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# Entrepreneurial Academy 2023

Join us in boosting entrepreneurship and education  
for a strong digital Europe



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# 1 Introduction

The EIT Digital Entrepreneurial Academy is looking for digital deep-tech education providers to support for development and deployment of programmes and courses with business-oriented components.

To this end, the EIT Entrepreneurial Academy launches on 1 July 2022 an open call with submission deadline on 19 September 2022. The process is guided by the [EIT Digital Strategic Innovation Agenda 2022-2024](#) (SIA), which identifies the five focus areas of our strategy: Digital Tech, Digital Industry, Digital Cities, Digital Wellbeing and Digital Finance. An overview is available on page 13 of the SIA. As a result, entrepreneurial education proposals are expected to be aligned with these areas.

# 2 EIT Digital Entrepreneurial Academy 2023

Entrepreneurial education is a cornerstone in creating a Europe where industry and key public sectors are populated, on all levels, with knowledgeable, innovative and entrepreneurial people that drive the innovation economy and create open and effective public organisations.

The **EIT Digital Entrepreneurial Academy** supports the development and deployment of programmes and courses with business development-oriented components. The education paradigm is that learning must emulate the speed of business to meet disruptive technology and business model changes. EIT Digital does this by:

- EIT Labelled **Master** educational programmes breeding talents with an entrepreneurial mindset,
- EIT Digital **Summer School** based on innovation and business education through real cases studies,
- EIT Digital **Professional Education** at the technology and innovation front.

In 2023, we seek Activity proposals for **Professional School** and **Summer School**.

Partners are invited to co-invest with us and benefit from the impact of improved Education contributing to the digital transformation of Europe and the creation of a European talent pool and a digitally skilled workforce.

## Summer School

The EIT Digital Summer School organises programmes that combine state-of-the-art excellence in key digital technologies and societal and industrial applications with expertise in Innovation and Entrepreneurship (I&E). The Summer Schools are designed for Master and PhD students, young professionals and others who want to deep dive into emerging technologies, learn how to create new businesses using these technologies or upskill their careers. Each programme is designed for a minimum capacity of 40 participants.

EIT Digital is seeking proposals to build a portfolio of **one-week** summer school programmes between July and mid-August 2023. The key ingredients of a strong and impactful proposal are:

- **The Topic.** Evidence of the attractiveness of the topic, based on market studies of learning needs, must be demonstrated. Favourite topics are High-Performance Computing (Quantum Computing), Cyber Security, Artificial Intelligence, Metaverse and Green Digital. Other disruptive deep-tech topics **will also be considered**.
- **The Location.** An easily accessible location in Europe with the potential to attract many participants.
- **Support to the marketing campaign.** The proposal must provide details on how the Partner will support EIT Digital to increase the number of paying participants during the marketing and sales campaign.
- **Collaboration with Industry.** Partners teaming up with organisations with a strong local industrial network able to support the recruitment of participants (for instance via pre-paid scholarships) will score higher in the review process. These organisations can be, for instance, regional funds, education funds, associations of startups/companies operating in one specific sector, etc.

When making a proposal for a Summer School, Partners commit to offering Innovation and Entrepreneurship Education in accordance with the latest EIT Digital Summer Schools guidelines. EIT Digital reserves the right to cancel the Summer School if its costs cannot be covered by the participants.

## Professional School

The EIT Digital Professional School focuses on developing and deploying a portfolio of short continuing education courses that address the upskilling and reskilling needs of European professionals. The courses provide a broad-based, practical introduction to the main concepts and practices in each field explored, combined with practical insights ready to be applied directly to the workplace. The new digital competencies - learned in the context of the global digital transformation - are essential for developing

professionals and entrepreneurs who can successfully lead through change and transition.

EIT Digital is seeking proposals to develop professional short-term courses to be delivered twice per year as open-enrolment courses and flexible in format to cater to in-company (B2B) delivery. More specifically:

**Timing.** Courses typically take place in two yearly intakes in spring and autumn. For anticipating marketing and recruitment in Q1 of the year, the portfolio of professional courses is defined at the end of the previous year.

**Topic.** Impactful proposals must provide evidence of the attractiveness of the topic. Preferred topics are Cybersecurity, Green Digital and Industry 5.0. These should complement the topics in the Professional School's current portfolio.

**Format.** Course proposals can combine on-site and online course delivery to address a broader target audience, including companies for in-house training implementation.

**Length.** Course proposals should be oriented at short-term courses of 3 to 4 full days maximum, thus aligned with the other EIT Digital professional courses

**Class size.** The number of participants sought for one yearly intake of the courses is a minimum of 20 and a maximum of 30. For the first edition of the course, the proposal should pledge a class of at least 10 pre-committed paid participants.

