



CHILLTIME

**MAKE THE BEST OUT OF
YOUR EIA EXPERIENCE!**



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Founder and CEO



DANIEL VILA BOA

Founder and CEO at Chilltime

Chief Mentor at EIA

GENERAL TIPS:

1. Read through the playbook (they might have a new online version). It will give you a great insights into the program: [EIA Playbook | Your Guide to the European Innovation Academy](#)
2. I'll be share some of the most important slides and relevant tips.
3. General Tip 1: Make an effort to connect with mentors and mingle with other groups, that will bring you value in the future.
4. General Tip 2: Take the program seriously, but have also fun. The lessons you learn you'll take with you to innovate in another company, start your own company and/or meet really talented people.
5. General Tip 3: It's fun, but also stressful. Above all, it's an experience of a lifetime.

LET'S KEEP IN TOUCH

1. Feel free to reach out if you have any questions, before or during the program: <https://www.linkedin.com/in/danielvilaboa/>
2. Create a WhatsApp group between students, it's a great way for you to share resources from each of your mentors and help each other out. (Customer surveys, contacts, doubts that come up... etc)

Entrepreneurship Program Playbook

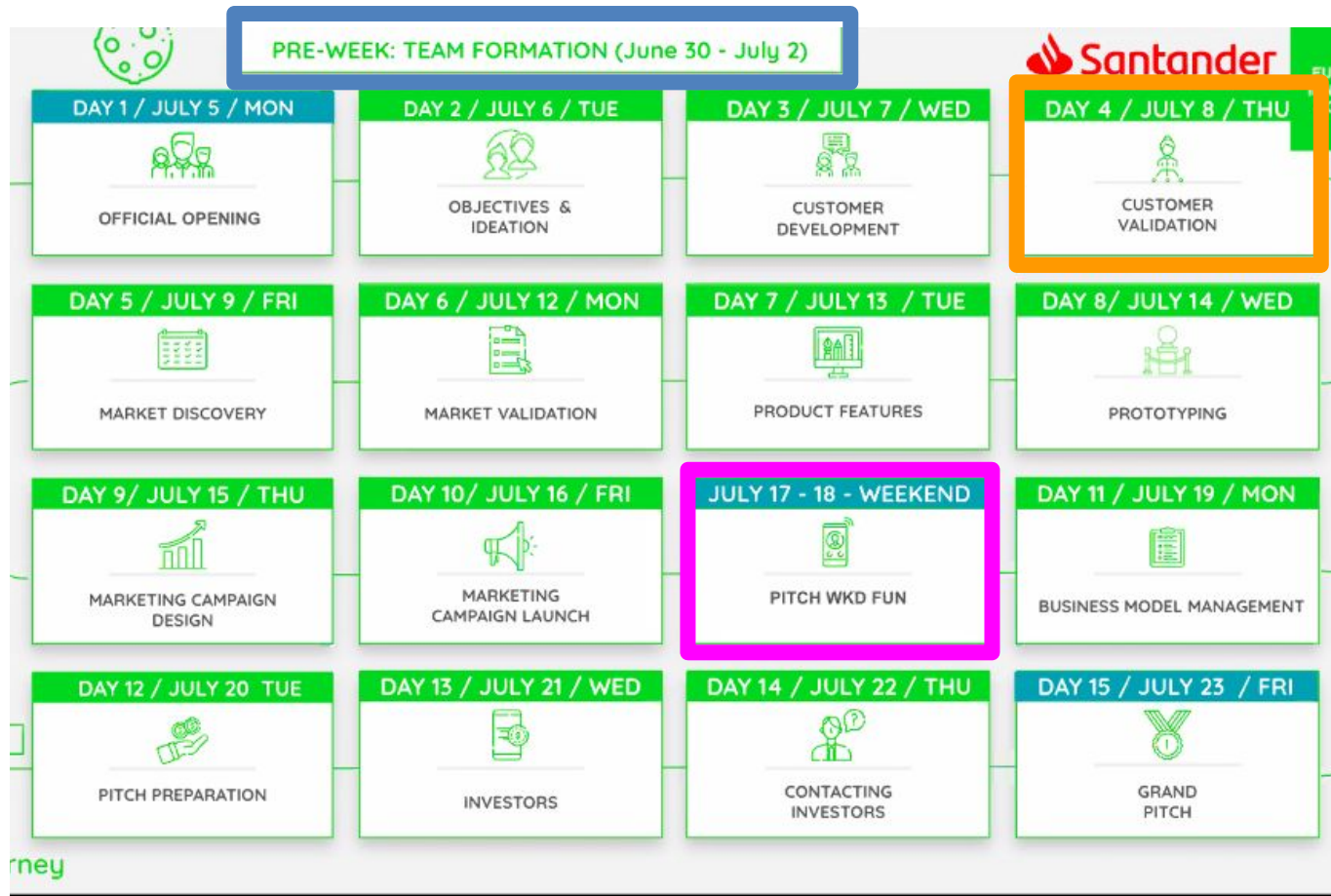
European Innovation Academy

July 2019

Cascais, Portugal

(They'll likely post a new
one for the online program,
ask about it!)





Team Formation:

- Take time to view ideas (if you have access)
- Pick problem you identify with.
- Don't take too long, good ideas will get teams fast.

Have your own idea?

- Communicate problem you are solving, your solution will likely change a bit. So it's good to have a team that shares your passion to solve the problem.
- Listen to the market, if nobody is interested in your idea, start looking into others.

Day 4 - Customer Validation

- One of the tougher days, when people don't show real interest or know of a better solution.
- It's very common, find new angles, don't lose your motivation!

Startup Expo

- Great day to practice your pitch and see how interested you can make people.
- Your pitch and pitch deck are very important, all your hard work will be shown through these two.

Pre-program: Problem Design



GOALS OF THE DAY:

- Identify customer-problem fit.
- Complete online validation.

“People don’t want to buy a quarter-inch drill. They want a quarter-inch hole.”

Marketing professor at Harvard,
Theodore Levitt

TASK 1: DEFINE & VALIDATE THE PROBLEM

