EIA's mission to educate students in the field of entrepreneurship is needed now more than ever to find innovative solutions during the COVID-19 pandemic.

Educate 1,000,000 entrepreneurs through our programs by 2025.

Our educational programs are jointly developed with representatives from:

Stanford University, Berkeley University of California, Google
Global EIA 2021

A Worldwide Impact

The world’s first online program providing an immersive experience in an international and multidisciplinary community. Global EIA uses the most advanced technology to educate students.
2 WEEKS BEFORE
- TEAM FORMATION & IDEATION

PRE-WEEK
- TEAM FORMATION

DAY 2
- PROBLEM - SOLUTION FIT

DAY 3
- CUSTOMER DEVELOPMENT

DAY 4
- CUSTOMER & PROBLEM VALIDATION

DAY 5
- PROTOTYPING & SOLUTION VALIDATION

DAY 6
- DIGITAL PROTOTYPE & MARKETING STRATEGY

DAY 7
- STARTUP EXPO

DAY 8
- BUSINESS & REVENUE MODEL

DAY 9
- MARKETING CAMPAIGN LAUNCH

DAY 10
- ACQUIRING USERS & PRODUCT DEVELOPMENT SPRINT

DAY 11
- IP & PITCH & PRODUCT DEVELOPMENT SPRINT

DAY 12
- FUNDRAISING & PRODUCT DEVELOPMENT SPRINT

DAY 13
- STARTUP FUNDING

DAY 14
- WHAT'S NEXT?

DAY 15
- GRAND PITCH

EIA Journey
An Immersive Entrepreneurial Experience

Gain a full understanding of the startup process
(from an idea to a startup)

Access world-class mentors & speakers
from global brands

Develop the mindset and
obtain the skills to develop
your startup

A Modern Way of Teaching Entrepreneurship
An International & Global Experience

Adopt a global perspective through the eyes of your team member

Discover, learn and embrace international and cultural diversity

Understand the challenges of a global startup through working with teammates across time zones

600 International Participants

120 Multidisciplinary International Teams
Hyper-personalized Teaching

A program tailored to improve each students’ key skills in their discipline and stand out in the job market.

Materials and feedback tailored specifically to students’ background and role.

An account-based system allows for measurement of individual student engagement and satisfaction.
Automated Guidance - EpiProdux

A Platform for Experimentation

Students validate their hypotheses (customers, market, product) through real-life experiments.

Agile Design Tool

Students quickly design and validate their customer, market, product, marketing strategy, and business model.

Team Workspace

EpiProdux allows all team members to work on the startup idea simultaneously, ensuring efficient collaboration.

Instant and Automated Insights

Automated guidance ensures that all relevant knowledge and expertise is provided to the students.
### Global EIA - Benefits

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<tr>
<th>Credit Points</th>
<th>Mentors</th>
<th>Unique Digital Experience</th>
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<tr>
<td>Students will receive credit points from an accredited university for completion of the Global EIA program.</td>
<td>The digital format allows the highest quality mentors and speakers to join the program.</td>
<td>EpiProdux, the world’s first automated tool to teach product development (instant automated advice, methodological templates, insights, experimentation system).</td>
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| Multicultural | 600 participants from over 80 nationalities all in one community. The online sessions will encourage networking and cross-cultural exploration. |

How Global EIA Works

The digital EIA program is for motivated students who love challenges and working on an international team. Participants are also expected to work independently when necessary to achieve the team’s objectives.

A digital tool developed for EIA programs. The tool guides participants through the product development phases, which includes setting objectives, defining and validating customer segments, defining the target market, validating product features, and setting up a business model.

Slack is the main communication tool. The participants will use Slack during the team formation process, daily communication, and to find out important information about the program.

The daily mentoring sessions will take place over Zoom. In particular, mentoring sessions will occur both at an assigned group and team level.

Participants will use various tools and platforms to fulfill a multitude of experiments and tasks. Some examples include survey platforms, digital prototyping platforms, sites to create landing pages, and many others.
Team Formation
After two weeks of virtual team formation, students post their startup idea. In the case that students do not have an idea, they can then join another team. During team formation, team clinics ensure that all students join a team. EIA will increase the number of mentors to provide further support in team formation.

The Startup Expo
The world’s first global startup expo where 600 students present their product in their hometown. EIA’s talents will span the globe.

Pitching
Pitching will put you in front of early-stage investors, and more importantly, the top 10 teams will gain unparalleled exposure: pitching on a virtual stage, broadcasted globally to over 10,000 people.
Meet our Faculty

MARTIN OMANDER
Google

KEN SINGER
UC Berkeley

CHARLYN GONDA
Uber

DANIELLE D’AGOSTARO
Alchemist Accelerator

RODRIGO DE ALVARENGA
HAG.Group

KAMEEL VOHRA
Dell

TIFFINE WANG
UC Berkeley

AMARA HULSLANDER
Amazon

RICK RASMUSSEN
UC Berkeley

RAVI BELANI
Stanford University

LARS TRUNIN
TransferWise

ZAID HAQUE
Microsoft
THANK YOU!

Top 100 Digital Pioneers in Europe
Financial Times, Google & Leading European Policymakers

Leaders in Tech Entrepreneurship Education 2020
Corporate Visions (EU Tech Magazine)