

This is an invitation to participate in an
INNOVATION PROJECT

with students from

ESADE Business School

Master of Science in Innovation and Entrepreneurship

&

Universitat Politècnica de Catalunya (UPC)

M.Sc. In Telecommunication Engineering and/or Informatics Engineering





Internship Innovation Project (I2P) is a master level course where **student teams tackle a challenge** presented by an organization.



City of Helsinki



TELEVISIÓ DE CATALUNYA

NOKIA



Almirall

abertis telecom



Forum #ITESS



Grupo Planeta

abbvie

Corporació Parc Taulí



Liikenne- ja viestintäministeriö

BBVA



COMSA EMTE



Visit Finland



AQUALOGY

Fortum

posti



Invalidiliitto

Collaborating organizations in 2013, 2014, 2015, 2016

THE COURSE IN A NUTSHELL

- A challenge-based course, running from **February-May 2017**
- Organizations launch an innovation challenge to student teams.
- Teams **design, develop and test alternative solutions** to the challenge by
 - *exploring possibilities for **new products and services** and finding ways to significantly improve existing products and services.*
 - *creating **a deeper understanding of customers** in a certain area of your business.*
 - *developing the concepts to a level that they can be **initially tested with potential customers**, and running first tests.*
- Each company has **two 8-people student teams working on the challenge** (total of 16 M.Sc. students), supervised by an academic coach.
- The course is a collaboration between ESADE, UPC (Spain).
 - ESADE: Master in Innovation and Entrepreneurship
 - UPC: Master of Science in Telecommunication Engineering, and/or Computer science



OUTCOMES FOR THE ORGANIZATION LAUNCHING A CHALLENGE

1.

A set of proposed solutions to the challenge

the organization receives ownership and copyright of the ideas

2.

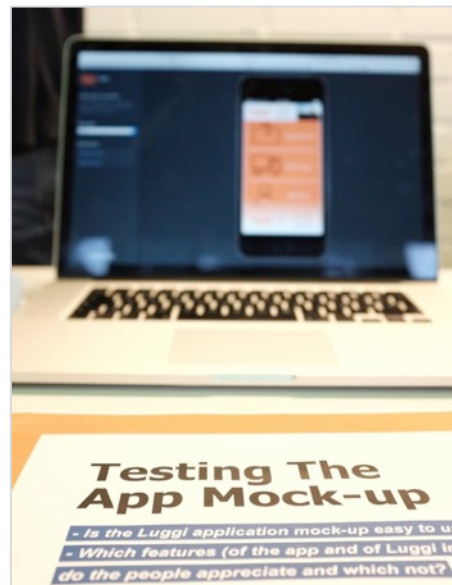
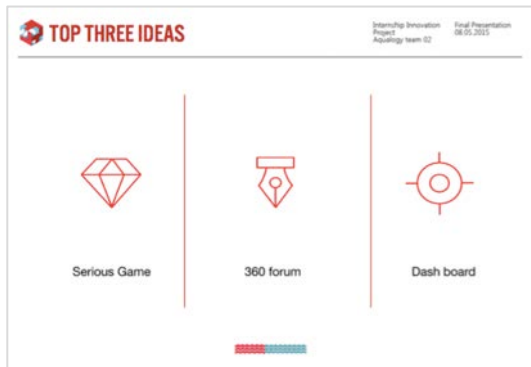
Prototypes developed and tested during the project

3.

Documentation of the process
observations and insights from testing ideas and interacting with potential customers/stakeholders related to the challenge

4.

Final report and presentation of the project

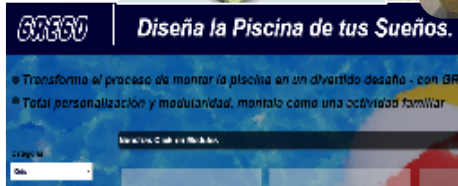
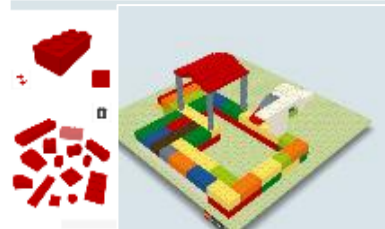


