

STARTUP EUROPE COMES TO THE UNIVERSITIES 2018

www.startupeuropeuniversities.eu

SUMMARY

ABOUT SEUN: EUROPEAN COMMUNITY OF UNIVERSITIES AND BUSINESS/SCIENTIFIC PARKS WITH AN ENTREPRENEURSHIP PERSPECTIVE

We aim to:

- Improve university entrepreneurial programmes by understanding what is already available and what works.
- Stimulate knowledge transfer with regular online and offline events.
- Generate new collaboration/project/research opportunities.
- Inform about new funding opportunities and stimulate new connections between entrepreneurs.
- Connect universities to the wider startup and innovation ecosystem

ABOUT STARTUP EUROPE COMES TO THE UNIVERSITIES - SEC2U 2018:

The SEC2U is an initiative to showcase the commitment of European universities to create a strong culture of entrepreneurship and innovation across the university community.

Events Agenda + Guest Speakers

During the week of 10th - 14th of December a lot of universities across Europe will organize events in the context of SEC2U 2018. Each university can organize one or more events during the week. There is no specific duration or size of the event set but we suggest running a small (40-70 participants) event for about 2-3 hours that is highly focused on the objectives of SEC2U.

To achieve the objectives of the initiative there are some mandatory elements to be accomplished:

- Event is free of charge for the participants.
- Focused on the regional/local level.
- Start the event with a brief contextualization of the event as a part of SEC2U promoted by SEUN supported by the European Commission.
- Include one or more presentations of representatives of local universities in charge of entrepreneurship, innovation and knowledge transfer, as well as local government representatives to present the local opportunities and support for businesses.
- Include an example of local success stories (startups, spinoffs, researches working in companies...) and, if possible, to present a case of failure as a way of learning.
- Allow time for networking and to make contacts among participants.

Sign up: <http://startupeuropeuniversities.eu/sec2u-2018-join-us/>

Below you can find an **example** of an event agenda:

- Startup Europe/SEUN/SEC2U 2018 presentation - 15'
- Local universities/existing support/local strategies and global trends/authorities/ecosystem players - 45'
 - Resources and knowledge available for prospective entrepreneurs
 - Local opportunities for startups and spinoffs
- Success case - 15'
- Panel and open discussion / entrepreneurs, researchers, companies - 45'
- Networking event (cocktail...)

SEC2U won't be able to provide extensive support in recruiting speakers for events or to cover their travel expenses.

Local Sponsorship

To support the event organization you can recruit local sponsors to:

- Provide venue and or technical facilities
- Support the communication and promotion of your event
- Provide financial or in-kind coverage for the networking event (cocktail, coffee break, etc.)

Agreements with local sponsors have to be taken directly among the local sponsors and the local SEC2U co-organisers.

The direct agreement for sponsorships will allow:

- Possibility for the sponsor to distribute promotional material at the event (e.g. flyers)
- Add the sponsor logo in customized promotional material for SEC2U that will be produced directly by the local organizers.

The direct agreement for sponsorships do not bind SEC2U to add the logo on the SEUN website and to mention the sponsor in the online promotional campaign or in the official general press releases.

Resources for co-organizers

Branding & Marketing Materials including Press Releases:

https://drive.google.com/drive/u/1/folders/1Q_Xk58N3IHUHiffiZvakqRi98t3n-EBK?ogsrc=32

Organizer Checklist: <https://drive.google.com/open?id=1OxSP7Q6zlr8rKW6x6mjkMEVcOpxqOVWA>

Do before 1st of November:

- Check organizers guidelines: <https://drive.google.com/open?id=183cXOM3Jn0s3O1I3-5VBkjzMrIjRgo51>
- Send event information to tomasroman@usal.es and pabloernestomartin@gmail.com– time, date, venue, speakers, event agenda/summary
- Invite other universities to attend -
https://drive.google.com/open?id=1OwCNWFhCDTImaWhG_IARK2Gcb2MBwT7X

Do before 12th of November:

- Send press release, **on the 12th of November**, to your local media (university media,

newspapers, tv, etc.) find the press release -

https://drive.google.com/drive/u/1/folders/1Q_Xk58N3IHUHiffIZvakqRi98t3n-EBK?ogsrc=32

- Send postal address, name and contact number to tomasroman@usal.es and pabloernestomartin@gmail.com for flyers.
- Update your Eventbrite event & invite people to attend https://drive.google.com/open?id=1OwCNWFhCDTImaWhG_IARK2Gcb2MBwT7X

Do before 22nd of November:

- Update new speakers etc. on the website – send info to tomasroman@usal.es and pabloernestomartin@gmail.com
- Update your Eventbrite event & invite people to attend https://drive.google.com/open?id=1OwCNWFhCDTImaWhG_IARK2Gcb2MBwT7X
- Promote the event online and offline

Do during / after event:

- Download and edit the presentation to be used at the start of your event: <https://drive.google.com/open?id=0B8Ao4iS-3J-VWVhRRUdUSDNjRWs>
- Attend launch event (online, details later)
- Post on twitter with #SEC2U , @SEUniversities and @StartUpEU
- Take note of the happenings and send us interesting stories
- Take photos and send to tomasroman@usal.es and pabloernestomartin@gmail.com
- Send press release, **on the 16 of December**, to your local media (university media, newspapers, tv, etc.). You will get the press release from the SEUN team a couple of days before -

ABOUT SEC2U 2017

SEC2U 2017 took place in the week of 23rd to 29th of October and 27 universities from 13 EU countries took part in the initiative with approximately 2000 people in attendance. This initiative aimed at fostering collaboration and achieving a massive impact all over Europe.

Universities participating in SEC2U 2017 initiative:

Belgium: Startup Europe – European Commission

Spain: University of Salamanca, Technical University of Cartagena, University of Granada, University of the Basque Country, University of Extremadura, University of Almeria, University of León.

United Kingdom: Ravensbourne, University of Sheffield, GSM London.

Ireland: Dublin City University, NUI Galway

Portugal: NOVA University of Lisbon, University of Lisbon - Faculty of Sciences

Cyprus: European University Cyprus

Greece: Technological Educational Institute of Western Greece, Athens University of Economics and Business

Romania: University Politehnica of Bucharest Ovidius University of Constanta

Stefan cel Mare University

Albania: European University of Tirana

Italy: Polytechnic University of Milan (Creative Industries Lab), Roma Tre University - Department of Engineering

Austria: WU - Vienna University of Economics and Business

Website:

www.startupeuropeuniversities.eu

Social Media

Twitter:

<https://twitter.com/SEUniversities>

#SEC2U

@SEUniversities

@StartUpEU

Facebook:

<http://fb.me/SEUniversities>