



Report results in depth research

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REPORT RESULTS IN DEPTH RESEARCH

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1.0 CREA Summer Academies: the in-depth research

CREA is a network of Summer Academies offered by leading universities across Europe. The shared goal is to support fresh new venture ideas that combine entrepreneurship with creativity and ICT as the drivers of innovation. In CREA students come in with an idea of their own, or look forward to co-create with others, and go out with a concrete project and a viable business model.

To reach this goal the CREA Consortium have set up several activities with the aim to generate the overall structure of the Summer Academies. These activities include:

- The development of a dossier with a common terminology with the aim to clarify the meaning of the key words used during the project and especially for the Summer Academies;
- The development of a dossier with a best practice cases research with the aim to understand at international level the possible models for the network of CREA Summer Academies, including the educational model and the conceptual framework;
- The development of an In-depth analysis of needs and challenges of the students and the summer academy applicants in order to understand if their needs fit with the educational model, the structure of the summer academies and also the contents of the didactic proposal.

1.1 Students at the center of CREA Educational Model

CREA would select and support talented students who have a real interest in becoming entrepreneurs, who combine creativity with ICT and who are ready to start an innovative venture.

Starting from the students' ideas through teambuilding and design thinking sessions CREA would conceptualize and plan the development of a new companies in Europe. But the aim of the Summer Academies is also a creation of a large community of stakeholders where students and potential entrepreneurs can find a way to develop their business ideas. In fact there are different activities with the aim to develop this large community;

- Mentoring and prototyping: at the end of the two intensive weeks students will be supported in the business model development and in prototyping their product service with the support of mentors and experts;
- ICT Business Idea Contest: at the end of the two weeks Summer Academy programme, a qualified jury selects the two best ideas that will compete in the



ICT Business Idea Contest where students will meet investors, other European Projects focus on business development and scale up programme, public institutions etc.

According to CREA Educational Model (CEM) the main objectives and learning outcomes are:

- *Teach about entrepreneurship;*
- *Teach in entrepreneurship;*
- *Teach for entrepreneurship.*

The main objective of CREA Summer Academies is to stimulate entrepreneurial processes and to provide students and participants with the right set of tools and knowledge to start a business idea.

Based on these main objectives CREA have defined the main targets of this learning and practice process:

- Students,
- PhD Candidates,
- Post Docs
- Recent graduates

In CREA students can enroll individually or in teams to one of the six Summer Academies (Germany, Italy, the UK, the Netherlands, Slovenia and Estonia).

The requirement requests for the enrollment to the Summer Academies are:

- students from all over the world can apply for the Summer Academy but with a business idea with impact at European level;
- teams must have at least one member in the category of student (university student, high school student, phd, post doc, recent graduate)

Thanks to the support of the European Commission, CREA Summer Academies are free of charge: students only pay for their travel, subsistence and accommodation. This means the intrinsic-motivation of participants is the most relevant issue CREA Consortium needs to evaluate, understand and traduce in the CEM. In line with this general aspect the partners have defined a flexible educational model. In addition to the shared practice-based approach, in which theory supports hands-on development from an idea to a new start-up, each Summer Academy has its own profile and expertise. This enables the students to select the programme that suits them best in terms of skill building, knowledge improvement and practice experience on issues and



topics connected with focus and sector of the business ideas. Each Summer Academy have adopt second-order objectives, including:

- Target group or audience: Who are the primary candidates for participation in the Summer School
- Focus and topics
- Duration of the Summer School
- ECTS credits awarded
- Participation fees and special arrangements (if any) for particular categories of applicants (e.g. scholarships, waive of fees, early booking reductions, etc.)

1.2 Summer Academies structure: the point of view of participants

Students participating in the CREA Summer Academy go through three main steps: from SUMMER ACADEMY (among a call for application and a first phase of selection) to the MENTORING AND PROTOTYPING phase (after the two weeks of training) and finally the ICT BUSINESS IDEA CONTEST.

Each Summer Academy addresses in its course the principles of entrepreneurship and creativity, as well as the use of ICT and technologies in a practice-based manner.

