



EIT Alumni Community Yearbook 2015



Contents

- EIT Alumni Community in review3
- EIT Alumni CONNECT 2015..... 4-5
- Connect, collaborate and innovate 6-7
- Secrets to success 8-9
- Welcome to the EIT Alumni Startup Days event! 10-11
- What happened when? 12-13
- Meet the teams..... 14-15
- EIT Alumni Startup Days winners! 16-18
- Get involved 19
- EIT Alumni Community in action..... 20-21
- About the EIT Community 22-23

EIT Alumni Community in review



2015 was a busy year for the EIT Alumni Community. Not only did the Community continue to grow, with more students taking part in EIT labelled courses than ever before, but there were a number of dedicated events for EIT students and alumni to attend.

One of these was the EIT Alumni CONNECT event in May, which built on the success of the first event in November 2013 (see pages 4-9 for more information).

Another was the ambitious EIT Alumni Startup Days event in November, which was held simultaneously in five European capital cities (see pages 10-18 for more information).

Then there was the launch of the EIT's two new KICs, EIT Health and EIT Raw Materials. While the new KICs won't welcome their first students until 2016, they promise an exciting future for the Community in terms of both expanding numbers and thematic expertise.

It's clear that the EIT Alumni Community is thriving and after such a successful year, there's little left to say but bring on 2016!

EIT Alumni CONNECT 2015

From 5-7 May 2015, the Budapest Congress Centre in Budapest, Hungary welcomed students, alumni, entrepreneurs, EIT Community members and the media to the EIT's inaugural flagship event: INNOVEIT.

INNOVEIT not only reflected on innovation in Europe and the work of the EIT, but also featured the EIT Stakeholder Forum, the EIT Awards, the EIT Roundtables – and the second EIT Alumni CONNECT event.

Open to EIT students and alumni, the EIT Alumni CONNECT event brought together over 100 young entrepreneurs from Climate-KIC, EIT Digital and KIC InnoEnergy and invited them to network, collaborate and, most importantly, *innovate*.



Connections



As the name suggests, a key element of the event was making connections. Innovating with fellow students and alumni from different KICs. Networking to find potential partners for the future. These collaborations produced a number of cutting-edge ideas that you can read more about in the following pages.



Sharing knowledge



INNOVEIT as a whole was bursting with inspirational speakers from top companies such as TomTom and Siemens, and the EIT Alumni CONNECT event was no different. As well as the opportunity to learn from those who are already successful entrepreneurs, the students and alumni also benefited from sharing experiences and exchanging knowledge with each other.



Shaping the community



But the event wasn't only about making connections and sharing knowledge. It was also a chance for the students and alumni to share their thoughts on the future of the EIT Alumni Community and play an active role in its development.



Both INNOVEIT and the EIT Alumni CONNECT event are returning to Budapest at the end of April 2016. To find out more about what happened last year, and how to get involved this year, all you need to do is read on...

Connect, collaborate and innovate



During the EIT Alumni CONNECT event, students and alumni were invited to form multidisciplinary teams in order to pitch ideas for innovative new products and services. The activity gave them a chance to collaborate with their peers from across the KICs, gaining the benefits of each others' experiences and areas of expertise, as well as making valuable connections for the future.

With 19 tables, there was no shortage of great ideas and the proposed projects included everything from a cross-KIC hackathon and EIT networking apps, to ICT consultancies and team internships. The EIT Alumni Community itself was a popular theme, providing a wealth of suggestions on how to develop the existing Community and effectively utilise its talents.



TABLE 2

Led by Germán Leiva, President of EIT Digital's Alumni Foundation, **Table 2** presented an EIT networking app, designed to help alumni connect with one another and find potential, like-minded partners for projects.

Table 13 proposed a second generation navigation system, which took not only distance but also fuel consumption and emissions into account when showing journeys.

Hosting multiple EIT 'hackathons' in different countries was the suggestion of **Table 6**. These sessions would foster entrepreneurial spirit within the EIT Alumni Community and be curated by the alumni themselves.



TABLE 6



TABLE 7

Table 7 proposed combining the efforts of the KICs to create an app with GPS and GIS info systems, to share food, clothes and potentially energy through a credit-based system.

