

LEADERS FOR THE FUTURE

4th INTERNATIONAL WEEK ^{1-5 JUN'15}
POLYTECHNIC INSTITUTE OF VIANA DO CASTELO



Instituto Politécnico de Viana do Castelo

Escola Superior
de Ciências Empresariais



INTRODUCTION

- The Business School of Polytechnic Institute of Viana do Castelo is located at Valença, Portugal.
- Valença is a small town (less than 14 000 inhabitants) near the border that lives essentially on the tertiary sector (70% of the population)
- To contribute to the economic development of the region and to stimulate young graduates to create new ventures, in recent years, the school developed a new entrepreneur program

WHAT IS IT?

- Innovative entrepreneurship project in Higher Education in Portugal
- Develop and promote the entrepreneurial skills of our students
- All students are encouraged to think about a business idea and to develop a business plan during their undergraduate course with the help of their different professors
- This process takes three years to be completed
- At the end, they have not only the knowledge and the skills to initiate a new business but also the intention to do so.

WHY?

- The entrepreneurship topic is identified as a switch gear to enhance the economic growth and as an important driver for the society transformation
- Entrepreneurship education increase individual self-reported intentions to begin a business
- Poor economical environment of the region
- Region with a high level of unemployment
 - 15% in 2012 (Beginning year of this project)

HOW IT WORKS?

- Each student has to identify a business opportunity and develop the business idea within a individual project during their undergraduate course.
- Develop a Business Plan
- Develop a Marketing Plan
- Included in the assessment of different subjects
- Pitch presentations to stakeholders and experts
- In the last semester of the course, chosen projects will go to the facilities of our Business Incubator

GOAL → INCUBATION

- Presentation of the project to potential investors and financiers
- Incubation of the business at our new facilities with technical and logistical support of different experts and stakeholders

EEPA AWARDS 2014



European
Enterprise Promotion
Awards

- European Enterprise Promotion Awards 2014
 - National Award in “Investing in Entrepreneurial Skills”



INTERNATIONAL YOUNG ENTREPRENEURS MEETING



- Pioneering collaborative work between students (+200) from our Business School and two Spanish Higher Education Institutions of Galiza
- Its ultimate goal is the increase of entrepreneurship in the three institutions and also the growing of the international collaboration between the two countries
- Opportunity to students to listen to successful stories and advices from businesspeople and academics

INTERNATIONAL YOUNG ENTREPRENEURS MEETING

- Workshops and conferences related to innovation and entrepreneurship
- Pitch presentations to experts and stakeholders
- Poster sessions related to the entrepreneurship field such as successful cases, financing of new ideas or entrepreneur experiences
- 2 editions:
 - Santiago de Compostela (Spain) – March 2014
 - La Coruña (Spain) – March 2015

1ST INTERNATIONAL YOUNG ENTREPRENEURS MEETING



IPVC 2014

2ND INTERNATIONAL YOUNG ENTREPRENEURS MEETING



INTERNATIONAL YOUNG ENTREPRENEURS MEETING



**1.º ENCONTRO
INTERNACIONAL
DE JOVENS
EMPREENDEDORES**

21 MARÇO 2011

Santiago de
Compostela

e pretendeu fomentar a partilha das ideias de negócios dos alunos que integram o projeto com estudantes de Santiago.

RESULTS

- More than 100 projects under development
- 10 startup projects/companies ready to incubate in September 2015
- Business Incubator
 - New facilities in 2015