- Upload your problem to the [Online Platform](#). Share your problem worth solving with all the other participants before meeting face- to-face and inspire them to join your team!
- Think about problems your potential customers are having, research trends in that industry to spot patterns, perspectives, competitors, and potential opportunities.



Find relevant industry trends with [Google](#) and [Google Trends](#).

Have your own idea?



Answer these questions:

- Is it a problem or passion that many others have?
- Is this problem serious enough to be worth solving?
- How often does the problem occur?
- Who is the customer who has this problem?



Get Inspired:

- [How to Choose Business Ideas](#) by Udacity.
- [Chapter #1: First Step to Validate Your Business Idea](#) by Pushstart.



Meet your team



**CHIEF EXECUTIVE
OFFICER (CEO)**

I lead my team with vision, respect, and responsibility.



**CHIEF BUSINESS
OFFICER (CBO)**

I support growth and create value with my innovative business ideas.



**CHIEF MARKETING
OFFICER (CMO)**

I can introduce my solution to the world and get customers to sign up!



**CHIEF
TECHNOLOGY
OFFICER (CTO)**

I can develop a tech product in just one day!



**CHIEF DESIGN
OFFICER (CDO)**

My creativity combines the best of UI and UX!

- Find a group that **complements** your skillsets.
- Each task is clearly divided for each team member.
- **CEO** is more of a **Project Manager**. (Choose the most organized person)
- Each Chief Mentor has different areas of expertise and we refer each other.
- **It's very likely you will be in different teams:**

“We encourage team diversity - competence, gender, nationality & university!”

Day 6: Digital Prototype & Marketing Strategy



GOALS OF THE DAY:

- Upload the digital prototype.
- Prepare the Startup Expo pitch.
- Develop the marketing strategy.



Important

- **Marketing Mentors** are in the program. You will meet yours during the Team Mentoring Session!
- Team mentoring session TOMORROW from 10AM - 12PM. No keynotes!
- **Startup Expo** will take place TOMORROW from 2PM - 5PM.

TASK 1: DIGITAL PROTOTYPE

- Digitize your paper prototype using the tools suggested. Ask your design mentors for recommendations on additional tools.
- Add the link to your idea profile on the [Online Platform](#).
- For hardware, use 3D modelling and visualization (i.e Photoshop).

TASK 3: ELEVATOR PITCH

- Prepare a 30-second elevator pitch for a customer for the Startup Expo.
- Practice extensively so each team member can deliver it.