Energy efficiency was the goal of Table 11, who wanted to offer a smart energy system for small communities, to bring them closer to an autonomous community that can manage their own energy.



TABLE 9

For Table 9, the issue was the separating of rubbish and trash in Europe. They wanted to utilise the EIT to create an ecosystem in the EU to help overcome the difficulties caused by the different regulations in each European country.



TABLE 19

Table 19's suggestion was to create a podcast to communicate with the world about the EIT's skills and start-ups. The podcast would feature interviews with top experts and be moderated by an award-winning anchor.

Table 17's idea was a 'home away from home' platform, which was run by local EIT Alumni Community representatives in countries across Europe, and provided information on local jobs/ internships, local cultural dos and don'ts, and business opportunities.

Table 10 aimed to use 'gamification', or gaming methods, to encourage connections through an online platform and offline.



TABLE 10

Secrets to success

Succeeding in business isn't easy. For every Bill Gates and Steve Jobs there are thousands of equally talented entrepreneurs who are still trying to make their mark. So why do some rise to the top while others struggle? Jeroen van der Veer, EIT Governing Board member, has the answer in the form of five key elements that he believes are essential for succeeding in business, either as an employee in a company or as a start-up.

1

Hard skills, soft skills and the big picture

It all starts with an individual's skillset, which can be broken down into three areas: 'hard skills', 'soft skills' and their understanding of 'the big picture'. Simply put, **hard skills** refer to what an individual learns at university or in a trade. **Soft skills** are elements such as the ability to communicate, behave appropriately and listen. The big picture is the **context**.

But it's about more than just possessing these skills to some degree – it's about having a healthy balance between them. And it's about being willing to work on the weakest of the three, because if you don't then that's the one that will let you down.



2

CCC and A

The four critical elements of any business are **concept**, **customers**, **capital** and **administration**.

Concept: Your concept should be explainable in a very short speech – an 'elevator pitch'. And it should be understandable. If it isn't then you haven't thought through what the essential point of the idea is well enough.

Customers: Having a great idea is not enough when it comes to trying to sell a product or service. If you don't have any idea who to sell your product or service to, if you don't have early contacts who can give feedback, then even the greatest idea won't lead to anything.

Capital: You need money to turn an idea into something tangible and to be able to survive. While this is sometimes difficult to secure, the EIT is perfectly placed to help.

Administration: A lot of young entrepreneurs and young enterprises fail because of a lack of good administration. Make sure you know how to do simple bookkeeping, and you know what price to sell your product at, or it could all go wrong.

3

Teamwork

Teams and **teamwork** are essential parts of succeeding in business. But while the skills and experience of team members is important, their attitude is just as crucial. The best teams are where people work for the team and sacrifice their own interests. There's no place for so-called 'rock star' behaviour, where team members are only looking out for themselves. People who treasure humility and modesty last much longer in the top jobs than those who only have their own interests at heart. So make sure that your team members are all invested in the project for the right reasons.



4

Leadership

Good leadership is all about moving from A to B, but with the next steps clearly in your mind. Bad leaders only have very generalised ideas about how to get from A to B and offer little guidance to their team members. Good leaders clearly indicate what their team members' roles are and how they will all contribute to the journey from A to B.

5

Potential pitfalls

Two of the most common reasons why young entrepreneurs fail are **inaccurate costings** and **misplaced optimism**. Many people start companies because they have an idea for a better version of a product or service that is already on the market in some form. The problem is that they are often very optimistic about the costs and while it ends up being a better product or service, it's also a more expensive one that isn't going to sell.

It's also important not to take positive feedback as a sale. If a potential customer says they like your product or service, it's nice to hear but you haven't made a sale. A product or service is only sold when you have the money in your bank.



Welcome to the EIT Alumni Startup Days event!



In November 2015, EIT students and alumni came together from across Europe and beyond to answer the challenge set by the EIT Alumni Startup Days event: to form a team, develop a start-up idea and pitch their business to a panel of expert judges, all in just 54 hours. It sounded like a daunting task, but these students and alumni showed why they're leading the charge for entrepreneurship and innovation in Europe by developing 30 inspiring start-ups with real potential for societal change.