With the students' ideas as a starting point, the participants will study and apply topics such as business modeling and planning, design thinking and strategic design, market research, access to finance, pitching and crossover practices. In teams the students then turn their idea into a feasible project with a business model and present the idea to different successful entrepreneurs and international experts who provide feedback and advice. In doing so, the students further improve their project and prepare the set up of their own company. If the project is selected as one of the best after the two-week course, the students can pitch their idea to a jury of international investors.

Each national Summer Academy follows this shared approach and combines it with its own specialty themes, subjects and learning outcomes, representative of its area of expertise. This enables students to select the course that fits their interest and specific needs best, as well as offers knowledge and skills in which they want to learn to excel in order to develop their business idea further.

The topics chose by the partners for the first edition of the Summer Academies are based on past experiences in national and international project, research and knowledge on rising scenario of innovation and economic growth. The



topics highlights in the call for application (2015) are: new products and new markets, social innovation, service innovation, technology and meaning driven innovation. According to the definition shared in the common terminology dossier, CREA consortium will guide students to understand better the different market and innovation opportunities behind these general scenario.

1.3 Learning outcomes and the added value of CREA

The added value of CREA is the development of a unique training programme with both a local and international impact for students whose ideas have the prospect of turning into successful ventures, which generate the innovation and contribute to the social change that modern society needs and strengthens.

The collaboration between the partners (universities, incubators and local agencies) favour the creation of an entrepreneurial environment that overpasses the boundaries of countries and sectors; increasing the knowledge about the opportunities and the treats of areas of innovation and international markets allow students and young entrepreneurs to take safely their first steps on the entrepreneurial path.

In the CREA Educational Model we have established shared learning outcomes for all Summer Academies (with special learning outcomes each partner have defined according to expert theory and practices of their course). The general learning outcomes, as exploit in the Best Practice Dossier, are:

- knowledge and understanding (entrepreneurial, marketing and financial strategies, creative and innovation processes, technology trends);
- cognitive skills (entrepreneurial and design thinking in innovation, business development processes, connect the use of ICT and creativity);
- practical and professional skills (role of designer/entrepreneur, identify and evaluate opportunities and risks, work within an interdisciplinary team);
- key- and transferable skills (creative approach to the innovation, problem-solving, turn ideas into action, communicate concepts in a verbal and visual way to different audiences).

Evaluate if these general learning outcomes fit with the real expectation of participants is one of the issue explored in the in-depth analysis.



1.4 Student-centered learning approach

The student-centered learning approach place students (with their ideas and plans) at the center of the CREA Summer Academies. Strong emphasis lies on the students' self-motivation, independence, curiosity, co-creativity, pro-activity, collaborative multidisciplinary working and teamwork. The CREA educational model offers a participatory approach to students that can learn and co-create value during the whole process of the Summer Academy.

Students participate actively in co-creating the high quality of the CREA Summer Academy: not only by directing the knowledge and skills they learn through individual and team choices for specific approaches offered, but also by reflecting on their learning process and by supporting their colleague students through collegial consultancy and models for critical dialogue and feedback.

In the CREA Summer Academy, students are part of a learning by doing process where they can find interconnection between learning, making, thinking and doing. This process of development, experiment, evaluation, design and valorization will start from the intrinsic motivation and the expectation of students. Then understand this needs allow to direct the process in the right way. The Summer Academy provides this process among different learning tools: lectures, keynotes, workshops, labs, team working sessions, consultancy, game, mentoring / coaching, best practices, field visits, pitch and presentations. The in-depth research has also investigated the students thinking about the more suitable tools in line with the training and practice needs.

2.0 In-depth research

The in-depth research has been done on the target audience of applicants to the call for ideas published on F6S platform (www.f6s.com/crea). To all the applicants we'll submit a survey in order to collect inputs and needs able to set up and direct the contents and the methodologies the Consortium will test in the first edition of Summer Academies.

