This is an invitation to participate in an INNOVATION PROJECT with students from ESADE Business School Master of Science in Innovation and Entrepreneurship & Universitat Politècnica de Catalunya (UPC) M.Sc. In Telecommunication, Electronics and Informatics Engineering
Internship Innovation Project (I2P) is a master level course where student teams tackle a challenge presented by an organization.
THE COURSE IN A NUTSHELL

• A challenge-based course, running from **February-May 2018 (6 ECTS)**
• Organizations launch an innovation challenge to student teams.
• Teams **design, develop and test alternative solutions** to the challenge by
  o **exploring possibilities for new products and services and finding ways to significantly improve existing products and services.**
  o **creating a deeper understanding of customers in a certain area of your business.**
  o **developing the concepts to a level that they can be initially tested with potential customers, and running first tests.**
• Each company has **two 8-people student teams working on the challenge** (total of 16 M.Sc. students), supervised by an academic coach.
• The course is a collaboration between ESADE, UPC FIB & Telecom).
  • ESADE: Master in Innovation and Entrepreneurship
  • UPC: Master in Innovation and Research in Informatics, Master in Artificial Intelligence and Master & Telecom school
OUTCOMES FOR THE ORGANIZATION LAUNCHING A CHALLENGE

1. A set of proposed solutions to the challenge

2. Prototypes developed and tested during the project

3. Documentation of the process observations and insights from testing ideas and interacting with potential customers/stakeholders related to the challenge

4. Final report and presentation of the project
I2P PROJECT TIME LINE

Understand:
- Understand ends in insights
  - Empathy

Create:
- Create ends in ideas
  - Define
  - Ideate

Deliver:
- Delivery ends in reality
  - Prototype
  - Test

February:
- Course kick-off intensive week 19-23/2
- Project Manager training

March:
- Coaching session 2 21/3
- Coaching session 1 7/3

April:
- Coaching session 3 TBD
- Mid-term intensive week 9-13/4

May:
- Final presentation TBD 28/5-1/6
Previous year (2016-2017, spring semester) challenges:

**Challenge 1: Agriculture. Suez.** Exploration and assessment of opportunities for new services offer to manage ecological agriculture

**Challenge 2: Retail. Carrefour.** We want to avoid customers having to go through a current check out process (avoiding queues)

**Challenge 3: Health. Gabro Pharma.** How a mobile app can encourage COPD¹ patients to do physical exercise to get a better quality life and how doctors can monitor it

**Challenge 4: Travel. Vueling.** Enhance the customer experience for Europe’s short and medium-range flights, throughout the journey: considering both in-airport and in-flight experience

**Challenge 5: Cash. Glory.** What is the future of Cash? What's the future of Branch Banking?
FOR MORE INFORMATION

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Video with testimonials of previous year I2P edition:

http://www.esade.edu/management/eng/programes/master-entrepreneurship/i2p