euni well European University for Well-Being

STUDY GUIDE

BIP - Entrepreneurial Startup Lab:

Innovating for Sustainable Futures

Course/training name	BIP - Entrepreneurial Startup Lab: Innovating for Sustainable Futures
Host Institution(s)	University of Florence – School of Economics and Management
Co-organising Institution(s) (if applicable)	Cologne (Germany), Zaragoza (Spain), and Santiago de Compostela (Spain).
Course level (if applicable)	University-level short intensive programme for students (Bachelor's and Master's levels).
Name and faculty of the lecturer(s)/trainer(s)	Prof. Monica Faraoni – School of Economics and Management, University of Florence Additional lecturers from the participating partner institutions (names to be confirmed)
Mode of delivery	Blended (online + on campus)
Location (if applicable)	Novoli Campus, Building D6, Via delle Pandette 21, Florence, Italy
Dates of the online component (if applicable)	From: 18 January 2027 To: 18 January 2027 Time: 10:00–13:00 (Google Meet)
Dates of the on-site component (if applicable – travel dates excluded)	From: 1 February 2027 To: 5 February 2027

Cost	Participants should contact their home institution's mobility officer and/or EUniWell team for information on Erasmus+/EUniWell mobility grants.
Application procedure	Application form through the EUniWell Courses and Training Catalogue **Please note that this course is not open to UzK and UNIFI students.**
Target audience(s)	☒ Bachelor's ☒ Master's ☐ PhD ☐ Educators ☐ Researchers ☐ Administrative staff
Selection criteria	The selection process should prioritise: • students enrolled in degree programmes related to Marketing, Strategy, and Entrepreneurship; • students in the third year of a Bachelor's degree or enrolled in a Master's programme; • students with relevant practical experience, such as internships in start-ups. Moreover, participants are expected to be enrolled students able to work actively in an international and interdisciplinary team. **Please note that this course is not open to UzK and UNIFI students.**
Prerequisites	• B2 level of English language • Basic knowledge of management
Language(s) of instruction and recommended CEFR level	English. Recommended CEFR level: B2
Main Thematic Arena(s)	☐ Arena 1 – Health and Well-Being ☐ Arena 2 – Social Equality and Well-Being ☒ Arena 3 – Environmental change and Well-Being ☐ Arena 4 – Culture, Multilingualism and Well-Being ☐ Arena 5 – Teacher Education and Well-Being ☒ Transversal ☐ Well-Being Centre for Advanced Studies
Field(s) of research / study	Entrepreneurship; startup management; business model innovation; sustainable development; digital innovation and AI; marketing; entrepreneurial finance; leadership and teamwork.
Related Sustainable Development Goals (SDG)	☒ **1 - No poverty** ☒ **10 - Reduced inequalities** ☒ **2 - Zero hunger** ☒ **11 - Sustainable cities and communities** ☒ **3 - Good health & well-being** ☒ **12 - Responsible consumption & production**

	☒ 4 - Quality education	☒ 13 - Climate action
	☒ 5 - Gender equality	☒ 14 - Life below water
	☒ 6 - Clean water & sanitation	☒ 15 - Life on land
	☒ 7 - Affordable & clean energy	☒ 16 - Peace, justice & strong institutions
	☒ 8 - Decent work & economic growth	☒ 17 - Partnerships for the goals
	☒ 9 - Industry, innovation & infrastructure	

