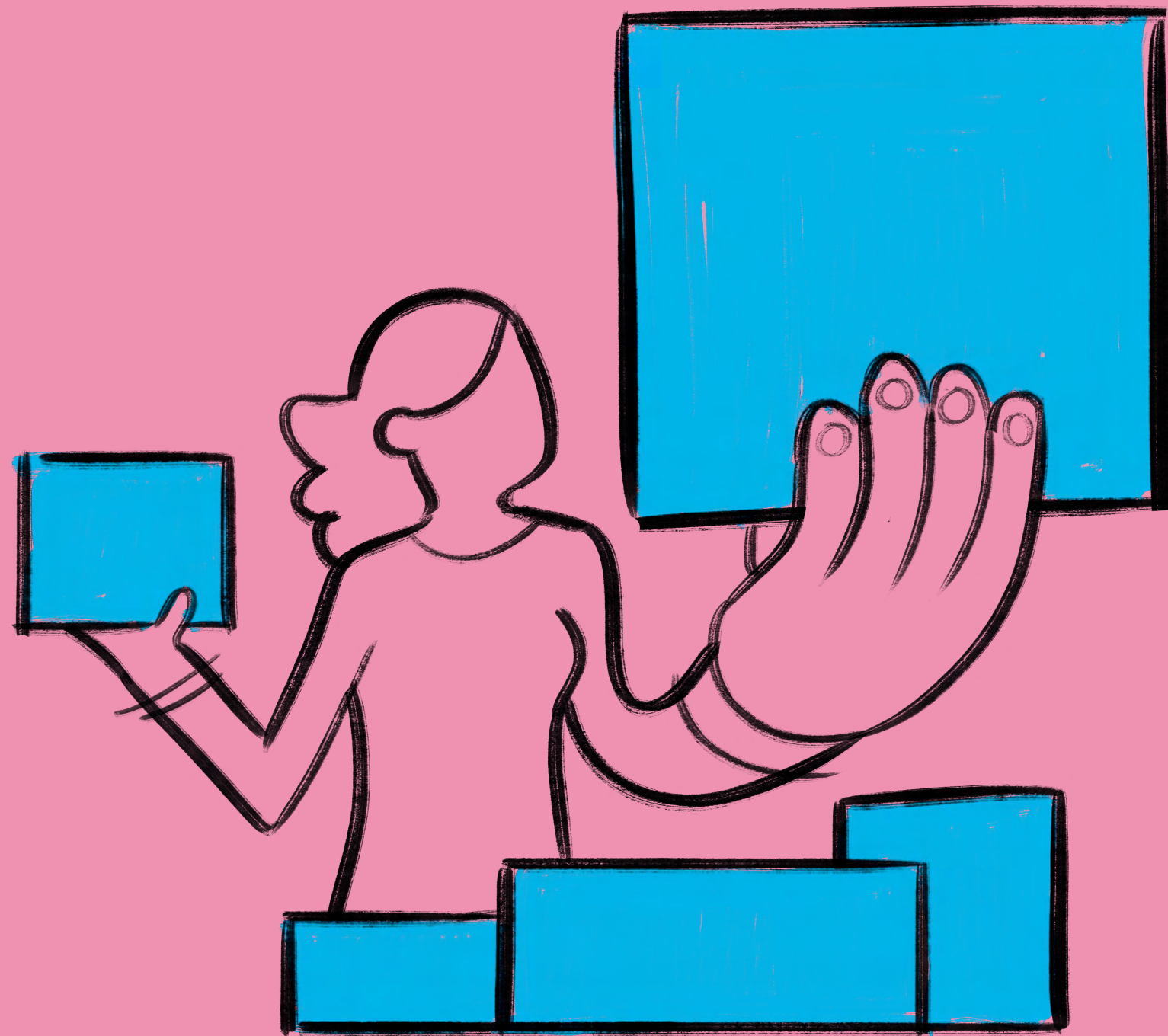
We offer training to students, teaching and research staff and administrative and service staff to promote entrepreneurial culture and the acquisition of entrepreneurial skills across the university community.

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.



