



Program for a One-Day I&E Crash-Course Under the EIT Digital Europe Arise Programme

What can you learn through the concepts of Innovation and Entrepreneurship?

- To perform a concept creation and business proposal formulation process in the context of a societal relevant thematic area.
- To identify/assess the impact of ICT technologies and innovations in the thematic area, for its markets and stakeholders (competitors, alliances, networks) and the business opportunities they create.
- To understand user-centricity, business modelling, business life cycles, global market trends, industry value chains, market segments, IPR issues, financial and risk-related issues, and recognizing their relative importance for product/service and business development.
- To transform new ideas and business innovations into viable business solutions.
- To apply personal presentation and communications skills.
- To apply decision-making and leadership competencies.
- To reflect upon ethical, societal, scientific and sustainability considerations when developing new products/technologies and business models.

What is the EIT Digital doing to promote an Entrepreneurial Education Strategy

Our Entrepreneurial Education ambition is twofold:

- Educate a new generation of thought leaders, innovators and knowledge workers in digital technologies, by providing excellent technical programs with deeply embedded innovation and entrepreneurship education.
- Build a strong entrepreneurial education brand via a disruptive and systemic change to European higher education that will attract top talents to Europe.

EIT Digital adopts a Blended Education approach where students develop cutting-edge digital technologies knowledge merged with innovation and entrepreneurship skills. The settings can be physical or virtual classrooms, or combinations of both. Our [Master School](#) breeds a new generation of European entrepreneurs, our [Doctoral School](#) delivers tomorrow's leaders in digital technologies, and our [Professional School](#) keeps European professionals at the frontier of digital innovation.

Who are the course tutors?

Vittorino Filippas is a serial entrepreneur in the field of company re-structuring, coach of innovation, start-upper mentor and university lecturer on topics of Innovation, internationalization and entrepreneurships. Enthusiast and energetic both in classes and in real life.



Gert Guri is a Lecturer at two International Education Programs focused on the role of the EU in promoting education and research in the triangle of innovation. His expertise draws upon academic and professional experience developed within private and public sector and evolving in national and international institutions such as the United Nations. Since 2012 Gert works as the Education Manager at Trento Rise, supporting the implementation of two academic programs (MA/PhD) as part of the EIT-Digital initiative to introduce innovation and entrepreneurship to promote ICT development.