TASK 2: MARKETING STRATEGY

- Upload the filled **Marketing Strategy** template to the [Online Platform](#).
- Focus on key activities & channels to get 500 sign-ups. For B2B, ask for letters of intent from potential customers to reach 500 users.
- Fill in the **Channels** and **Customer Segments** section of the Lean Canvas on the [Online Platform](#).



Tools:

- [Marvel App](#)
- [Adobe XD](#)

Additional recommended tools [here](#).



Mentors:

Life Coach, Chief Mentor, Design Mentor, Marketing Mentor



Get Inspired:

- [6 Elevator Pitch Examples to Inspire Your Own](#) by HubSpot

Prototype tools are very easy to use. However, it's possible that your team might not have anyone that knows how to use them. I recommend doing a tutorial so that you are familiar with it.

Personally recommend Adobe XD

- Free!
- Easy to use.
- You can simulate usage of a real App "User narratives", without any code.

Worst case scenario, is that you learn a new tool that is very popular!

Mentors

Know your mentors, this will help you know where to seek help (days might change for the online program)

Assigned specially to each team.	Chief Mentor	Day 1-8	Business mentoring and team management.
	Marketing Mentor	Day 6-10	Marketing strategy and campaign design.
	Design Mentor	Day 5-15	UX and UI design, product development& pitch design.
Available for all teams as needed.	Life Coach	Day 1-15	Personal development related questions.
Assigned to specific Product Development Sprint team	Hardware Mentor	Day 10-12	Hardware product development.
	Software Mentor	Day 10-12	Product development and coding.
Appointments made available at specific times.	Pitch Coach	Day 11-14	Pitch deck design, pitch training, and fine-tuning.
	IP Lawyer	Day 11-13	Intellectual property protection.
	Investor	Day 14-15	Fundraising mentorship and final judging.

You can see the full list with contact information in the 'Mentors & Investors' tab on the [Online Platform](#). Your mentors are appointed to your team, and you can see the list in your team profile.

Day 7: Startup Expo |

The Startup Expo, will be the best day to practice your pitch. Make sure you know it off by heart, so you don't waste your opportunity.



GOALS OF THE DAY:

- Launch the landing page.
- Collect and analyze Startup Expo feedback.



Important

- The **Team Mentoring session** is at 10AM - 12PM.
- **Startup Expo** takes place at 2PM - 5PM! Set up your stand and show off your achievements!
- TOMORROW is the last day for **Chief Mentors**! Make the most of your time with them!

TASK 1: LANDING PAGE

- Fill in the **Landing Page Experiment Card** on the [Online Platform](#).
- Create and launch a landing page with a clear value proposition.
- Add the EIA logo and [EIA homepage](#) link to your landing page.
- Choose a tool that will keep your website available after free trial period (i. e. [Google Sites](#))
- Add the link to your idea profile on the [Online Platform](#).



Mentors:

Life Coach, Chief Mentor, Design Mentor, Marketing Mentor

TASK 2: ELEVATOR PITCH AND EXPO CANVASES

- Prepare your Startup Expo canvases and finalize the elevator pitch.

TASK 3: STARTUP EXPO

- Be ready to present your idea, industry trends, and technical solution to your mentors, co-participants, and visitors.
- Show your prototype and landing page to the visitors.
- Analyze the feedback to validate and improve your solution.



Get Inspired:

- [Examples of Kickass Landing Pages](#) by Growth Driven Design
- [Landing Page vs Homepage: What's the Difference](#) by Instapage

Day 15: Grand Pitch



GOALS OF THE DAY:

- Impress the investors!



Important

- **ONE** Wild Card team will be chosen to pitch at the Investor Pitching.
- **ONE** Wild Card team will be chosen to pitch at the Grand Pitch!



Go up there, rock the stage, and pitch like a boss



Mentors:

Life Coach, Design Mentor, IP Lawyers, Pitch Coaches, Investors

INVESTOR PITCH FORMAT

3+4 minutes

(3 min pitch + 4 min questions and answers)

GRAND PITCH FORMAT

3+3 minutes

(3 min pitch + 3 min questions from investors)

Investors will evaluate the following factors:

- Opportunity (proof of problem / solution fit)
- Traction (proof of product / market fit)
- Scalability (proof of business model fit)
- Team and execution
- Presentation



3 minute rule is strict on stage. Make sure you are on time so you don't get cut off!

Keep the evaluation criteria in mind since the beginning, so you know where to put your effort and maximize your chance of success.



Thank you!
Any questions?