

Information Session
19 January 2016, 4-5pm



Institute of Innovation & Entrepreneurship

ENTREPRENEURSHIP IMMERSION PROGRAMME



How can I experience the life of an entrepreneur before starting my own company?

SUCCESS

IDEA

INNOVATION

STRATEGY



Program Objective



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The EIP program has been designed to provide aspiring student entrepreneurs the opportunity to study a course on entrepreneurship while undergoing an internship in a start-up, providing practical and experiential learning on how to become an entrepreneur.

Program Structure

Program Details

- Internship with a Start-up
- Course of Study in Entrepreneurship

Duration

- Internship – 10 to 12 weeks
- Course – 40 hours
- From mid-May to early Aug 2016

Location & Program Partner

- North America, Georgia, Atlanta – Emory University
- Europe, Belgium – iMinds
- Europe, Switzerland – School of Management Fribourg

Location & Program Partner



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<http://www.emory.edu/home/index.html>

Emory University, recognized internationally for its outstanding liberal arts colleges, graduate and professional schools, and one of the leading healthcare systems in Southeast USA, is located on a beautiful, leafy campus in Atlanta, Georgia's historic Druid Hills suburb.

Emory is a progressive teaching, research and service university, comprised of nine major academic divisions and featuring numerous centers for research and advanced study, as well as a broad base of distinguished affiliates. Led by President James W. Wagner, the University has 11,300 students and 2,500 faculty members who represent all regions of the United States and more than 100 foreign nations.

Location & Program Partner



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<https://www.iminds.be/en>

iMinds is Flanders' digital research center.

With over 850+ researchers at 5 Flemish universities, they conduct strategic and applied research in areas such as ICT, Media and Health.

iMinds translate digital know-how into real-life products and services together with their research partners.

Additionally iMinds also supports young entrepreneurs and start-ups in the successful market introduction of their ideas.

Location & Program Partner



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<http://www.heg-fr.ch/EN/School-of-Management/Our-School/Pages/Vision.aspx>

Our goals are to become one of Europe's references in developing and offering internationally acknowledged programs on all levels of life-long learning, with special emphasis on the domains of innovation and entrepreneurship. Our ambition is to convert theory into actionable executive skills and we build upon a community of dedicated faculty and motivated students and an excellent track record of multi-disciplinary applied research.

The School of Management Fribourg pursues and fulfils the following goals:

- We are one of the best School of management in Switzerland and enjoy an international reputation.
- Our graduates are proof of a highly-developed entrepreneurial spirit and stand out due to their excellent operational competences.
- Our trilingual approach to everyday studies sets us apart from other management schools.
- Our partners value our innovative strength.
- We are considered to be a forerunner in Switzerland in the areas of training an interdisciplinary research.
- Our graduates are highly sought by employers.

Program Details – Internship at Start-Up



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- **Internship** – applies to all programs
- **Period:** 10 – 12 Weeks
- **Start Up** – will be < 5years old
- **Internship Objective:**
 - Gain entrepreneurship experience by working at a start up
 - Get market insights into launching products in Europe/USA
 - Learn about Go To Market Strategies and Scaling the business
 - Network, Network, Network
 - Form groups, ideate and identify opportunities of your own

Program Details – Travel, Boarding & Lodging



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- **Program Start & End Date:** earliest start date 9th May 2016, latest end date 7th Aug 2016
- **Travel:** Participants **must travel and return in a group** to program locations
- **Ticket Bookings:** Tickets will be booked by IIE
- **Boarding & Lodging:** Will need to be managed by the students directly, however support in identifying these services will be provided by respective internship partners
- **Local Travel:** Will need to be managed by the participants

Eligibility Criteria



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Shortlisting of and interviewing participants by IIE

- Students must have shown a clear inclination to become an entrepreneur in the near term. These include
 - Attending IIE Seminars, Workshops and Training programs on Entrepreneurship
 - Attendance at Entrepreneur's Corner, Entrepreneur Lunch Talks, Distinguished Speaker Series and other IIE events
 - Participating in Technopreneurship Study missions
 - Taking the Technopreneurship track / Entrepreneurship track
 - Participating in the SMU Innovation Award Competition
- Students will need to **submit a statement of entrepreneurial intent** – indicating
 - Their motivation to become an entrepreneur
 - Steps they have taken in this regard
 - Ideas / Business Plans they are working on
 - How they expect the EIP to help them in their entrepreneurial journey
- **Students who are already in the midst of creating a start-up that address a regional / global opportunity will be receive a green-lane to the program**

Selection Criteria



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Matching & Acceptance by Company offering Internship

- Shortlisted students will be provided details of start-ups that are offering internship in their location and they will be allowed to pick one preferred start-up
- Profiles of all students for a particular location will be circulated to all the start-ups in that location
- Allocation preference will be as follows
 - Preference 1 – Perfect match between Start-up & student preference
 - Preference 2 – Based on start-ups requirement

EIP Completion Requirements



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The requirements for successfully completing the EIP and being eligible for the various grants that subsidize the program is as follows:

- Students must **travel together** to & from the EIP location as a part of the group
- Students must **attend all classes** that are a part of the Entrepreneurship Course being offered by the partner agency
- Students must undertake an **unbroken internship** at the start-up assigned to them
- Students must **submit a business plan** for an idea that can be launched in Singapore and / or in their EIP location
- Students must take their **idea to market** once they return to SMU
- Students will become **ambassadors for Entrepreneurship** and will commit to promoting various entrepreneurial programs amongst their cohort (min. commitment of 20hrs for the year)

Summary – What You Need to Participate



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- Submission of application by deadline
- Meet eligibility criteria
- Payment of student share of program costs
- Ensuring VISA readiness
- Managing accommodation (Support will be provided by the participating agency)
- Managing local transportation
- Active learning and participation in both course work as well as internship
- Submission of EIP report
- Coordinating and managing internship credit
- Start a company once they come back to Singapore
- Submission of claims at the end of EIP

Key Dates

- Submissions Open – Jan 19, 2016 (5pm)
- Submissions Close – Feb 2, 2016 (5pm)
- Interview Shortlist Announcement – Feb 5, 2016 (12pm)
- Interview Schedule – Feb 10 to 19, 2016
- Announcement of Final Shortlist – Feb 24, 2016 (12pm)
- Last date for Payment of Deposit by Shortlisted Participants – Mar 2, 2016 (5pm)
- Matching with Start up Companies – Mar 7 to Mar 31, 2016
- Visa Ready – Mar 31, 2016
- Ticket Booking – Mar 31, 2016
- Coordination for identifying & finalizing boarding & lodging – April 1 to April 29, 2016
- Pre-travel briefing – May 3, 2016
- Leave for respective locations – May 7, 2016
- Program earliest start date – May 9, 2016
- Program latest end date – August 5, 2016
- Post-trip debrief session – August 12, 2016
- Report submission – August 22, 2016
- Claims Submission – August 29, 2016

Key Resources



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- For more information and application submission, please visit IIE website:
<http://iie.smu.edu.sg/entrepreneurship-immersion-program>
- E-mail for correspondence: eip@smu.edu.sg
- Application form for download:
http://iie.smu.edu.sg/sites/iie.smu.edu.sg/files/EIP_Application_Form2016.pdf
- All submissions including supporting documents will have to be attached in the form of a single pdf
- File naming conventions to be followed as follows: **FullName_School_Year_EIP2016.pdf**

Q & A