Sustainability



Sustainability was the key word for the event – more specifically, using sustainable technology and approaches to change the world. Each of the 30 start-ups took this idea in a different intriguing direction leading to a variety of business ideas that ranged from a solar oven that bakes bread to a virtual reality drone for environment surveillance.



Cross-KIC collaboration



Not only did the event bring together participants from as far away as China, Venezuela and the USA, it also brought them together from across the KICs. Representatives from Climate-KIC, EIT Digital and KIC InnoEnergy combined their knowledge and expertise to form teams rich with talent and the different perspectives needed to create game-changing start-ups.

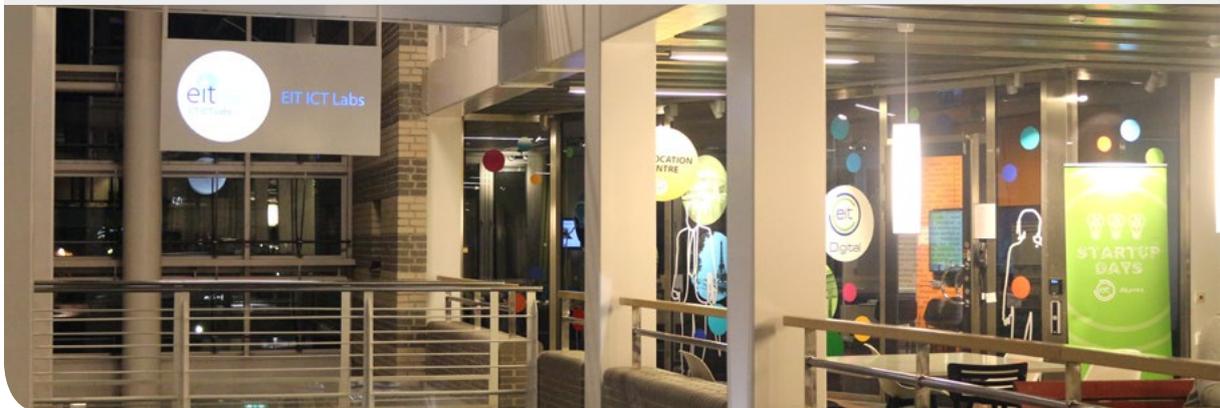


Five locations



It wasn't just one city or one venue that played host to the inaugural EIT Alumni Startup Days event. In fact, the event took place simultaneously in five European capitals: Amsterdam, Barcelona, Berlin, Paris and Stockholm.

- In **Amsterdam** the event was held at the headquarters of TomTom, one of the greatest European success stories of the last twenty years;
- **Barcelona** saw the event take place at the Impact Hub, a vibrant and active community dedicated to inspiration, idea exchange and connections;
- The Technical University of Berlin (TU Berlin), one of the largest and most prestigious research and education institutions in Germany, hosted the event in **Berlin**;
- **Paris's** venue was Agoranov, an incubator for innovative start-ups that was founded in 2000 by some of the top scientific institutions in France;
- While in **Stockholm** the participants were welcomed to Kista Science City, home of some of the world's foremost ICT and mobile communications companies.



Awards



To reward the start-up teams for their hard work and the high quality of their ideas, awards were given at each location. To find out who won these awards, and more about the event in general, simply turn over the page!



What happened when?

Friday 6 November 2015

17:30



The participants descended upon the five locations, registering for the event and making their first connections with fellow alumni and students. There was also food to be had for hungry travellers!

18:15



The participants were officially welcomed to the event. In Barcelona, KIC InnoEnergy alumni and community officer Claudio Geyken described the event as "one of the first of its kind".

19:15



Team building time! In some locations, pitches took place with participants vying to attract others to their ideas. Once the teams had come together, it was time to tackle their first task: coming up with the all-important team name!

21:00



With teams and names chosen, the real work began. The teams brainstormed hard into the night as their ideas and business models slowly started to take shape.

