



European Institute of  
Innovation & Technology

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# EIT

## Community good practices in Education

Case studies from:

**EIT InnoEnergy**  
2023



# EDU



## EIT InnoEnergy

The Battle of Green Talent gives learners a taste of real-world entrepreneurship and venture capitalism. During the six months of the programme, students from EIT InnoEnergy's Master School are guided by a team of energy industry professionals and experts as they create their own start-ups or practice investing in other students business ideas. It's an opportunity for them to build multi-disciplinary teams and develop innovative business ideas that help the energy sector become more sustainable. In addition to practical business and investment experience, students get a chance to develop soft skills like leadership, team building, communication, and more.

### Students will Test Themselves through Collaboration and Competition

The slower and more flexible online format allows students to take their time integrating lessons learnt from their mistakes, develop new business ideas at their own pace, and observe the development of other students' ideas. These students are joined by other students from different disciplines and by investors, played by MBA students, who are the final jurors on which start-ups are the most attractive. They will then compete to either be the best start-up team (by creating the highest value venture) or top investor (by having the highest-valued investment portfolio).



### The Battle of Green Talent is organised in three major phases:

- Registration & Communication
- Entrepreneurship Competition, designed to mimic the founding rounds of start-ups
- The Final Event where a jury announces the winners for each category

### Expanding Horizons through Roleplaying

During the online competition, students interact anonymously through avatars. This ensures a risk-free and game-ified environment as participants play-act as entrepreneurs or investors working together to develop increasingly better business plans. Each team has a secure platform to share documents and analyses, organise meetings, chat, and exchange ideas. This online competition is matched with onsite events and meetings.



## Lessons Learned: Already on Track to Solve Real-World Problems

It was found that the programme is systematically developed and adapted to the expectations of both participant and market needs, replicating as close to a real business/investment environment as possible. Its close alignment with EIT InnoEnergy's Master programme allows for the translation of knowledge into practice and skills development.

The programme directly addresses skills gaps that are needed in tech to solve global energy problems. And it helps participants change career tracks, learn to take risks, and be willing to create their own businesses.

### Spoils of Battle

Students who make it to the Final Event can obtain:

- A year's worth of incubation services from EIT experts
- The possibility of acceding to the EIT InnoEnergy Accelerator to gain market access and advice
- The possibility of expanding their network of contacts

- 275 Master students gained practical skills
- 43 business ideas were developed with 4 start-ups founded
- 15 universities and business schools joined as partners



InnoEnergy

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## Replicable if Students and Partnerships are Engaged

The model is replicable but relies as much on students' level of engagement as it does the number of students participating. Because of its length and complexity, it is necessary to animate interactions and introduce group activities that can stimulate ideas and interest in the subject matter. It's also important to work flexibly around students' regular studies. Students felt comfortable when the programme was not an obligation they needed to fulfil but an activity they choose to engage with.

The other essential component is the feedback from advisors and investors. As long as these experts are active in guiding students, their explanations go a long way to helping students understand and become interested in business creation. Getting the right advisors and investors means maintaining a broad array of partnerships with learning institutions, companies, NGOs, and public administrations who can help with the programme preparation and with improving it over time.

These two elements are required to ultimately recreate as closely as possible the way start-ups are developed in incubators and accelerators in the real world. That means the programme can be adjusted for use by other EIT KICs to better reflect each of their specific sectors.

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