OUTCOME: A TESTED PROPOSAL FOR SOLUTION & THE PROTOTYPE

Operating model for an HIV diagnosis clinic



buik



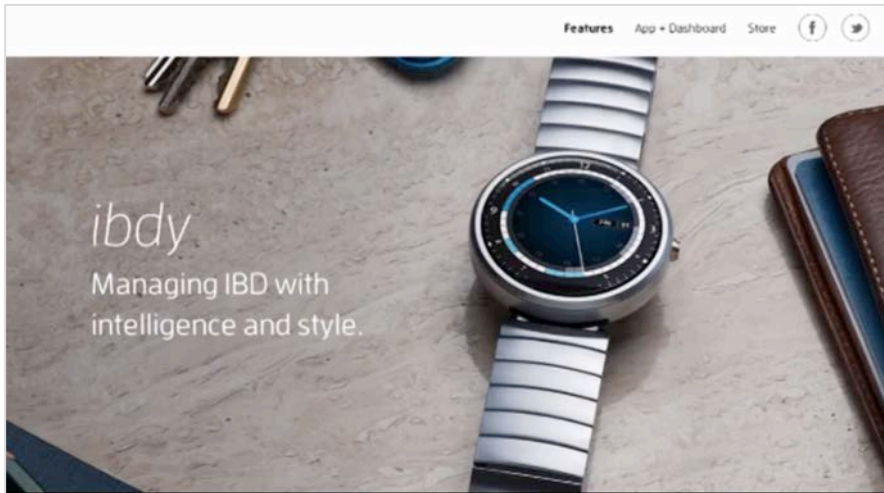
Proof-of-concept prototype for a new product category

On-line platform with basic functionalities



OUTCOMES FOR THE ORGANIZATION LAUNCHING A CHALLENGE

*Examples of short video descriptions of the solution proposed to the organization.
Please see the links below.*



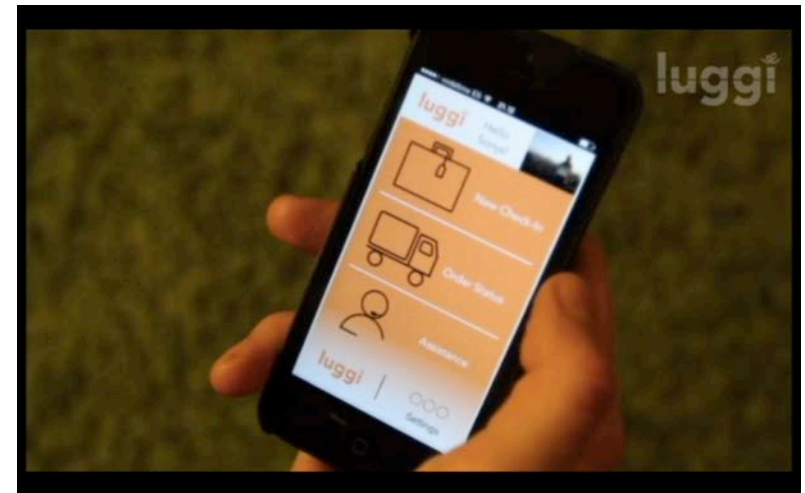
Challenge

How to empower patients with inflammatory bowel disease in their own medical treatment.

Concept

IBDY – managing IBD with intelligence and style

<http://bit.ly/1HFGiCq>



Challenge

New business models for postal services

Concept

Luggi – your holiday starts at home

<http://bit.ly/1HFGIOx>

OUTCOMES FOR THE ORGANIZATION LAUNCHING A CHALLENGE

Access to talent

The I2P project offers a unique opportunity to meet talent, work with them and observe their work in practice. It's like a long job-interview, in real context.