Saturday 7 November 2015

8:00



An early start brought the teams back together – along with some much needed food and coffee! In Berlin, the local coordinators carried out some engaging warm-up exercises to get the creative juices flowing.

13:00



After a well-deserved lunch, it was back down to business. The teams made good use of the value proposition and business plan templates as they developed their ideas into full-blown start-ups.

15:00



Now it was time for the mentors and coaches to step forward and offer the benefit of their expertise. These included entrepreneur James Janisse (Amsterdam) and President of the EIT Digital Alumni board Germán Leiva (Paris).

18:00



Evening brought dinner and more hard work. In some locations, peer reviews took place, encouraging the spirit of collaboration. Teams could then work as late as they wanted – or take some well-earned ‘chill out’ time!

Sunday 8 November

8:00



Another early start saw the teams wrapping up the final details of their ideas, finalising their business models, and indulging in some coffee and breakfast.

13:00



Next came pitch training. With the mentors and coaches once again on hand to offer advice, the teams began preparing their presentations. Some included graphics, videos and slide shows to emphasise and illustrate their ideas.

16:30



The moment had finally arrived: time for each team to pitch their start-up to a jury of experienced entrepreneurs. After the pitching came a Q&A session, where the details of the start-up and business plan were scrutinised.

18:30



After an anxious wait and some dinner, the winners were announced! They won a range of prizes including acceptance to the Climate-KIC incubator (Amsterdam) and one month of space at the Berlin Start-up Academy (Berlin).

19:30



With the event winding down, there was just time for some more networking and photo taking before everyone started to make their way home again.

Meet the teams

Amsterdam

Drivolution: Making driving safer through a single screen on the front windscreen

LifeDrive: An app-based service for insurance companies to promote save driving

Magic Bean: Making the food supply chain more efficient and sustainable

Teemo: Improving the quality of life in cities through providing incentives for safer driving



Barcelona

BreathBarcelona: Raising awareness of air quality through events, performances and activities

Coquos: Using ecologic and organic raw materials for home cooking

Nativus: Connecting tourists interested in sustainable development with communities in developing countries

Soleas: Installing solar panels in houses/towns interested in going green, but wary of the expense

StayCool: A solution for the problem of Barcelona's metro system climate

Trrrapperware: Reducing waste through sustainable, eco-friendly, recyclable takeaway containers

Twheels: An innovative bicycle-sharing system for students



Berlin

Clean Street Food: Making street food safe to consume

Click to Clean: An environmental-friendly cleaning service

Farm BnB: Bridging the gaps between farmers and people who live in the city



Gestuary: A dictionary app for gestures

Hot Bread: A solar oven that bakes bread

Trust-Renty: Building trust between the renter and the consumer

UnJam: Travel in comfort

Wizential: The green parking power

Zeus: The green way to charge your phone on the go



Paris

Bio Reactor: Solving water pollution using bioreactors with micro-algae

LEDs Grow: Reducing the energy consumption of greenhouses through LED panels

Orgaz: Turning waste food from supermarkets into sellable electricity

Sunmit: Solving the problem of high altitude cooking through an innovative solar cooker



Stockholm

BioSmart: A motor powered by wood waste

Cornel: A residue gasification tool

Dronantia: A virtual reality drone for environmental surveillance

e-Off: A consultancy that measures household energy use

Nomad: Providing students with affordable furniture packages

Smoothly: An app that connects driving to parking spaces in real-time



EIT Alumni Startup Days winners!



“There should definitely be more events like this because we’re getting the chance to meet other people and meet the industry.”

-- Kristijan Korac, Magic Bean

Amsterdam: Magic Bean

As cities expand, our lives are becoming more and more urbanised. ‘Urban farming’ has gone from being a contradictory concept to something that’s been implemented in cities around the world. Magic Bean want to take that one step further by not only encouraging urban farming, but also a self-growing community. For them, it’s all about making the supply chain more efficient.

It’s an idea that took time for Dan Wu, Krishna Kumar Thirukokaranam Chandrasekar and Kristijan Korac to develop and perfect. Self-confessed technologists, the Magic Bean team initially struggled with knowing what to offer their customers and how to structure their start-up. The mentors provided invaluable in helping them to

streamline their idea. The start-up that emerged impressed the judges, leading to Magic Bean being named the overall winner at the EIT Alumni Startup Days event in Amsterdam.