02. Training programmes and workshops



Effective communication:

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

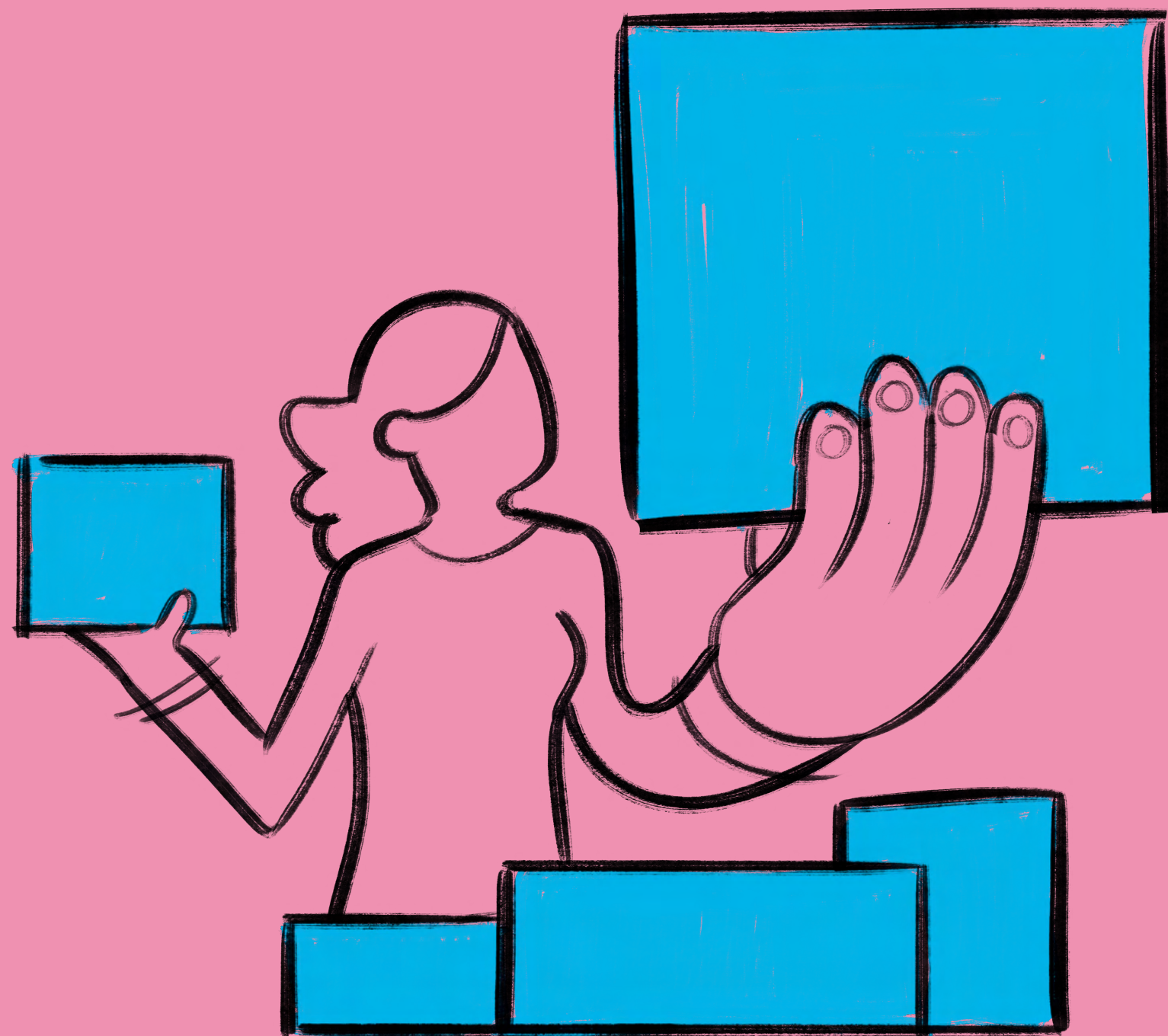
Team management:

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.

