

EUROPEAN<sup>☆</sup> INNOVATION ACADEMY

# Growth Accelerator

Your Mission to Digital Innovation

11 October — 6 December 2018

Turin, Italy



# Program Overview

Our program takes You through the real-life process of building your ambitious business idea from concept to launch and gives You the know-how to make it happen.



## MISSION 1

11 OCTOBER

### Ambition Design

#### Goal:

Design Your € 100M business ambition.

#### Task:

Assess Your existing business model and decide on a new idea to focus on.

#### Experiment:

Find new business opportunities with Google Trends and other digital tools

Grow fast or die slow - 72% of companies die because of too slow growth and change. This mission teaches you how you can grow in an increasingly complex world. Based on the audit results, you will start working on your growth ambition.

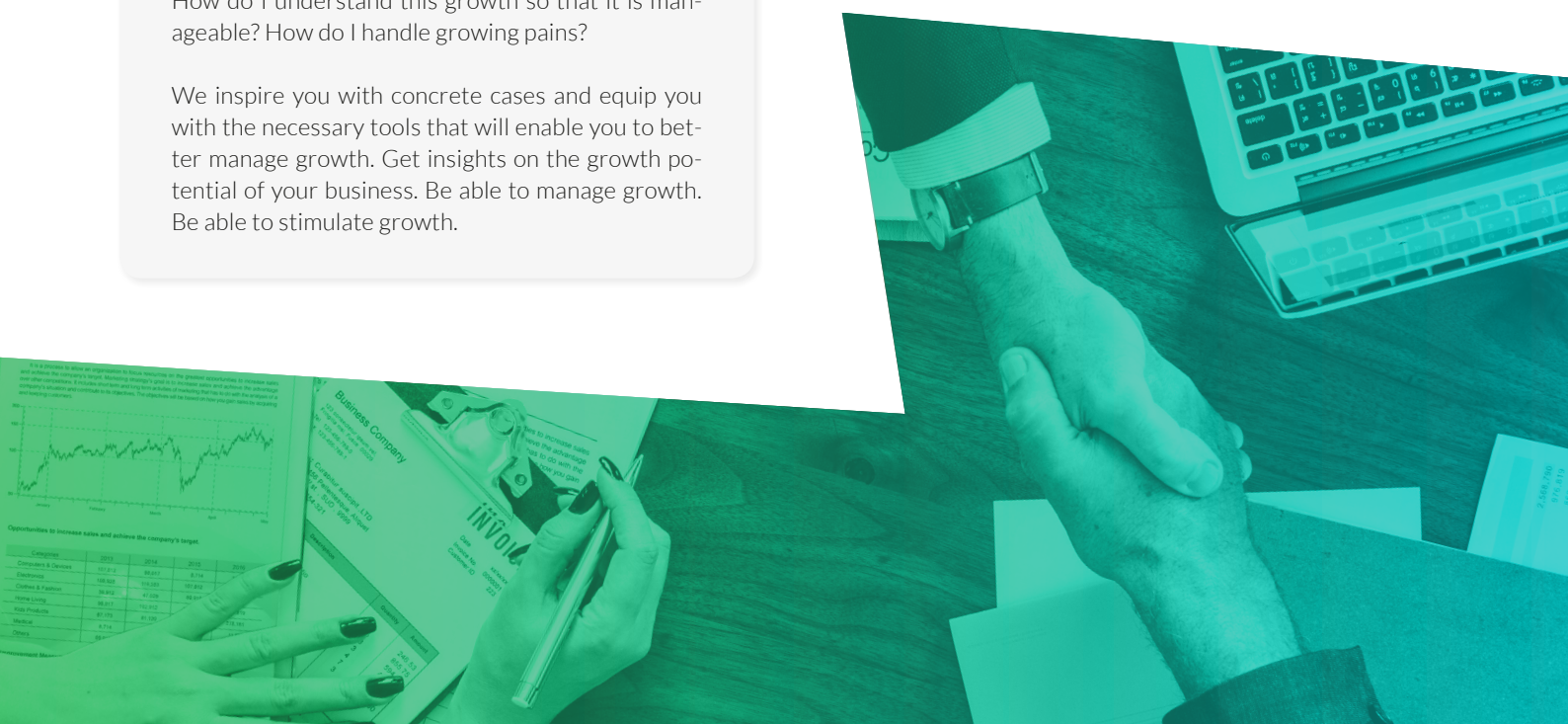
How can I grow my enterprise in a sustainable way? How do I understand this growth so that it is manageable? How do I handle growing pains?