The survey has created with the Google tool in Google Docs. This tool, with the easy access from applicants and partners, allow to:

- save data and answers direct on the Google area of CREA
- easily generate metadata and analytics with answers
- maintain the anonymity of applicants but with indication about the summer academy of reference;

The survey is present at this link:



<https://docs.google.com/forms/d/1s2suVxfHYbrZs6pn6Fv3AAgpdEkFdTdBxJbktqKUcg/edit?pli=1>

For the second edition of the Summer Academy the Consortium will confirm or review the survey in order to compare results and answer with a big panel of applicants.

At this link the analytics and metadata generated by the answers of students that applied to the call:

<https://docs.google.com/forms/d/1s2suVxfHYbrZs6pn6Fv3AAgpdEkFdTdBxJbktqKUcg/viewanalytics>

The number of answer is related to single applicants or team of applicants that applied with an idea.

2.1 Survey to participants

The survey to participants is composed of 8 questions with multiple chooses or open answer. The points we have investigated are:

- which are the biggest competences and knowledge gaps of the participants;
- their qualitative evaluation on the overall process for the Summer Academies.

Following the survey submitted to the 132 applicants (teams or single students) to the call for ideas of the first edition of CREA Summer Academies.

The questions submitted are:

1. Which are the most important general aspects to be dealt in the Summer Academy for the development of your idea?
(Choose 3 of them)

- Filling a Gap in team skills
- Circumventing mistakes
- Sequencing actions for the development of business ideas
- Expanding the Network
- Processing Market Signals
- Helping with Challenges
- Trusted Guidance
- Motivation



2. Which are the operative aspects to be dealt in the Summer Academy for the development of your idea?

(Choose 3 of them)

- Develop the scenario and the vision for the business model
- Preparation of technical feasibility studies and user interaction model
- Development of strategic management
- Preparation of plans for economic and financial sustainability
- Definition of network development
- Development of plans for the technical development for physical evidences and products
- Control of environmental and social coherence business model development

3. Which are the sessions that you expect to be most useful for the development of your idea?

(Choose 3 of them)

- Lectures
- Keynotes
- Workshops
- Team working sessions
- Consultancy (individual or group)
- Field visits
- Pitch and presentations

4. Which are the sessions in which you expect to learn and experience the most?

(Choose 3 of them)

- Lectures
- Keynotes
- Workshops
- Team working sessions
- Consultancy (individual or group)
- Field visits
- Pitch and presentations

5. Which is the aspect that you pushed the most to apply for CREA Summer Academy?

(Choose 3 of them)

- Lectures



- Possibility to go abroad
- Possibility to prototype your idea
- Possibility to attend the Business ICT Contest

6. How did you find out about CREA Summer Academies?

- Events (specify which)
- Newsletters of your university
- Facebook
- LinkedIn
- Twitter
- Google research
- Websites or newsletters (specify which)
- Word to mouth
- Other (specify)

7. How did you improve the application format/process?

8. If you would had to pay for the Summer Academy, you would have applied the same?

- YES
- NO
- MAYBE

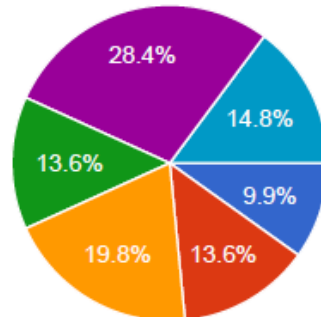
3.0 Results

The target group for the research was the 132 applicants to the call (2015).
The 61% of applicants have answered to the survey (81¹).

¹ Result at 29th July 2015



To which Summer Academy did you apply?