02. Training programmes and workshops



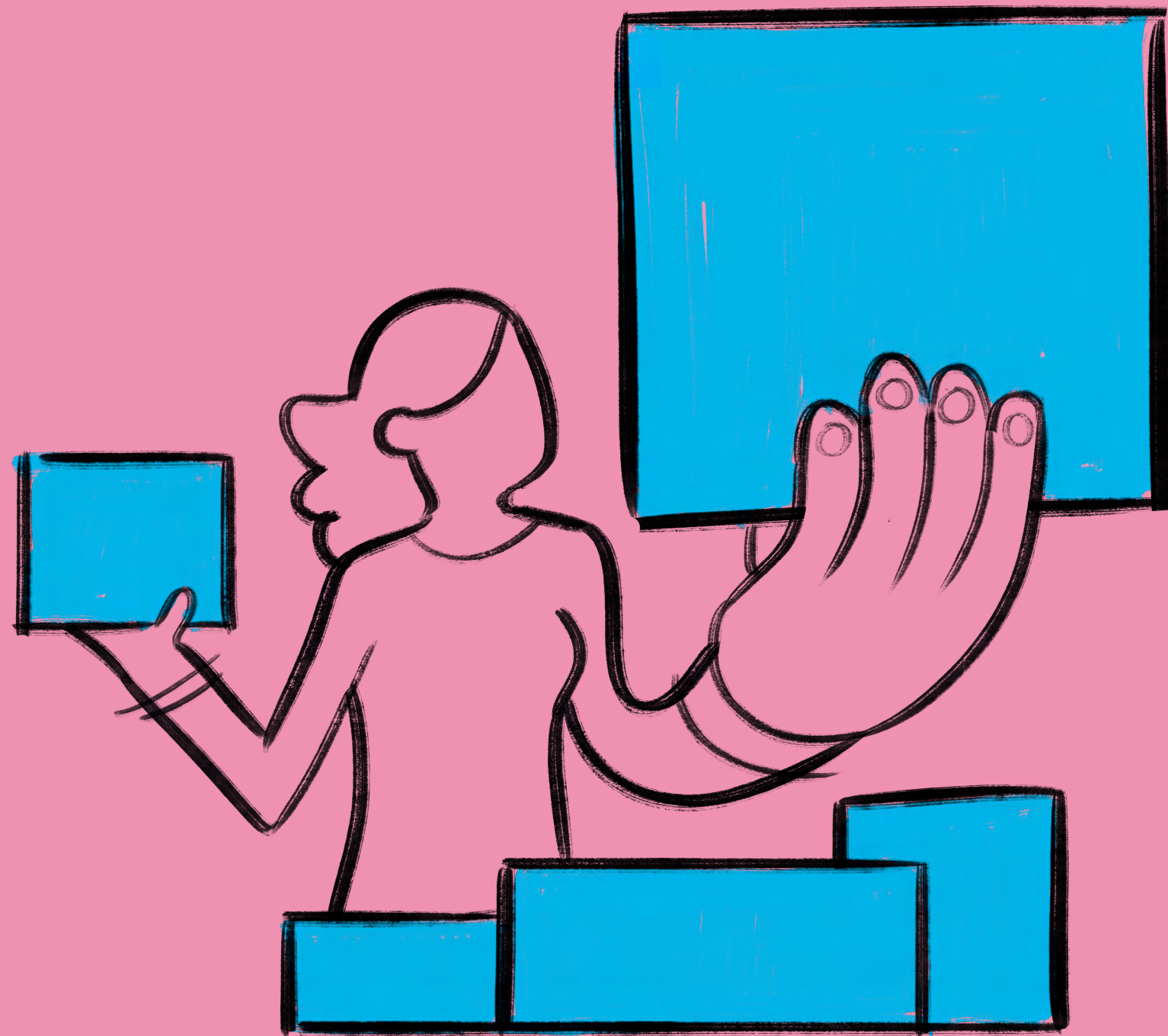
Inspiring events and talks:

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.