We inspire you with concrete cases and equip you with the necessary tools that will enable you to better manage growth. Get insights on the growth potential of your business. Be able to manage growth. Be able to stimulate growth.

aws

Amazon Web Services  
Business Ambition

Grew from online book business to cloud computing which now generates 90% of the company's profit.



## MISSION 2

25 OCTOBER

### Customer Discovery

**Goal:**

Define Your customer to estimate the future market.

**Task:**

Change your perspective and learn to think like Your customer. Identify the size of the market.

**Experiment:**

How to make low budget global market research with digital tools and data.

On average, SMEs are losing 1.4 million euros each year by deluding themselves into thinking they know their customers. Knowing and understanding customer needs should be at the centre of every successful business.

By taking a customer centric approach and relying on the market evidence, one can use it to their profitable advantage and become exceptionally successful. By the end of the mission You will be equipped with necessary tools and market research and as a result know how to create products that customers really want.



**Stitch Fix**

Product Value

Personalized shopping service and subscription by combining customer needs data & AI.



**Hemnet**

Customer Discovery

Used data from customer search patterns to design the ideal houses.

## MISSION 3

8 NOVEMBER

### Product Value

**Goal:**

Define the 10X value for your product or service.

**Task:**

Design and launch digital landing page.

**Experiment:**

Enter to a new market with digital tools and low budget

You can increase your product's value by 10X. Quality and performance are the only two options. We demonstrate 32 value elements which help companies to increase their product value.

You will invent a scalable product with digital features. The new product value will be digitally tested in international markets. Before developing the actual product or service, You will build your international customer base.





## MISSION 4

22 NOVEMBER

### Business Model Innovation

**Goal:**

Define how to increase the commercialization potential of a product or service.

**Task:**

Design Your new business model.

**Experiment:**

Test Your business model scalability in international markets

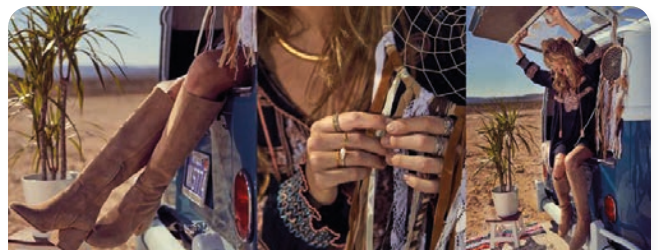
Established companies have to find new and innovative business models to compete against growing competition and rapidly changing environment. To achieve Your 100 MEUR goal, we will transform Your business model through 9 innovative building blocks. Through digitalizations, Your new business model will be more scalable and profitable.



**Birchbox**

Business Model Innovation

A monthly cosmetics subscription has transformed the way we buy beauty products.



**Zappos**

Execution & Culture

Created an organizational culture where innovation and new ideas are welcomed.



**Rent the Runway**

Prototyping

Launched from a dorm room while A/B testing on students. Offers designer clothing and jewelry rental.



**Eatsa**

Business Model Innovation

A fully automated restaurant service that requires no human interaction.

## MISSION 5

6 DECEMBER

### Execution & Culture

**Goal:**

How to continue Your innovation practice within Your company.