NEWCASTLE SUMMER ACADEMY 2015	8	9.9%
UTRECHT SUMMER ACADEMY 2015	11	13.6%
LAKE CONSTANCE SUMMER ACADEMY 2015	16	19.8%
LJUBLJANA SUMMER ACADEMY 2015	11	13.6%
COMO LAKE SUMMER ACADEMY 2015	23	28.4%
TALLINN SUMMER ACADEMY 2015	12	14.8%

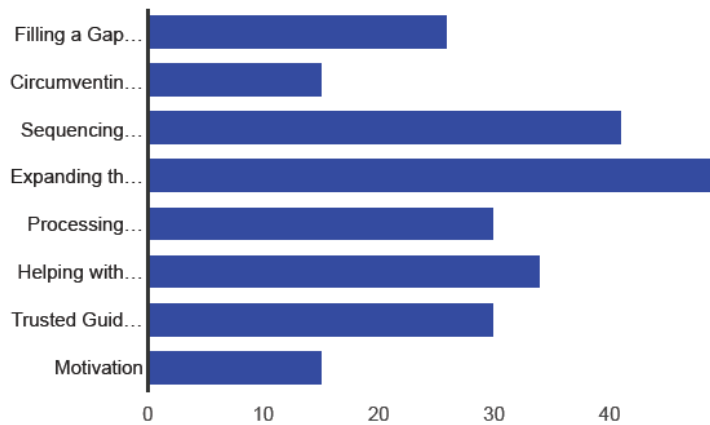
Graphic 1: number of answers from applicants to the different summer academies

As we can see the number of answers related to the summer academies is in line with the total applicants. In fact Como Lake Summer Academy and Lake Constance Summer Academy are the Summer Academies with the most applicants and also the greater percentage of answers to the survey.

The answers to the first question highlights the most relevant aspects the students expect to the summer academy is the expansion of the network. It's an important issue because emerge that the networking sessions and the workshop activities include in the summer academy programmes find the right answer to the student needs.



Which are the most important general aspects to be dealt in the Summer Academy for the development of your idea?



Filling a Gap in team skills	26	32.1%
Circumventing mistakes	15	18.5%
Sequencing actions for the development of business ideas	41	50.6%
Expanding the Network	49	60.5%
Processing Market Signals	30	37%
Helping with Challenges	34	42%
Trusted Guidance	30	37%
Motivation	15	18.5%
Filling a Gap in team skills	26	32.1%
Circumventing mistakes	15	18.5%
Sequencing actions for the development of business ideas	41	50.6%
Expanding the Network	49	60.5%
Processing Market Signals	30	37%
Helping with Challenges	34	42%
Trusted Guidance	30	37%
Motivation	15	18.5%

Graphic 2: relevant aspects of summer academies compared to the student expectations

