



2nd InnEO Startech

Call for participation

30th May to 03rd June 2022

Online



**Universitatea
Transilvania
din Braşov**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement n° 101006275.

Objective of the InnEO Startech

The InnEO Startech module aims at coaching PhD students towards the spirit of innovation by putting them in a leadership position where they will have to act as a project manager to make one of their ideas a marketable prototype/product/project. Students will be put in the shoes of an entrepreneur and will develop skills that are useful when developing new projects, new research directions, new applications, or new companies.

Methodology

In groups, students choose an idea (e.g. a new application that uses Earth observation data to help monitoring the gas pollution in the seas). The students receive lectures on the different steps: creativity, business models, canvas, lean start up, IP, presentation, etc. There are 8 coaching sessions in total. The sessions are collective (peer-learning) and face-to-face in Toulouse and allow the exchange of experiences between the groups of students and the coaches. Courses on specific concepts and important phases of the idea/product/project development are provided using both videos and presentations. These courses are commented, and the groups of students are coached to apply what they have just learned on their project. Throughout the process, students are accompanied by teachers and by several experts. At the end of the training, the students pitch their project in front of a jury.

Application guidelines and criteria

To apply for the participation to the InnEO Startech, please prepare the following documents, which should be sent by email to fabspace.candidature@irit.fr by April 15th, 2022.

Identity of the candidate:

Name
Gender (optional)
Age
Country of origin / country of study
Address
Field and year of study

One page presentation outlining your interest and how the Startech meets your goals:

- Why are you interested in attending the Startech?
- How the Startech is related to your main area of expertise?
- What are the topics you are mostly interested in through this course?
- (If applicable) how might your project lead to a change in gender representations?
- If any, please detail your previous experience of similar training

A short (2 min.) application video:

Applicants are invited to prepare a short video (2 minutes) that focuses on their research project and their understanding of the InnEO Startech 2021 training program they apply to. Applicants are suggested to respect the following scheme:

- Presentation of yourself
- Presentation of the work performed during your studies and of your professional project

- How will the Startech help address your needs and achieve your goals?

This video will be made available strictly only to the jury for application selection. If you are selected, you will have the opportunity to make it available on our alumni network.

Annexes:

Please attach the following documents to your application file

- a short curriculum vitae
- a photocopy of the student card

Selection criteria

Successful applicants will:

- be in the process of completing a PhD in any field or be young researchers.
- meet the requirement for successful completion of the application;
- show capacity for openness and curiosity contributing to the startech program.
- be able to put the Startech training in perspective with their future career.

The following criteria will be evaluated by the selection committee:

- Age
- Domain of study
- Year of study
- Country of study
- Country of origin,
- Data user knowledge
- Motivation to follow the course

The Selection Committee will use the following grid to perform the selection:

| Criteria | Relative weight for ranking |
|-------------------------------------|-----------------------------|
| Applicant's profile | 30% |
| Motivation and professional project | 40% |
| Video on the research project | 30% |

Participation

Participation to the InnEO Startech is for free.

ECTS

A certificate of attendance will be provided, stating the total number of hours in case you wish to transfer into ECTS.

Venue

The 2nd InnEO Startech will take place online on InnEO e-learning platform <https://www.space-academy.it/start> and zoom. There is also the possibility to follow the training in physical at INSPE – St-Agne, Toulouse France.

Startech programme overview

| | |
|--------------|--|
| Day 1 | <ul style="list-style-type: none">• Welcome• Game for team building – knowing each other• Program presentation and round table• Idealization• Value proposition• Market and customer segments |
| Day 2 | <ul style="list-style-type: none">• Preparing interviews• Interviews with customers and experts• Market size• Minimum viable product• Presentations |
| Day 3 | <ul style="list-style-type: none">• Networking activities• Personal career project• Meeting start-ups• Discussion with experts & researchers |
| Day 4 | <ul style="list-style-type: none">• Channels• Customer relationships• Revenue models• Presentation of the work |
| Day 5 | <ul style="list-style-type: none">• Partners• Resources, activities, and costs• Pitching• Discussion & Conclusions• Evaluation |

Lecturers' biographies



Prof. Josiane Mothe is full professor in computer science since 2002 at the CNRS IRIT lab. She is a specialist in information retrieval, data mining, big data and applied machine learning. She teaches these topics mainly at the master level at Université de Toulouse where she is part of the INSPE. She obtained accreditation to direct research in 2000 and 20 PhD students were or still are under her supervision. From 2012 to 2015, she led the Information Retrieval – Exploration and visualization team of the IRIT lab (25 permanent and 55 non-permanent members, mostly PhD students). She was responsible for the ANR CAAS (Contextual Analysis and Adaptive Search) project which ended in 2014, and participated to 3 FP7 projects. She was the scientific manager for UPS-IRIT in the FREMIT federation (a collaboration between UPS-IRIT and IMT, the Toulouse research lab in mathematics) until 2013. Since 2020, she has been the co-publisher of the ACM SIGIR-Forum journal, after holding the editor-in-chief position for Europe and Africa at the Information Retrieval Journal, Springer (2004-2014). She acted as co-chair for CLEF 2015 and as program committee chair for CORIA 2018, CLEF 2018, ECIR 2020 (short papers). She is a program committee member of the leading national and international conference on that field (SIGIR, CIKM,

ECIR, CORIA). She has been taking part in various international evaluation challenges which aim at answering tasks given data and task guidelines in the field of information retrieval, and she was the co-organiser of two tasks, specifically ImageCLEF remote sensing data for population estimate. She led the FabSpace 2.0 (2016-19) H2020 European project which gathered 15 partners. She currently leads the InnEO Space PhD project (dec 2020-23) H2020 which gathers together 5 European partners, and she also participates in the UNIVERSEH, Erasmus+ project (2020-2023).



Colette Schenker works for the Catalyseur in Toulouse, a project launched in February 2015 and led by the Université Toulouse III Paul Sabatier that gathers l'INSA Toulouse, the association Science Animation, the Université Fédérale de Toulouse and the CROUS Toulouse Midi-Pyrénées. This public/private call for projects, managed by Caisse des Dépôts on behalf of the State, aimed to gather proposals for original initiatives to develop a culture of entrepreneurship and innovation among young people. Colette obtained a dual competence in engineering and innovation management in 2002 and has since worked in marketing and B to B sales of technical products and innovative solutions. She has also been involved for many years in local business clubs and associations.

Experts in various fields will also take part of the training (interview part).