Barcelona: Trrrapperware

Thanks to its speedy delivery, convenience and price, takeaway food is an increasing popular choice around the world. But with increasing popularity comes increasing waste – something that Trrrapperware wants to change.

The initial idea came from Jennifer Carrasco, who proposed a sustainable solution with reusable and eco-friendly containers. Flash forward 54 hours and the Trrrapperware team had pooled their knowledge, expertise and talent to turn this idea into a viable start-up business.

The key element to their strategy is to work with restaurants, providing them with a reusable and recyclable container that they, in turn, can rent out to their clients. In this way they’re helping to reduce the number of containers in circulation and also ensure the eco-friendliness of those that are being used. It was an approach that the judges responded positively to and, along with an assured pitch, led to Trrrapperware being chosen as the overall winners in Barcelona.

Along with Jennifer, the Trrrapperware team consists of Alex Stark, a KIC InnoEnergy SELECT Masters student, Giovanna Sauve, a KIC InnoEnergy Smart Cities Masters student, Eladi Martos and Carlotta Cataldi.



“Getting to bring so many people together with unique perspectives and unique ideas, with the purpose of trying to form something new and innovative – it’s just really cool!”

-- Alex Stark, Trrrapperware



“For every individual coming to the event: whatever idea you have in your mind, be brave and just pitch. For the teams: stick together and understand each member of the team. The idea flourishes if the team does.”

-- Ronak Shah, Clean Street Food

Berlin: Clean Street Food

Street food can be delicious, but at times poor hygiene, low food quality and a lack of clean water can lead to health problems for consumers. After being forced to avoid his favourite street food in India for just that reason, Ronak Shah saw clear potential for improvement.

His idea proved popular, with the Clean Street Food team welcoming six members during the EIT Alumni Startup Days event in Berlin. Along with Ronak, Jose Francisco Cunto, Julia Perger, Sairam Sriraman, Kanna Dasan and Philip Oedi pitched the Clean Street Food Cart, which provides street vendors with a one-stop shop to help make their food clean and hygienic.

The idea matured throughout the event, with the value proposition changing from just service to a product in the initial stage and service at a later

stage, until the team had a solid start-up to present to the judges. That solid start-up, combined with a comprehensive pitch, saw them chosen as the overall winner of the EIT Alumni Startup Days event in Berlin.

Paris: Orgaz

With only two members, Orgaz was the smallest of the winning teams at the EIT Alumni Startup Days event, but this didn't affect their ambition or the quality of Guillaume Schaller and Emmanuel Thiéry's pitch.

Their idea? To turn the global food waste problem into an opportunity to generate renewable energy. It's an admirable goal, but also a challenging and wide-reaching one. Orgaz want to begin addressing it on a smaller scale by acting as the middleman between consumers, supermarkets and electricity companies, encouraging people to bring their organic waste to the supermarket so electricity can be generated by it. In this way, value is delivered to all the partners involved.



It was an idea that the jury responded positively to, choosing Orgaz as the overall winning team for the EIT Alumni Startup Days event in Paris based on their potential for environmental and societal impact, and the clever partnership they proposed between supermarkets and electricity companies.



“[The EIT Alumni Community] is really great because if I need some help or advice or feedback I can find the right people who can help me. I can also help others – I think it’s a good platform to educate each other.”

-- Beáta Fritz, Nomad

Stockholm: Nomad

As current and former exchange students from all over Europe, Nomad know a little something about the challenges of moving to a new country to study. It’s something that can involve a lot of costs upfront with deposits, rent and furniture, and ready money isn’t something that many students have.

Nomad want to solve this problem by introducing ‘pay-per-use furniture’ to the market. In short, this will allow students to pay a monthly fee to hire a furniture package, rather than having to purchase all the furniture themselves. The monthly fee will be no more than a standard mobile phone bill, making it a cost-effective solution, particularly for those students only spending a year or less abroad.