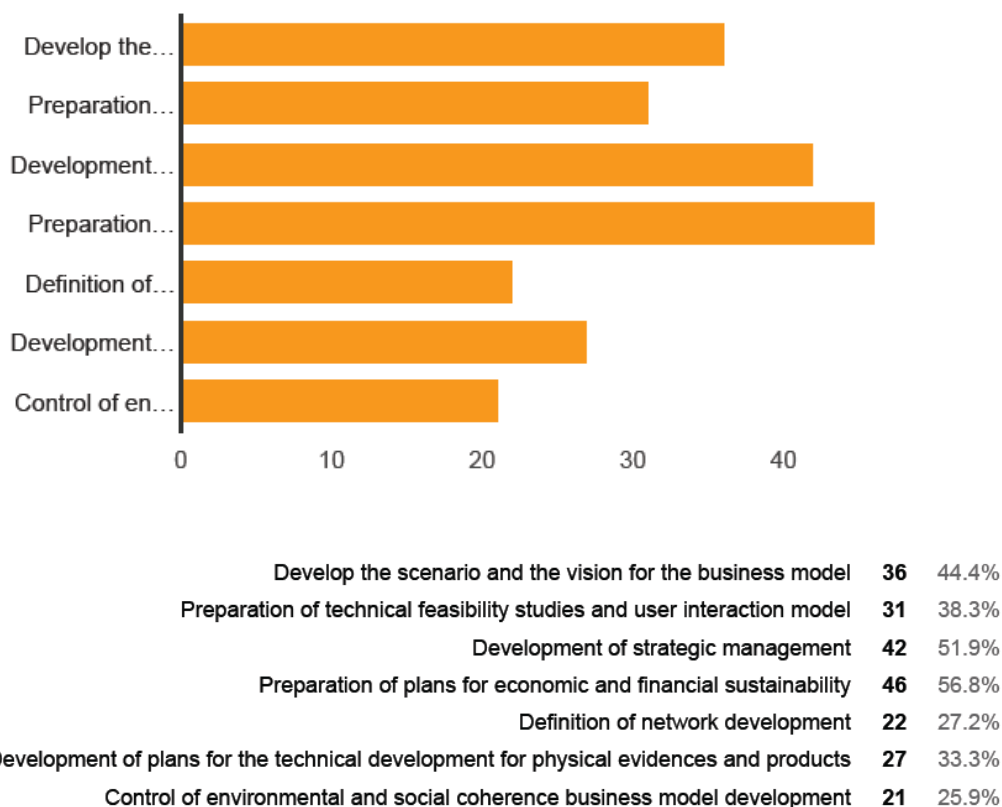


The second question refers to the operative aspects the students evaluate the most relevant for the development of the business idea. The results highlight balancing of different aspects:

- preparation of plans for economic and financial sustainability: this need is in line with the
- development of strategic management
- develop the scenario and the vision for the business model.

These three aspects confirm the strong relation and the motivation to create the connection among creativity and management in the business idea development.

Which are the operative aspects to be dealt in the Summer Academy for the development of your idea?



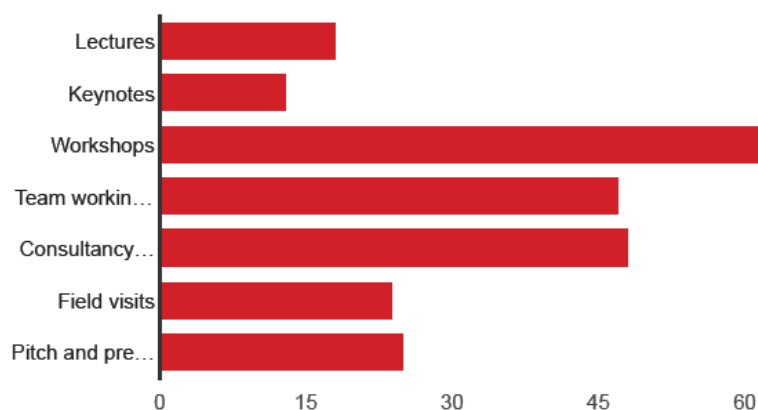
Graphic 3: operative aspects of summer academies that are relevant for the development of the business idea



The third question aims to understand which is the learning tool and method students think are the most useful to the idea development.

The result highlight a strong tendencies to the practice approach, evaluating workshops, team working sessions and consultancy as the most important methods for the whole process of business idea development.

Which are the sessions that you expect to be most useful for the development of your idea?



Lectures	18	22.2%
Keynotes	13	16%
Workshops	62	76.5%
Team working sessions	47	58%
Consultancy (individual or group)	48	59.3%
Field visits	24	29.6%
Pitch and presentations	25	30.9%

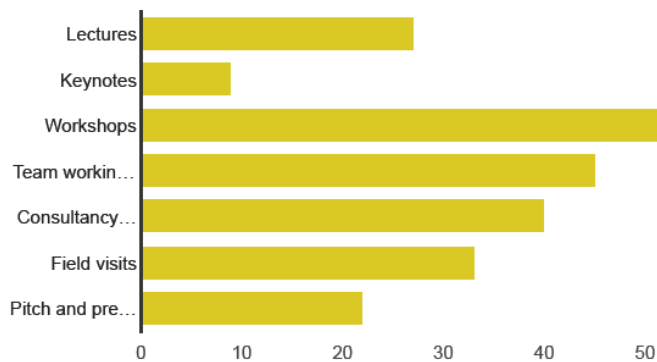
Graphic 4: summer academies tools and methods for idea development

The fourth question aims to understand which is the most productive session to learn and have a positive experience of the summer academy.

Also from the learning point of view students favour the practical approach with workshop and teamworking session.



Which are the sessions in which you expect to learn and experience the most?



