

Quarter Course 2: Innovation, Entrepreneurship & Leadership

Winter 2021 Course Syllabus

30 hours of classes and preparation

Find all the information about the course at:

<https://www.imfahe.org/en/imfahe-courses>



COURSE DIRECTORS

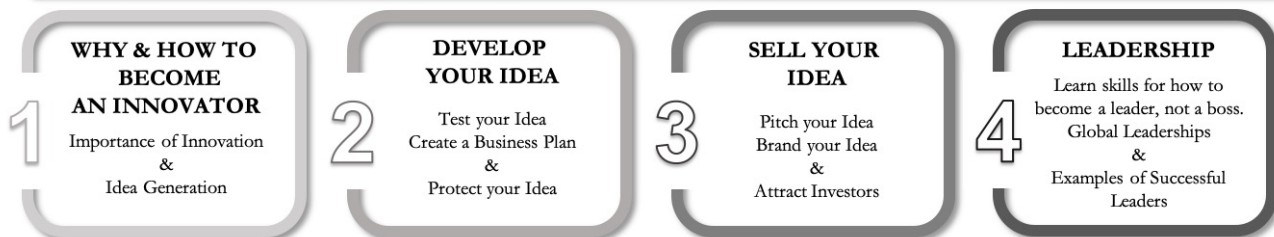
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COURSE DESCRIPTION

The International Mentoring Foundation for the Advancement of Higher Education ([IMFAHE](http://www.imfahe.org)) works together with its European Innovation Network to provide students and young professionals with an online education of excellence. IMFAHE is aware of the importance of exposing these students and young professionals in the early phases of their career development to up-to-date information about how to become innovators, entrepreneurs and leaders. The sooner they have this information, the earlier they will take action toward having a successful career with a positive impact on society. This quarter course has the following learning objectives.

LEARNING OBJECTIVES



GRADING POLICY & REQUIREMENTS

This course is graded on a pass/fail basis. In order to receive a grade of “pass”, students must fulfill the following requirements:



AGENDA & INFORMATION ABOUT THE COURSE*

*The descriptions and timelines contained in this syllabus are subject to change at the discretion of the course directors



Each student is expected to attend the live masterclass at the designated time and be ready to discuss each topic. Students that cannot make it to a class must watch the recording and complete a questionnaire to verify their visualization. Students that attend live masterclasses do not need to complete the questionnaires

Live Masterclasses. These online masterclasses will take place at the indicated times. Access to the Masterclasses through this Zoom link:

<http://zoom.us/j/538787747>

Date & Time	Masterclass	Lecturer
Jan 16 th (4:00pm Madrid Time)	Why and how to become an Innovator. Importance of innovation. Key aspects to become an innovator. Catalytic Questioning to include innovation into your projects. & Idea generation as part of the innovation process. Start your business.	Dr. Maria Soriano, VP at IMFAHE Foundation (Boston, USA) Dr. Joaquin Lopez, Researcher, UCM & IMFAHE Innovation Director. Javier Sanz, VP Capital Optimization; Regulatory Reform (NY, USA)
Jan 23 th (4:00pm Madrid Time)	Prepare your business plan. Learn how to make your own business plan for your innovative idea.	Ester Caffarel-Salvador, Innovator under 35 EU award, Senior Scientist, Regenerative Medicine (Boston, USA)
Jan 28 th (2:30pm Madrid Time)	Patent your ideas. Learn how to legally protect your ideas.	Mariano Nieto, Spanish Office for Patents and Trademarks, Spanish Government (Madrid, Spain)
Feb 4 th (2:30pm Madrid Time)	Test your idea. Take your idea into a project, a prototype, and a company.	Dr. Jonathan Thon, Co-Founder and former CSO Platelet BioGenesis (Boston, USA)
Feb 11 th (2:30pm Madrid Time)	Brand your idea. How to build credibility, visibility and pitch your idea without over selling.	Tyler Ford (Addgene Alumni), Jennifer Tsang (Blog manager & Social media guru), Aliyah Weinstein (Lead on marketing) (Addgene, Boston, USA).
Feb 20 th (4:00pm Madrid Time)	Attract Investors. Implementation of an idea requires financial resources	Alejandro Lechuga, Director Venture Building Program, IMFAHE, (Berlin, Germany)