**Course instructors:** A description of the teaching faculty should be included in the course proposal. Instructors should have proven experience in designing and delivering courses to executives and/or working professionals, in English.

**Market relevance.** Course proposals will be required to have a market-led curriculum development to ensure future course viability.

**Deployment.** Delivery of courses should be co-owned and co-branded and include joint marketing and sales activities within the implementation phase.

**Support to the marketing campaign.** The proposal must provide details on how the Partner will support EIT Digital Professional School to increase the number of paying participants during the marketing and sales campaign.

**Financials.** With the aim of contributing to EIT Digital's mission of sustainability and in consideration of the financial support provided by EIT Digital, the owner of the course proposal shall commit to:

- Demonstrating a clear sustainability plan in the proposal to increase the number of participants.
- An equal revenue share with EIT Digital resulting from future course tuition fees or other course commercialization on a yearly basis.
- Covering the costs related and connected to the following activities:

- Regular (yearly) review of the professional course contents and materials.
- Course teaching faculty.
- Delivery of the online course material (where necessary) and face-to-face course.
- Promotion and market activities through own local and global channels, in close cooperation with EIT Digital.
- All teaching faculty travel and accommodation arrangements related to the course delivery.

### 3 How to participate

**EIT Digital is a partnership-based organization.** Therefore, proposers are expected to be or become Partner of EIT Digital. Organisations that are not yet Partners are expected to submit their partnership application, at the latest, at the submission of the proposal.

A recommendation to Partners, especially to new Partners, is to be in contact with EIT Digital before the submission date to ensure a clear understanding of the requirements.

Please refer to Annex A, Annex B, Annex C, and Annex D for more details on the proposal submission and evaluation processes.

#### For partners from the UK and Switzerland

Since the UK and Switzerland have not concluded an association with Horizon Europe at the time of publication of this document, we advise partners from these countries to connect with the relevant Node Directors to confirm under which conditions they can participate in the Entrepreneurial Academy 2023.

## 4 Annexes

### Annex A. Proposal submission

All Education proposals need to be filled and submitted via the EIT Digital submission system that can be reached via the [EIT Digital intranet page](#). Proposals need to be formally submitted via the EIT Digital submission system before the hard **deadline on 19 September 2022, 5 pm CEST (Brussels time)**.

Should the quality of proposals be insufficient based on the evaluation criteria listed in Annex C, EIT Digital reserves the right to open a second submission before the end of 2022 to collect and assess new Education Activity proposals.

The detailed process, including requirements, criteria and evaluation methodology for Entrepreneurial Academy Activity proposals, is presented in Annex B and Annex C.

### Annex B. Process overview

#### B.1. Requirements

The **maximum EIT funding** amount is **40,000 €** per **Summer School** programme.

The **maximum EIT funding** amount is **40,000 €** per **Professional School** course.

The **co-funding requirement** for the Partner at the Activity level is **minimally 60%** of the total budget of the KIC Added Value Activity (KAVA).

The following are examples of potential setups of an Activity budget:

#### Summer School:

- Total EIT funding amount requested: 40k€.
- Partners must provide minimally 60% in co-funding, i.e., at least 60k€.

#### Professional School:

- Total EIT funding amount requested: 40k€.
- Partners must provide minimally 60% in co-funding, i.e., at least 60k€.

## B.2. Review process

### B.2.1. Evaluation Gates

Each Education Activity proposal will be reviewed in three Evaluation Gates. Each Gate decision supersedes the previous one.

1. **First Gate - Experts Review:** Submitted proposals are assessed by independent external experts. Each expert individually evaluates each proposal following the evaluation criteria described in Annex C and provides comments to the Activity proposal supporting their assessment and feedback to the applicants, plus, recommendations to the Review Gate.
2. **Second Gate - Review Gate:** Experts come together and discuss each proposal based on their own individual assessments, following the requirements and guidelines of this document. The outcome is a consensus evaluation for each proposal that integrates and supersedes individual assessments as well as recommendations to MC Gate.
3. **Third Gate – MC Gate:** The Management Committee of EIT Digital analyses the Review Gate outcomes and recommendations to build a strong strategic education portfolio for the EIT Digital Business Plan. The outcome is the final go/no-go decision for each proposal and changes requests to the proposal, such as budget changes or changes in the Activity descriptions.



### B.2.2. Feedback and following steps:

4. Applicants will find the feedback to their proposals, as “go/no-go”, including any changes requests, in the feedback tab of the submission system approximately 4 weeks after the deadline date. Note that for proposals involving organisations applying for an EIT Digital partnership, proposal acceptance is dependent on the EIT Digital Supervisory Board’s approval of the partnership application.
5. Applicants with “go” feedback may receive requests for changes to the Activity proposal and must implement those, as presented on the feedback tab of the submission system. These may include adjustments to the content of the Activity (outputs, KPIs, descriptions, etc.) and budget changes. Once changes are made, the reviewed proposal needs to be resubmitted in the EIT Digital submission system. If the required budget changes are not implemented within 1 week from

the communication of the results, then the financials will be automatically and linearly adjusted for all Activity Partners to meet the requested target values.