02. Training programmes and workshops



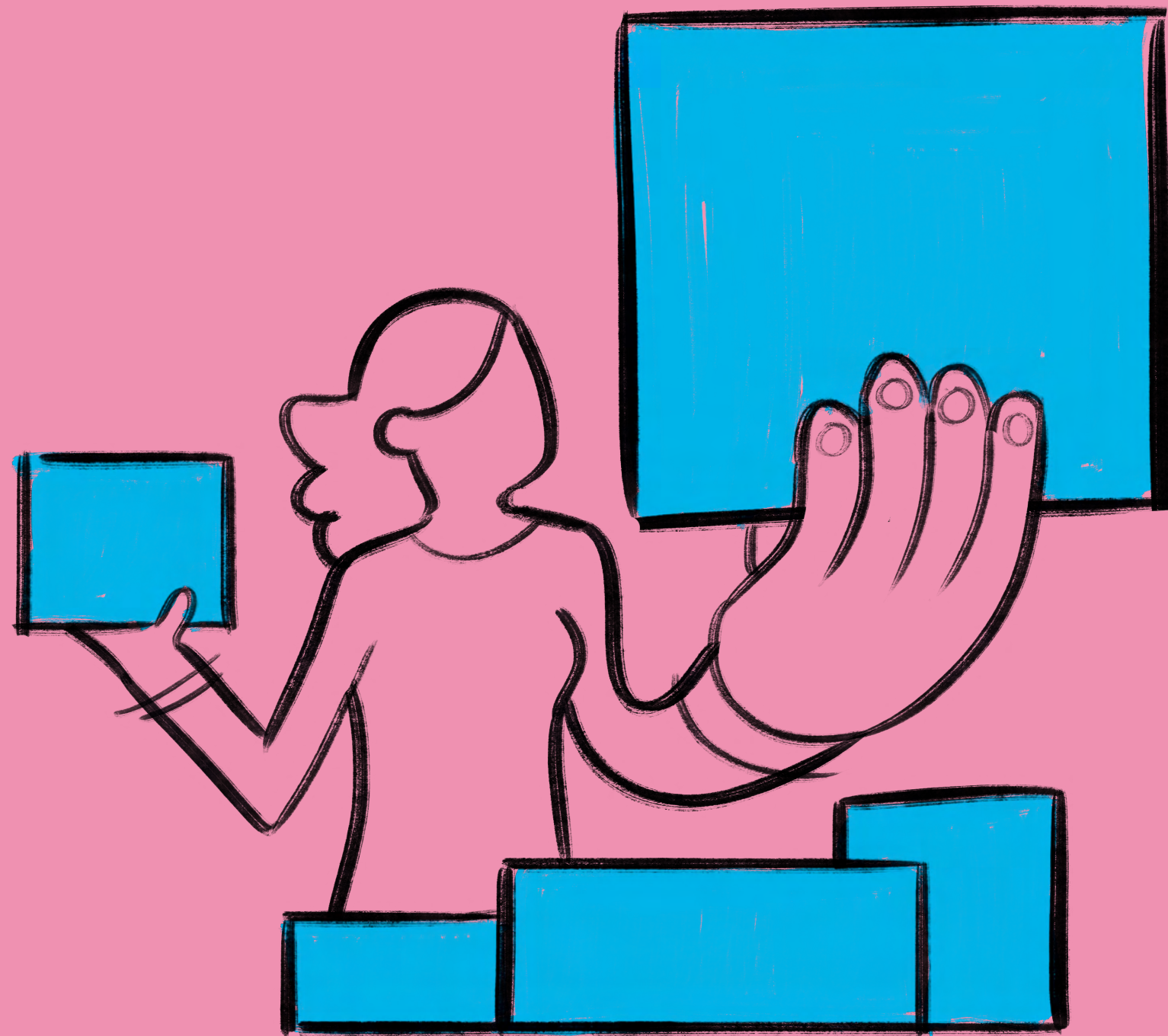
Summer School:

A unique platform that builds connections between students and entrepreneurial professionals, promoting collaborative work and network creation. Personalization of the programme, duration and contents is defined collaboratively to ensure its perfect adaptation to the needs and goals of each university. The offer encompasses a range of topics and areas which are addressed through active methodologies spanning the entire process from the generation of an idea to the implementation of an entrepreneurial project, disruptive innovation and business strategy. Key examples include the projects CREAT4MED, INJOY and ENERGHY.