Number of ECTS	3 ECTS / CFU
Workload in hours	Approximately 40 hours, combining the virtual component, on-site lectures, teamwork, project development, and final presentations.
Key words	Sustainable entrepreneurship; Startup development; Business Model Canvas; Digital innovation and AI; Sustainable Development Goals
Catch Phrase	From a sustainable idea to a market-ready pitch in an international team.
Total number of places for EUniWell participants	10
Abstract	The Blended Intensive Programme “Entrepreneurial Startup Lab: Innovating for Sustainable Futures” equips students with theoretical and practical tools to transform an entrepreneurial idea into a sustainable business concept aligned with the United Nations Sustainable Development Goals. Before travelling to Florence, participants attend a mandatory online session and prepare an individual proposal including a value proposition, customer segments, and preliminary market analysis. During the five-day on-site phase, international and interdisciplinary teams select one idea and develop it through experiential, project-based learning. Lectures and teamwork cover the Business Model Canvas, customer discovery, market analysis, startup marketing, entrepreneurial finance, sustainability and value creation, leadership, pitching, business planning, and growth strategy. The programme concludes with a formal group presentation and project evaluation; students also develop a video pitch using AI-based tools for entrepreneurial storytelling.
Programme / session(s)’ schedule	Attendance at the introductory online session is mandatory; participants must also prepare and submit an individual preliminary business idea before travelling to Florence. • Online – Monday, 18 January 2027, 10:00–13:00 (Google Meet): programme presentation, definition of international groups, and explanation of the individual preparatory business-idea assignment. • Monday, 1 February: welcome and campus tour; team pitches and idea selection; Introduction to the Business Model Canvas; guided Florence city tour. • Tuesday, 2 February: Customer Discovery and Market Analysis; team project work; Marketing Strategy for Startups; team project work. • Wednesday, 3 February: Entrepreneurial Finance and Financial Feasibility; team project work; Innovation, Sustainability and Value Creation; team project

	work. • Thursday, 4 February: Entrepreneurial Leadership, Teamwork and Pitching; team project work; Business Planning and Growth Strategy; team project work; social event. • Friday, 5 February: final group project presentations; project evaluation and announcement of the winning team; closing lunch.
Developed skills and competences	• Identify entrepreneurial opportunities and define a clear value proposition. • Identify customer segments and perform preliminary market and competitor analysis. • Design innovative and sustainability-oriented business models. • Assess demand, financial feasibility, and economic, social, and environmental impact. • Develop startup marketing, go-to-market, pricing, distribution, communication, and growth strategies. • Use digital and AI-based tools to support research, project development, video creation, and entrepreneurial storytelling. • Collaborate effectively in international and multicultural teams, including peer evaluation and collective decision-making. • Prepare and deliver a persuasive business pitch to an expert audience.
Objectives and learning outcomes	• Explain the principal stages of the entrepreneurial process and new-venture development. • Formulate and refine a sustainable business idea aligned with relevant SDGs. • Build a coherent Business Model Canvas and define the project's value proposition and customer segments. • Collect and interpret market data to evaluate target demand and the competitive context. • Design marketing, financial, sustainability, and growth strategies for a startup project. • Evaluate the economic, environmental, and social value created by the proposed business model. • Work effectively within an international, interdisciplinary team and provide constructive peer feedback. • Present the final project through a formal pitch and an AI-supported video pitch.
Assessment methods and criteria, including grading scale (if applicable)	• Continuous participation and engagement in the mandatory virtual and on-site activities. • Quality of the individual preparatory business idea and contribution to the team project. • Peer-to-peer evaluation, teamwork, and ability to operate effectively in an international group. • Final formal group pitch and AI-supported video pitch, evaluated by a panel of faculty members from the partner institutions. • Evaluation criteria: understanding of sustainability principles, entrepreneurial creativity, quality and feasibility of the business model, teamwork, and overall clarity and effectiveness of the pitch. • Students receive structured qualitative feedback and a final grade; the most promising project is recognised as the winning proposal.

Type of certification issued upon attendance or completion	Certificate summarising the participant's achievements and recognition of 3 ECTS/CFU in the official academic transcript, subject to the recognition procedures of the participant's home institution.
Contact	Course content: Prof. Monica Faraoni, School of Economics and Management, University of Florence monica.faraoni@unifi.it List of local EUniWell catalogue's coordinators available here. For questions related to the content of the course, please contact the offer's Institution's local catalogue coordinator. For questions related to administration, mobility or recognition the course in your curricula, please contact home Institution's local coordinator.