

***This is an invitation to participate in an***  
**INNOVATION PROJECT**

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***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*



A group of students is gathered around a table, focused on a project. One student in the foreground is writing on a piece of paper. Another student is looking at a white, 3D-printed or constructed model of a structure. The table is cluttered with papers, pens, and other materials. The background shows other people in a workshop or classroom setting. A large, semi-transparent white 'X' watermark is overlaid on the center of the image.

Internship Innovation Project (I2P) is a master level course where **student teams tackle a challenge** presented by an organization.



City of Helsinki



TELEVISIÓ DE CATALUNYA

NOKIA



abertis telecom



Grupo Planeta

abbvie

Corporació Parc Taulí



Liikenne- ja viestintäministeriö

BBVA



Collaborating organizations in 2013, 2014, 2015, 2016, 2017

# 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
  - *exploring possibilities for **new products and services** and finding ways to significantly improve existing products and services.*
  - *creating **a deeper understanding of customers** in a certain area of your business.*
  - *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.

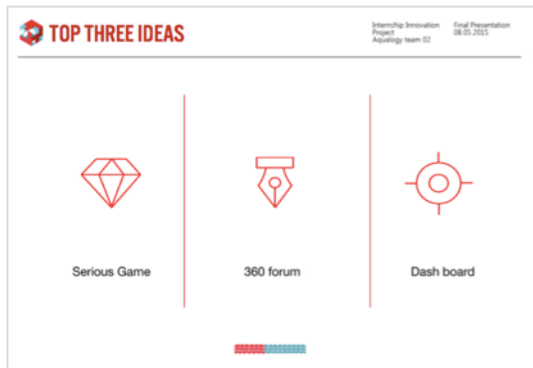
Prototypes developed and tested during the project

3.

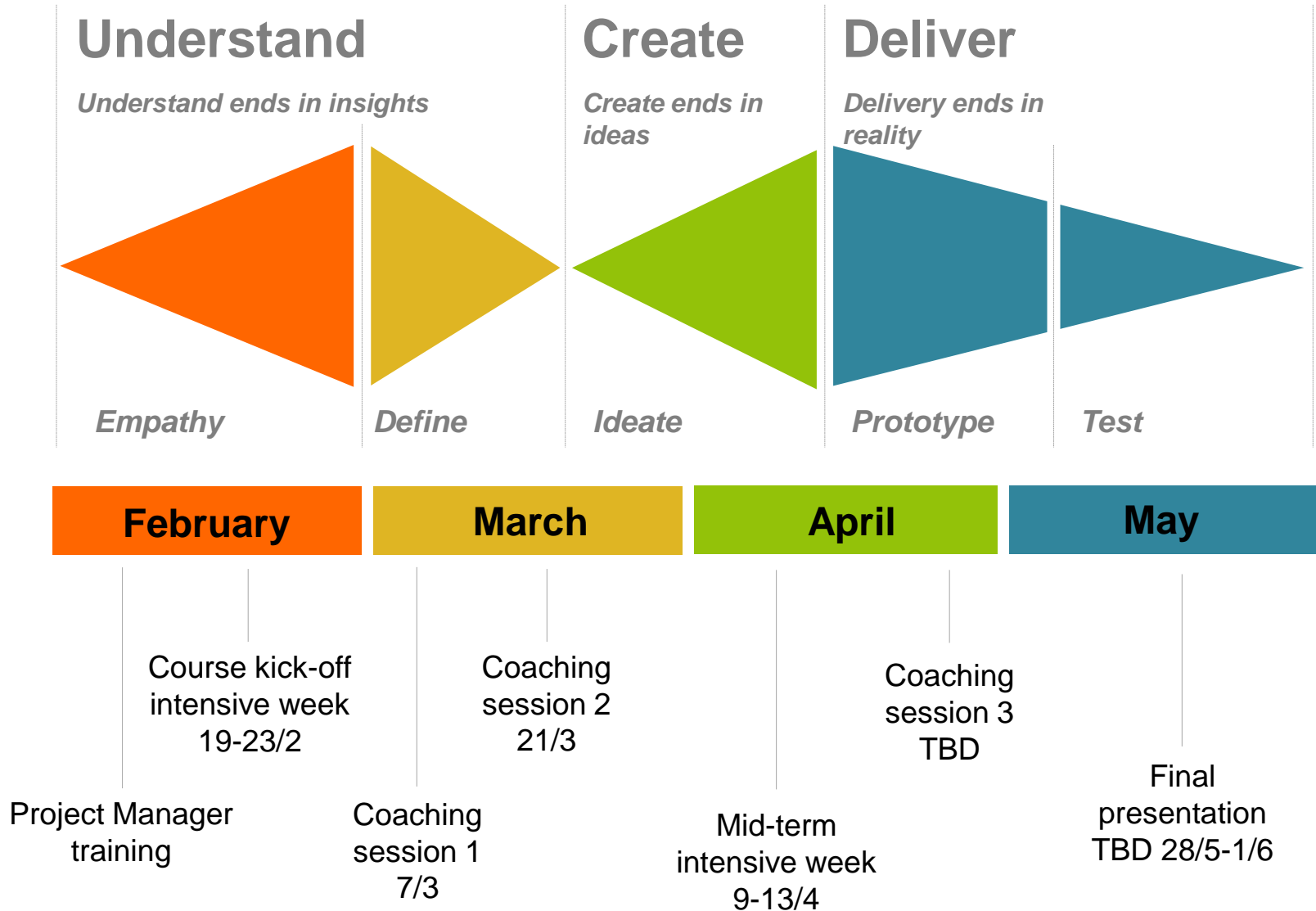
Documentation of the process  
*observations and insights from testing ideas and interacting with potential customers/stakeholders related to the challenge*

4.

Final report and presentation of the project



# I2P PROJECT TIME LINE



## 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 COPD<sup>1</sup> 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

please contact Albert Cabellos

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Video with testimonials of previous year I2P edition:

<http://www.esade.edu/management/eng/programmes/master-entrepreneurship/i2p>