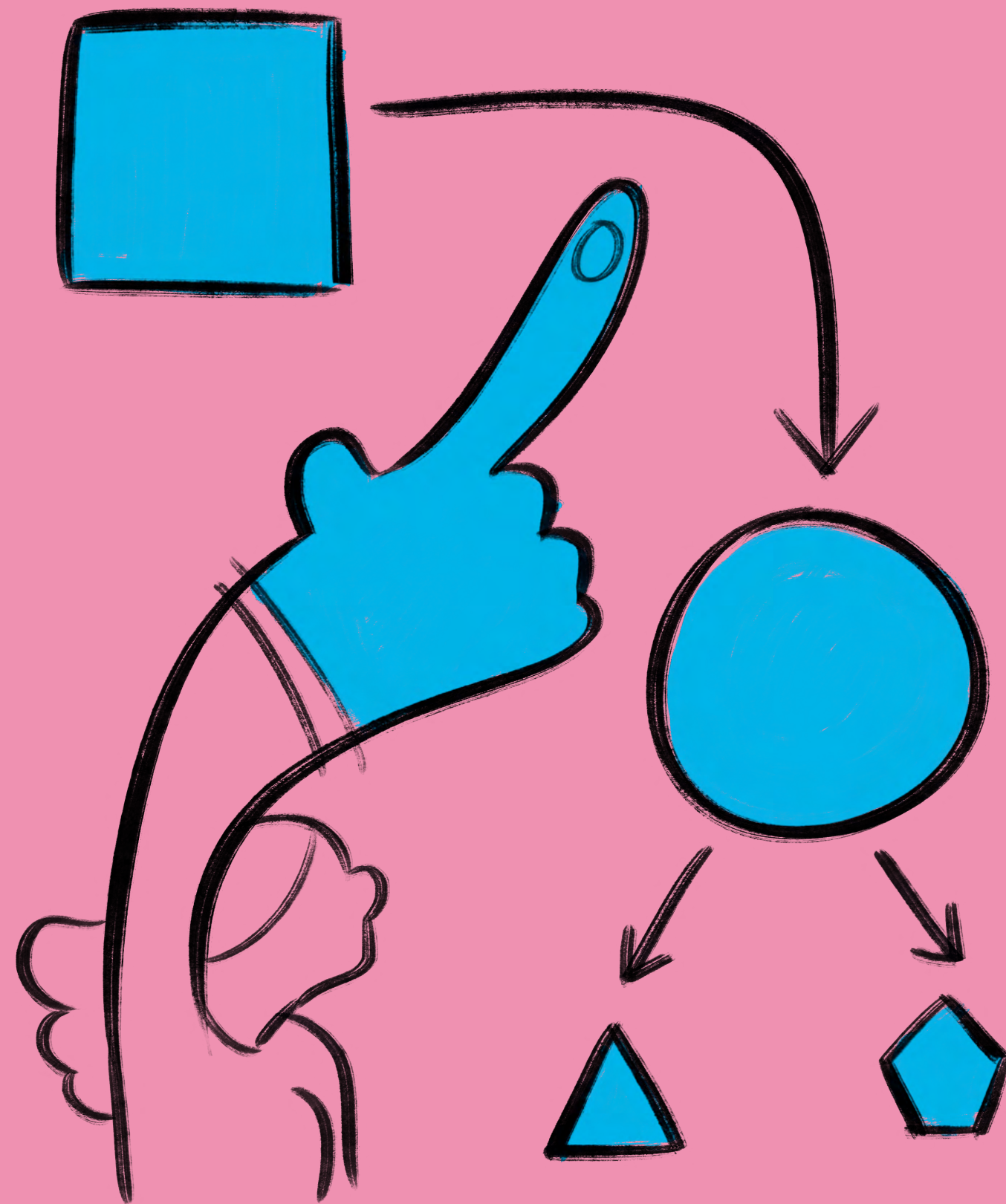
02. Training programmes and workshops

From Science to Market:

This programme promotes entrepreneurship in science, offering doctoral students and graduates the essential tools to explore the possibility of creating their own research-based spin-offs. This approach is designed to achieve the effective transfer of scientific knowledge into commercial environments, building a bridge between academia and the market.



03. Incubation



We provide shared workspaces and access to technological resources where members of the university community can develop their ideas and advance their projects.

