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UNIVERSEH Startech Call for participation

4th - 8th October 2021
Toulouse, France

Objective of the UNIVERSEH Startech

The Startech program has been launched by WSL in Belgium in 2012, with the original idea to inspire and support students from engineering schools to test and grow their entrepreneurial skills. Josiane Mothe coordinator of the European project FabSpace 2.0, has successfully transferred the Startech program for Earth Observation data-driven applications in 2019. Today, she is implementing the program with a new consortium as the UNIVERSEH Startech.

The Startech module aims at coaching students towards the spirit of innovation. Students are put in a leadership position where they have to act as a project manager to make their ideas a marketable prototype/product/project. All through the training, they develop a set of skills that are crucial when developing new projects, new research directions or a new company.

The Startech is based on creativity methods. The students define projects and form groups that will last through the programme. Sessions are then organized in which business coaches are available. Between the sessions, online lectures, business development objectives, or/and on-the-field assignments are provided, students will expand this idea to reach a marketable prototype/project.

Methodology

In groups, students choose an idea (e.g. a new application that uses Earth observation data to help monitoring the gas pollution in the seas). The students receive lectures on the different steps: creativity, business models, canvas, lean start up, IP, presentation, etc. There are 8 coaching sessions in total. The sessions are collective (peer-learning) and face-to-face in Toulouse and allow the exchange of experiences between the groups of students and the coaches. Courses on specific



concepts and important phases of the idea/product/project development are provided using both videos and presentations. These courses are commented and the groups of students are coached to apply what they have just learned on their project. Throughout the process, students are accompanied by teachers and by several experts. At the end of the training, the students pitch their project in front of a jury.

Training schedule

Day 1: <ul style="list-style-type: none"> - Welcome - Game for team building - knowing each other - Program presentation and round table - Idealisation - Value proposition - Market and customer segments 	Day 2: <ul style="list-style-type: none"> - Preparing interviews - Interviews with customers and experts - Market size - Minimum viable product - Presentations
Day 3: <ul style="list-style-type: none"> - Networking activities - Personal career project - Meeting start-ups - Discussion with experts & researchers 	Day 4: <ul style="list-style-type: none"> - Channels - Customer relationships - Revenue models - Presentation of the work
Day 5: <ul style="list-style-type: none"> - Partners - Resources, activities and costs - Pitching - Discussion & Conclusions - Evaluation 	

Application guideline and criteria

In order to apply for the participation to the UNIVERSEH Startech, please prepare the following documents, which should be sent to Josiane Mothe (e-mail: Josiane.Mothe@irit.fr) **by 4/09/2021**; email subject "Universeh – Application to Startech program 2021".

Your application should contain the following:

Identity of the candidate:

1. Name
2. Gender (F/M/prefer not to say)
3. Age
4. Country of origin / country of study
5. Address
6. Level and Field of study

One page presentation outlining your interest and how this program meets your goals:

- Why are you interested in attending this program?



- How this program is related to your main area of expertise or how it complements it?
- What are the topics you are mostly interested in through this course?
- (If applicable) how might your project lead to a change in gender representations?
- If any, please detail your previous experience of similar programs

A short (2 min.) application video (please use renater filesender service

<https://filesender.renater.fr/>) :

Applicants are invited to prepare a short video (2 minutes) that focuses on their research project and their understanding of the UNIVERSEH Stratech program they apply to. Applicants are suggested to respect the following scheme:

- Presentation of yourself
- Presentation of the work performed during your studies and of your professional project
- How will the UNIVERSEH Stratech program help address your needs and achieve your goals?

This video will be made available strictly only to the jury for application selection.

Annexes:

Please attach the following documents to your application file (a single pdf file ; renater filesender)

- a curriculum vitae
- a photocopy of the student card

Selection criteria

Successful applicants will:

- be students from one of the partners Universities
- have a professional project related to the field of -using- Earth Observation or space;
- meet the requirement for successful completion of the application;
- have an adequate background
- show capacity for openness and curiosity contributing to the training program;
- be able to put the training program in perspective with their future career

The following criteria will be evaluated by the selection committee:

- age
- domain of study
- year of study
- country of study
- university of origin,
- motivation to follow the course

The Selection Committee will use the following grid to perform the selection

Criteria	Relative weight for ranking
Applicant's profile	30%
Motivation and professional project	40%
Video on the professional project	30%



Participation and ECTS

There is no fee to participate to the UNIVERSEH Startech program.

A certificate of attendance will be provided, stating the total number of hours in case you wish to transfer into ECTS.

Venue, accommodation and scholarships

The UNIVERSEH Startech is planned to take place between the 4th and 8th of October in Toulouse, France, being hosted by the Université de Toulouse (UT).

Participants will be accommodated in residences at reasonable prices (approx. 50 euros per night)¹. The participants can make their own arrangements for the accommodation within the hotels in Toulouse although we think networking would be enhanced otherwise. We are also looking for large apartment that could host an entire working group (4-5 students).

There is no fees associated to the school. A certificate of attendance will be provided as well as marks, so that students may get CREDIT (students will have to check by them-selves through their university and main program training responsible).

COVID-19

The UNIVERSEH Startech program will be organized face-to-face, if the pandemic situation will allow. In case that the travel is not allowed because of COVID-19, it will be organized in a online (remote) for the participants using the e-learning platform of UT.

Contacts

Local contact Univ. de Toulouse	UNIVERSEH Startech contact: Pr. Josiane Mothe Josiane.mothe@irit.fr www.irit.fr/~Josiane.Mothe
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¹ <https://www.citadines.com/fr/france/toulouse/citadines-wilson-toulouse/apartment.html>