The team at the event was a true cross-KIC collaboration, with members from Climate-KIC (Beáta Fritz and Mads Stolberg-Larsen), EIT Digital

(Viola Bazanye) and KIC InnoEnergy (Tamás Muszbek). This combination of expertise and knowledge led them to not only being named the overall winner of the EIT Alumni Start-up Days event in Stockholm, but also won them the ‘Best Idea’ award.

Other EIT Alumni Startup Days awards

As well as choosing the overall winning team in each location, the jury handed out prizes to some of the most innovative and best ideas:

Amsterdam



Second place
LifeDrive

Berlin



Most Innovative Idea
Wizential



Best Idea
Hot Bread

Stockholm



Most Innovative Idea
BioSmart



Best Idea
Nomad

Barcelona



Second place
Twheels



Third place
Coquos

Paris



Most Innovative Idea
Sunmit

Get involved!

Inspired by the EIT Alumni Connect or EIT Alumni Startup Days 2015 events? Want to stay in touch with your fellow alumni and pursue innovative collaborations? Then get involved with the EIT's social networking community through LinkedIn, Facebook and Twitter.

 **EIT Alumni Community**
[Linkd.in/1b8pfme](https://www.linkedin.com/company/eit-alumni)

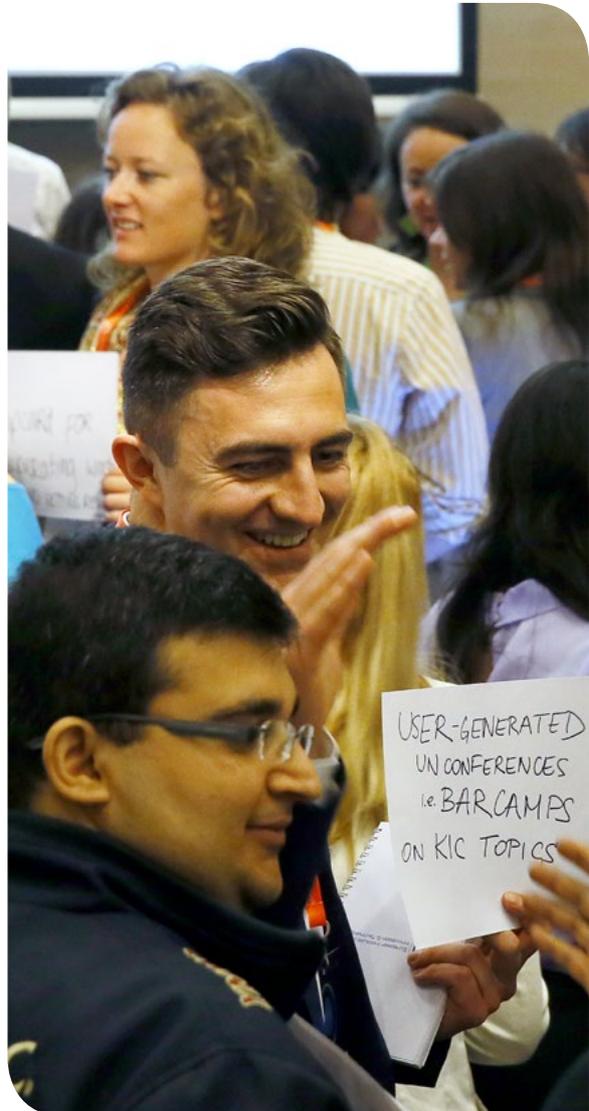
Become part of an active alumni community and engage with the EIT and your fellow students and alumni from Climate-KIC, EIT Digital and KIC InnoEnergy.

 **EIT Alumni**
www.facebook.com/EITAlumni
www.facebook.com/groups/eitalumni

Keep up-to-date with all the latest news from the EIT Alumni Community!

 **@EITAlumni**
twitter.com/EITAlumni

Join the conversation on Twitter.



About the EIT Alumni Community

The EIT Alumni Community is made up of students and alumni from EIT-labelled educational programmes. The community comes together during EIT Alumni events in order to develop and exchange ideas, pursue opportunities for cross-KIC collaborations, and find partners for future projects.