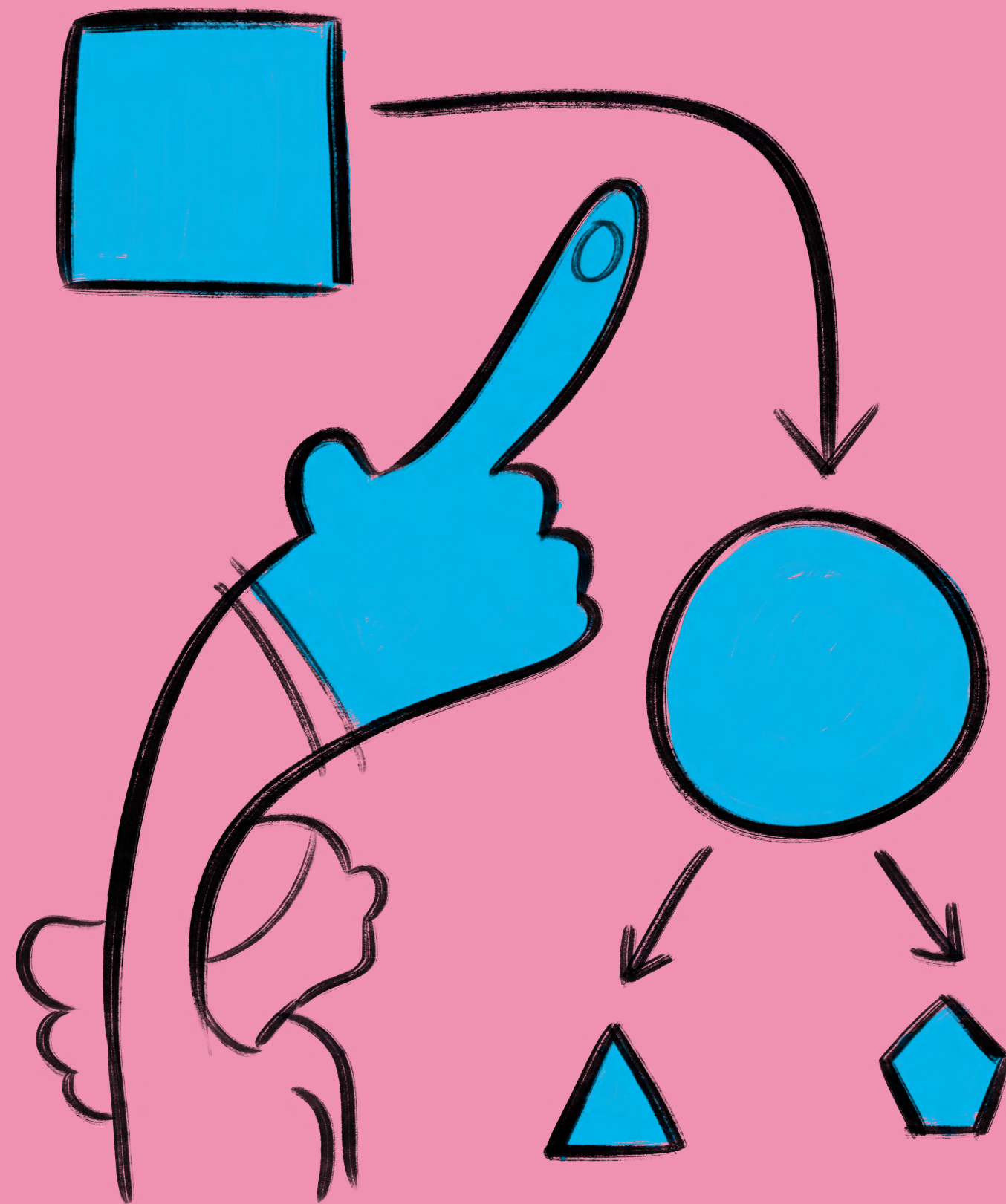
Personalized mentoring:

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.

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.

03. Incubation



Technical support and business advice:

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

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.

04. 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:

→ Meet researchers in other disciplines

→ Share ideas and experiences

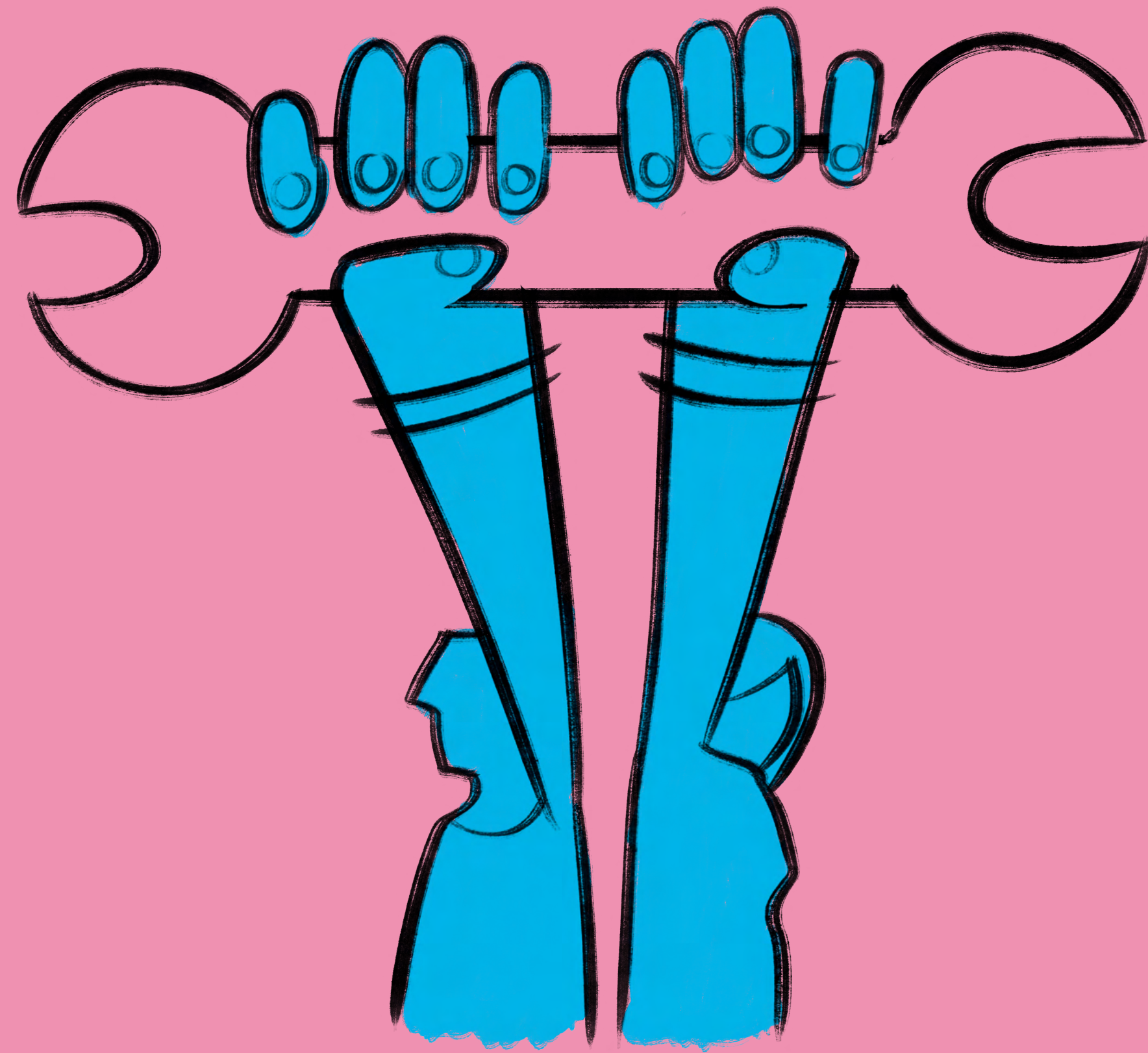
→ Develop new perspectives

04. 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 chance to design an ad hoc experiment with our support.



05. **Ecosystem and opportunities to collaborate**



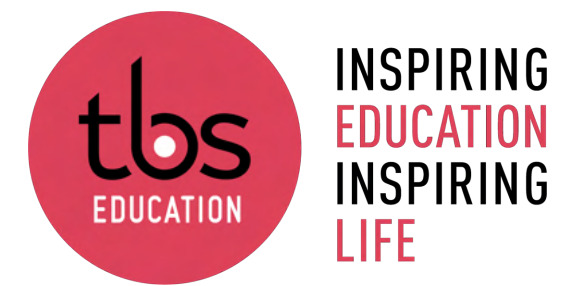
We channel collaboration between students, teachers and companies through joint research projects and placement opportunities. We also take part in events and forums for the promotion of entrepreneurship and innovation, including 4YFN, the Deep Tech Node, the StartUB! Investment Forum and the University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

HEC MONTRÉAL

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