The links to the recording of the live masterclasses and its corresponding questionnaires will be updated at:

<https://www.imfahe.org/en/imfahe-courses>

Recorded Masterclasses	Lecturer
<p>Founding a Start up. Learn the steps to found a Start up <u>Video Link: TBA</u> Visualization survey: <u>TBA</u></p>	<p>Ricardo Garcia. CEO, Oncoheroes Biosciences (Cambridge, MA, USA)</p>
<p>Pitch your ideas. Get funding to develop your ideas. Learn how to successfully present your ideas to gain funding for your project <u>Video Link: TBA</u> Visualization survey: <u>TBA</u></p>	<p>Nathaniel Brooks Horwitz, Harvard University (Niven Therapeutics)</p>
<p>Global leadership. Become inspired by this entrepreneur and his international expansion business plan. <u>Video Link: TBA</u> Visualization survey: <u>TBA</u></p>	<p>Olmo Vazquez, CEO, Mirai Advisory and Bi Geek (Spain-USA)</p>
<p>Management 101. Learn skills for how to become a leader, not a boss <u>Video Link: TBA</u> Visualization survey: <u>TBA</u></p>	<p>Dr. Joanne Kamens. CEO, Addgene (Cambridge, USA)</p>
<p>Today's leaders. Learn how the awarded "Young Global Leader of World Economic Forum in March 2017" became an entrepreneur <u>Video Link: TBA</u> Visualization survey: <u>TBA</u></p>	<p>Rebeca Minguela. CEO, Co-Founder Clarity (New York)</p>



1. Apply the "Catalytic Questioning" method to find better questions and solutions for a problem/issue/challenge that you are facing at work/in your career/in your personal-professional life (you can also practice the exercise in a group). In order to get the diploma, you should describe a real situation where you are facing a challenge and apply the catalytic questioning (change questions to give a better solution to a challenge) to IMFAHE (QC@imfahe.org). The document should include the following information.

1. **1. The challenge/problem/issue that you are facing;**
 1. **2. Write down as many questions as you can related to the challenge.** You should invest 15-20 min and generate around 40-50 question (exhaustion);
 1. **3. Select 2-3 "catalytic" questions.** Select the questions that disrupt the status quo, are surprising, never seen before, uncomfortable, generative but worth time/energy to pursue;
 1. **4. Get to work.** Describe the actions/work that you plan to carry out to provide answers to the selected questions (what new observations/experiments you need to do, with whom do you need to talk to/network with, money/time investment, etc.).
2. **Pitch your idea and prepare your own business plan.** Prepare a potential or an invented business idea. Write down an elevator pitch for this idea. After that, prepare a business plan for the idea. In order to get the diploma, you should email the elevator pitch and a draft of your business plan to IMFAHE (QC@imfahe.org).
 3. **Participate in an idea contest.** If you are an IMFAHE Connects Member, participate in the IMFAHE idea contest Nodal Award-Shark Tank edition. If you are not an IMFAHE Connects Member, find a contest in which to present your idea. In order to get the diploma you should email the name of the Team that you are participating in the IMFAHE Shark Tank Contest to IMFAHE (QC@imfahe.org). If you are not a

member of the platform, include the link/information for the idea competition that you are presenting at or that you would like to present your ideas at.

4. **Put your leadership skills into practice.** Volunteer, coordinate, or lead an initiative to get leadership practice. In order to get the diploma you should email a document to IMFAHE (QC@imfahe.org) that includes 2 projects or initiatives in which you are currently participating or you are interested participating in the future, where you are, and how you will be putting your leadership and coordination skills into practice.

REQUEST A DIPLOMA

IMPORTANT NOTE: Only students and professors from the universities that collaborate with IMFAHE in the academic year of 2020-21 are eligible to request a diploma. See the logos of the universities below.

TO REQUEST A DIPLOMA: After completing requirements 1, 2 and 3, **send all PRACTICAL EXERCISES in ONLY 1 EMAIL** before **MARCH 22, 2021, at 14:00 h (Madrid Time)** to QC@imfahe.org with the subject line [YOUR FULL NAME-YOUR UNIVERSITY-Diploma Request].



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