You can find out more information about the EIT Alumni Community by visiting the EIT's website: eit.europa.eu/eit-community/eit-alumni

EIT Alumni

Community in action!

Connect,
collaborate,
innovate!

EIT Raw
Materials
Alumni



*Mentoring
programmes*

*Online job market
combining
students looking
for companies and
start-ups looking
for students*

Connect
alumni through
social media

EIT Digital
Alumni



Hold open events across Europe

Local reps in different cities

KIC
InnoEnergy
Alumni



Share ideas
through
newsletters
and webinars

Organise joint
activities with KICs
and KIC alumni
organisations

EIT Health
Alumni



*Engage and
transfer
knowledge
and skills
within
community
and beyond*

*Community
of leading
professionals*

**EIT Alumni
Community**

Create a self-
sustainable
community with
clear leadership

Organise alumni
workshops and events,
including the annual
alumni meet-up at EIT
Alumni CONNECT

Climate-KIC
Alumni



About the EIT Community

The European Institute of Innovation and Technology (EIT) is an independent EU body. With our Knowledge and Innovation Communities (KICs), we enhance Europe's ability to innovate by nurturing entrepreneurial talent and supporting new ideas.

Our mission is to:

- Contribute to the competitiveness of Europe, its sustainable economic growth and job creation by promoting and strengthening synergies and cooperation among businesses, education institutions and research organisations;
- Create favourable environments for creative thoughts, to enable world-class innovation and entrepreneurship to thrive in Europe. The EIT is an integral part of Horizon 2020, the EU's Framework Programme for Research and Innovation. Horizon 2020 is a key pillar of the Innovation Union – a Europe 2020 flagship initiative that aims to enhance Europe's global competitiveness.

Innovation through integration

To boost Europe's innovation capacity, action is needed to overcome the fragmented European innovation landscape; and this is where the EIT comes in. We have a pioneering role in increasing European sustainable growth and competitiveness by reinforcing Europe's innovation capacity in a dynamic global context.

The EIT brings together the 'knowledge triangle' of business, education and research to form dynamic cross-border partnerships: KICs. These unique partnerships:

- Develop innovative products and services;
- Start new companies;
- Train a new generation of entrepreneurs.

Working closely together in the KICs, leading companies, universities and research centres create more effective and innovative solutions for Europe.

The EIT's first three KICs were launched in 2010:

- Climate-KIC: addressing climate change challenges;
- EIT Digital: generating world-class ICT;
- KIC InnoEnergy: tackling sustainable energy.

Two new KICs were designated in December 2014 and they are setting up their first activities across Europe:

- EIT Health: improving quality of life for European citizens and sustainability of health and social care systems.
- EIT Raw Materials: ensuring the accessibility, availability and sustainable use of raw materials for the economy and citizens.