TESTIMONIALS FROM PREVIOUS YEARS' EDITIONS

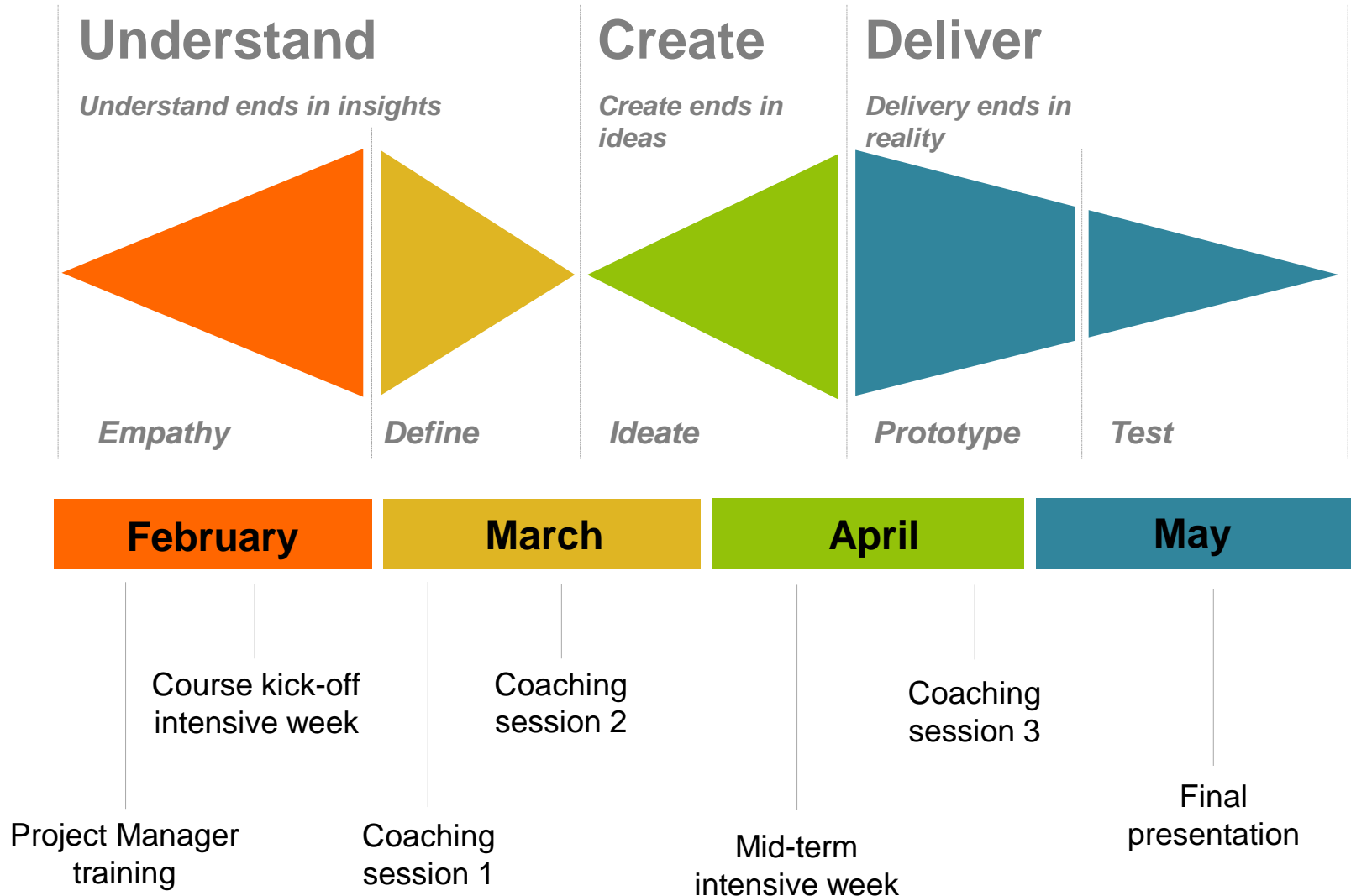


Video from the final project presentations in 2013
<http://bit.ly/1oTLXak>



Video from the mid-term meetup in 2014
<http://bit.ly/1k5oKkU>

I2P PROJECT TIME LINE



EXAMPLE PROJECT BRIEFS FROM PREVIOUS YEARS

How could we fight digital piracy and convince readers that digital content should be paid for?

How to redesign of a patient experience in primary care?

How to increase the use of public transport by offering better designed customer information?

How to improve omnichannel marketing through on-site printing of large format signage in retail stores?

How to best support comprehensive and early diagnosis of HIV?

How might we help garden hobbyist create their dream garden effortlessly?

How could personal transport solutions be produced and purchased as a service?

How can The Finnish-Way-Of-Living be packaged into attractive and innovative products and services

How might we change the user experience of receiving a bill? How would a customer-friendly company communicate with its customers?

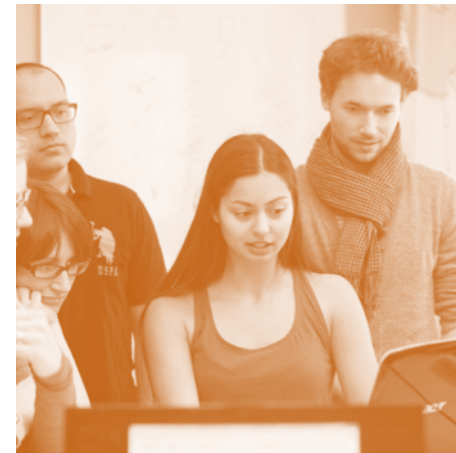
RECOMMENDATIONS FOR THE PROJECT BRIEFS

The most successful challenges have been ones that:

- give the students a **clear general goal**, but at the same time...
- are **open-ended**, and
- allow the students to **explore alternative opportunities** to reach that goal.

Challenges that focus on the following targets, **are not coherent with the objectives of this course**:

- Doing an in-depth market analysis
- Carrying out an exhaustive benchmarking study
- Preparing a business plan for an already defined product or service



FOR MORE INFORMATION

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