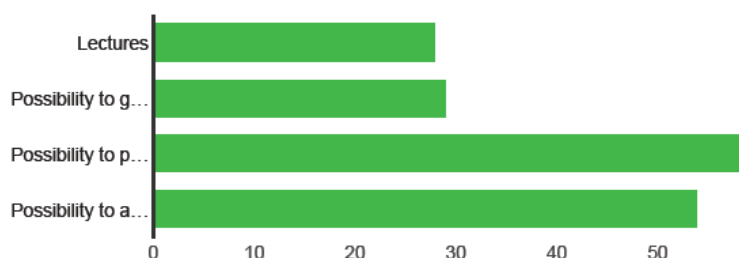
Lectures	27	33.3%
Keynotes	9	11.1%
Workshops	53	65.4%
Team working sessions	45	55.6%
Consultancy (individual or group)	40	49.4%
Field visits	33	40.7%
Pitch and presentations	22	27.2%

Graphic 5: summer academies tools and methods for learning and experience

The fifth question aims to understand which is the most attractive element of the CREA Summer Academies that push students to apply.

Prototyping the idea and the pitching session at the CREA ICT Business Idea Contest are the most relevant elements for half of the applicants.

Which is the aspect that you pushed the most to apply for CREA Summer Academy?



Lectures	28	34.6%
Possibility to go abroad	29	35.8%
Possibility to prototype your idea	59	72.8%
Possibility to attend the Business ICT Contest	54	66.7%

Graphic 6: most attractive element of the CREA Summer Academies

In the sixth question we have asked where applicants have found information and communication of CREA Summer Academies. The aim of this question is to understand the most relevant tool and channel CREA partners have to use to reach the target of the Summer Academies:

- Events
- Newsletters of your university
- Facebook
- LinkedIn
- Twitter
- Google research
- Websites or newsletters
- Word to mouth
- Other

If we group the answers in three main blocks we can highlight 40% of applicants have known of CREA from the University newsletters, 26% from word of mouth (ESN network, professors, other students, events where we have promoted CREA) and 15% from social network and websites (facebook, google also among random research, F6S, CREA website and other websites have published information from our Press Release).

Some interesting answers are the following and connected with the impact of some communication tool:

- 1- engagement from ESN Network ("The Erasmus Student Network. As President of ESN RGU Aberdeen we were asked to promote the CREA Summer Academy among our members, then I decided to apply myself as well");
- 2- efficacy of press release diffusion (<http://www.summerschoolsineurope.eu> so I took a look and decided to participate)
- 3- good indexing to google ("Google research: I was looking for a program that would help people develop their business ideas", "Found it 'by accident' in facebook. The link was posted in Incubators page").
- 4- Participation to events ("Event - Global Entrepreneurship Congress").



In the seventh question we have asked the quality of the application process and also the main weaknesses applicants have found in order to solve them for the second edition of CREA Summer Academies. We can say there is a general satisfaction for the process and more than 50% of applicants would not change the application process. But we have also say there is 10% of applicants that don't understand the question.

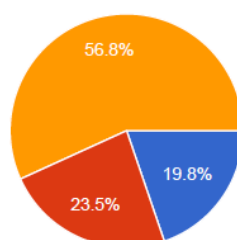
The most interesting input we have collected are the following:

- improve our website in order to create a good connection with the F6S platform;
- improve the user interface of F6S platform and more connection with personal social network (facebook at the first);
- clarify the evaluation criteria in order to apply with documents more clear and in line with the CREA expectations;
- clarify the differences among the Summer Academies in order to understand and chose better.

The last question has the aim to understand the personal motivation of applicants connected with the absence of fees for the CREA Summer Academies. In the best practice research we mapped 15 similar courses and programmes and most of them are for fees.

The answers highlight 20% of applicants are available to pay for the CREA Summer Academies and 57% are available to think about this. Then 77% of applicants are open to invest money and time for the training programme of CREA.

If you would had to pay for the Summer Academy, you would have applied the same?



YES	16	19.8%
NO	19	23.5%
MAYBE	46	56.8%

Graphic 7: availability of applicants to invest money in CREA summer academies