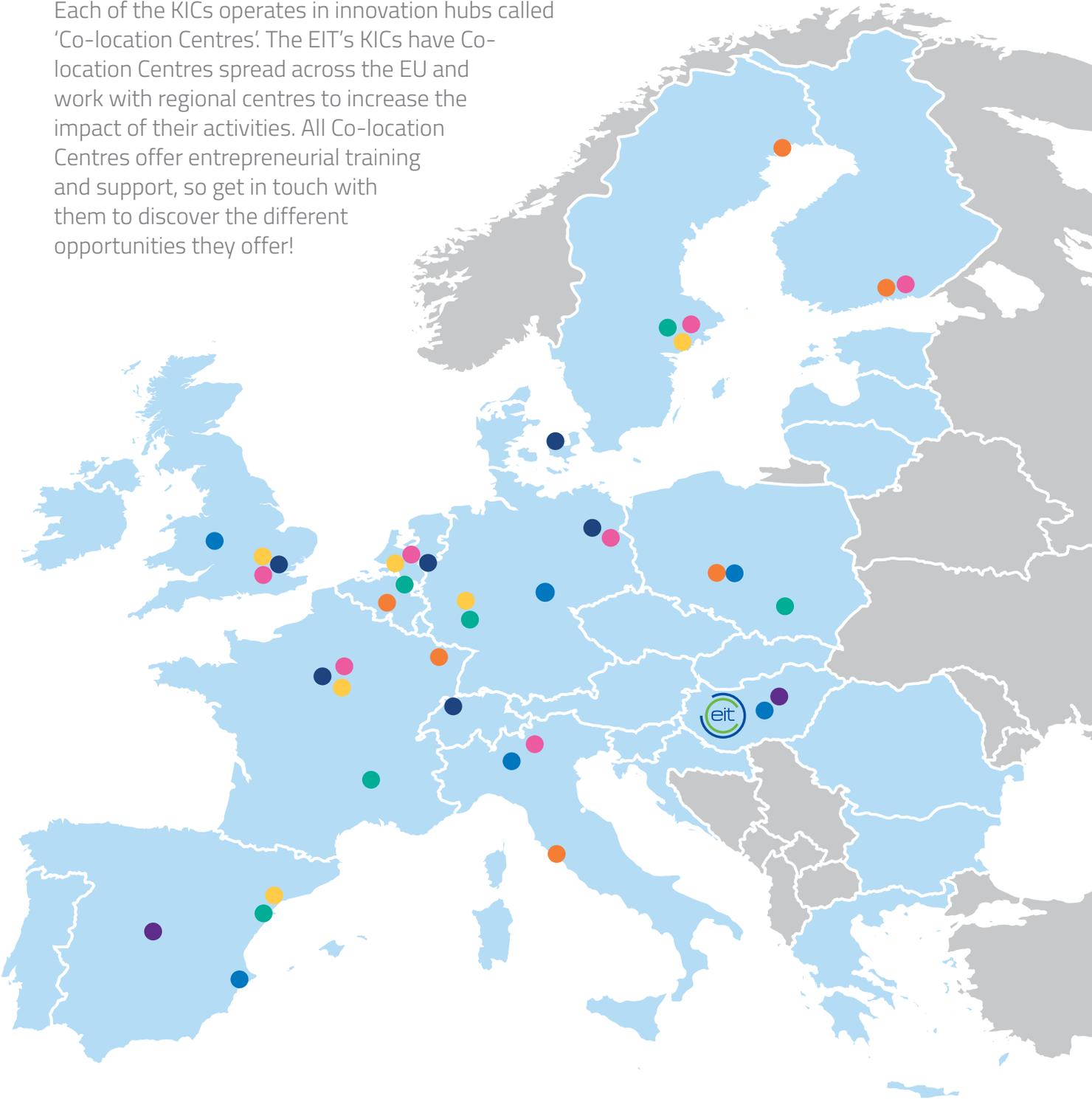
We are growing!

By 2020, we will set up three more new KICs:

- EIT Food: ensuring a climate-resilient and sustainable global food value chain (2016);
- EIT Manufacturing: strengthening and increasing the competitiveness of Europe's manufacturing industry (2016);
- EIT Urban Mobility: providing sustainable solutions for urban mobility (2018).

Get in touch!	 Website	 Facebook	 Twitter
Climate-KIC	www.climate-kic.org	Climate-KIC	@ClimateKIC
EIT Digital	www.eitdigital.eu	EIT Digital	@EIT_Digital
EIT Health	www.eithealth.eu	EIT Health	@EITHealth
EIT Raw Materials	www.eitrawmaterials.eu	EIT Raw Materials	@EITRawMaterials
KIC InnoEnergy	www.kic-innoenergy.com	KIC InnoEnergy SE	@KICInnoEnergy

Each of the KICs operates in innovation hubs called 'Co-location Centres'. The EIT's KICs have Co-location Centres spread across the EU and work with regional centres to increase the impact of their activities. All Co-location Centres offer entrepreneurial training and support, so get in touch with them to discover the different opportunities they offer!



<ul style="list-style-type: none"> ● Climate-KIC ● EIT Digital ● EIT Health 	<ul style="list-style-type: none"> ● Climate-KIC Regional Centre (RIC) ● EIT Digital Associate Partner 	<ul style="list-style-type: none"> ● EIT Raw Materials ● KIC InnoEnergy
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Innovate with us!

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The EIT is a body of the European Union