**Task:**

Design a clear action plan for the next 100 days

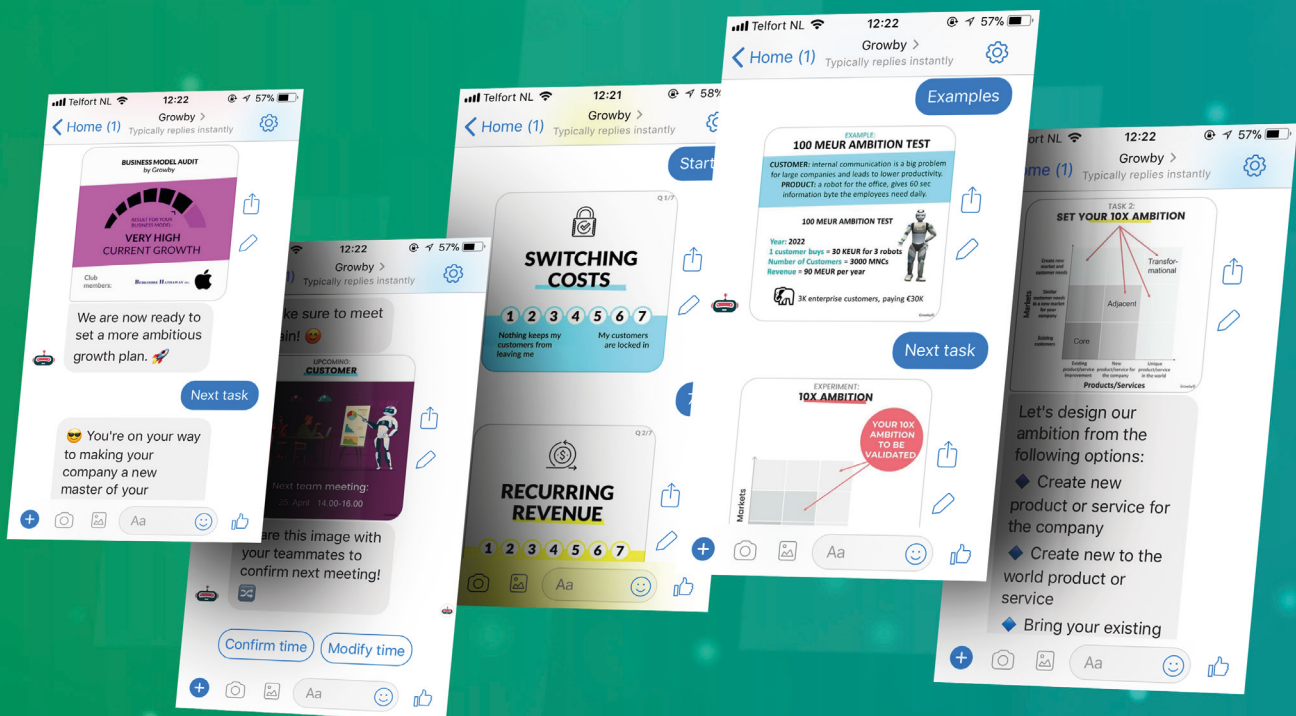
**Experiment:**

Development sprints

To succeed in the long-term, companies need to have a clear strategy and action plan. We will design a 100-day roadmap to apply Your new business ambition in real life settings. A key to success here lies in the ability to enforce innovation within Your company. This mission teaches You how to build a innovation culture and together as a team work towards Your new ambition.

# Growby - Personal Robot Mentor

Growby - a personal AI companion for each participant. Growby helps You to pace the program by communicating the tasks, deadlines, recommendations and feedback. Growby is built on the Facebook Messenger platform and is integrated with the digital platform.



# What makes the accelerator unique?

Our program takes You through the real-life process of building a startup from concept to launch and gives You the know-how to make it happen. But there is much more:



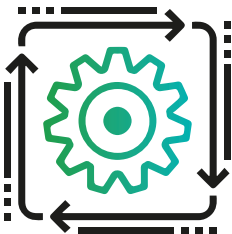
## EIA Digital Feedback Platform

The digital platform provides a collaborative design space for the participants to develop their new business ambitions on. The platform incorporates the program information, canvases and feedback to one digital channel.



## Experienced Silicon Valley Mentors

Our mentors are experts from Silicon Valley and Europe and they specialize in innovation in various contexts. All experts have a long-term practical experience in applying the innovation techniques discussed in the training. Your mentors are hand picked according to the profile of Your company.



## Program Methodology

The program methodology which consists of 5 innovation missions is designed together with people from top entrepreneurial universities and companies - Stanford University, UC Berkeley and Google.





## Who is this for?

Middle and senior level managers in medium-sized companies. People working with innovation, business development, marketing and other strategic areas.

Anyone interested in accelerating their organisation's growth.



## Selection and Application Process

12 companies are invited to form 3-member teams and participate face-to-face workshops and mentoring sessions over a 3-month period. At least one team member should be from executive level - Owner, CEO, CFO, CMO in order to make sure the program has a real impact on your company.



# Over 200+ Alumni

wink

OPUS

CelsiusHealthcare

flowit

VERST

SEB

NORDNET  
LOGISTICS

hansacandle  
for atmosphere

Avokaado®

esplan

omniva

NOVARC

IDEA  
GROUP

INNOPOLIS  
Engineering

CREDITINFO

Free Flow Studio  
www.freeflowstudio.eu

MRPeasy

FRONTIER  
HOCKEY

ABERG EXPRESS

KLICK

DSV  
Global Transport and Logistics

ADM interactive





A background image showing two men in a meeting. On the left, a man with glasses and a checkered shirt is holding a pen and looking at a tablet. On the right, a man in a grey blazer is smiling. The image has a green overlay.

## About European Innovation Academy

European Innovation Academy has become a recognized leader in tech entrepreneurship education. Our non-profit, educational programs are developed through joint partnerships with professionals from the world's top institutions; to include Stanford University, U.C. Berkeley, and Google.

[www.inacademy.eu](http://www.inacademy.eu)

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