6. Proposals for the Summer School and Professional School that receive positive feedback are expected to provide the course description by October 2022 and to start on 1 January 2023.
7. EIT Digital includes the selected Activities in the EIT Digital Business Plan and sends it for internal approval to its governing bodies and the EIT. Once EIT Digital receives feedback from the EIT on the Business Plan, the Education Activity Leader may be required to implement additional changes to the Activity proposal on the request from the EIT.

### **B.3. Appeal procedure**

EIT Digital will, in good faith, address any potential disputes on the outcome of the selection process described in this document in a timely manner. An appeal should be issued, by the proposers, to the attention of the relevant Node Director, by factually underpinning the alleged incorrections in the evaluation and feedback provided by EIT Digital.

To respect the tight timeline, the following will apply:

1. Publication of the results: approximately 4 weeks after the submittal deadline
2. Proposers should bring the appeal to the attention of the relevant Node Director within 5 business days from the publication of the results.
3. The Node Director examines the appeal, and if the grounds for the appeal are found with merit, then the appeal will be sent for a second review by the Management Committee. The EIT Digital Management Committee will review the appeal and make a final decision.

## **Annex C. External experts' evaluation criteria**

In line with the submission requirements, Education Activity proposals will be reviewed based on their quality and impact, market relevance, and financial sustainability of EIT Digital following the evaluation process previously described.

The assessment by independent individual external experts will be based on the questions reported in the table below. Reviewers will be asked to provide a score and comments for each question, as well as an assessment of the whole proposal.

### Questions for Education Activity external experts (first gate)

Dimension	Question	
Strategic Importance	Question 1	How well the proposal aligns with EIT Digital Focus Areas and Strategic Innovation Agenda 2022-2024?
	Question 2	How strong and disruptive is the proposal in the digital deep-tech domain?
Impact	Question 3	To which extent is the proposal contributing to entrepreneurial education?
Quality of Proposal	Question 4	How well is the proposal aligned with the requirements (workplan, KPIs, topic, financials, sustainability, format, responsibilities)?
	Question 5	How does the profile of the team members and previous experience in successfully implementing education activities ensure the proposal's successful implementation?
	Question 6	How well will the activity promote the programme to the Partners and participants/students, customers?
	Question 7	How sound is the value analysis (cost/benefit analysis) and forecasted revenues calculated?
Market Relevance and Sustainability	Question 8	How precisely has the market been analysed?
	Question 9	How does the proposal help bridge the digital skill gap for participants?
	Question 10	How sound is the sustainability model underpinning the proposal?

## Annex D. EIT formal aspects: Costs Reporting and KPIs

This Annex includes important additional information related to formal requirements on KPIs, financial aspects and partnership for Activities that will be included in the EIT Digital Business Plan. It is therefore important that proposers read this section carefully. All Business Plan Activities need to comply with the Horizon Europe and EIT requirements, which may be subject to changes. In addition, a dedicated EIT Digital intranet page (requiring a valid EIT Digital intranet account to be accessed) contains further essential information for proposal authors. It will be kept up to date with the latest information.

The financial justification of the Activity is detailed in the EIT Digital submission system (tab "5. Budgets"). The budget information needs to be precise and concrete, considering the requirements from the Horizon Europe Model Grant Agreement (MGA). The MGA is a key document defining the general framework under which activities need to operate. The MGA will be shared with EIT Digital Partners via the EIT Digital intranet page. Also, it is important that the budget is assigned to the correct cost category:

- A. Personnel costs

- B. Sub-contracting costs
- C. Purchase costs
- D. Other cost categories
- E. Indirect costs. This is a flat rate of 25% of the eligible direct costs (categories A-D, except volunteer costs, subcontracting costs, financial support to third parties and exempted specific cost categories, if any).

In terms of the MGA and the EIT Digital submission system content and requirements, please note the following:

- The “action”: refers to the EIT Digital Business Plan, including its annexes.
- Costs need to be allocated to one or more tasks. Tasks define how the work is broken down between Partners and how much each part of the work costs. In the submission system, these tasks are called Catalyst Tasks. It is possible to model the budget of a Task based on planning assumptions, while the reporting will have to be based on actual costs, which cannot exceed the approved budget.
- “Annex I”: refers to Annex I of the EIT Digital Business Plan, where all the Activity details and targets are reflected.
- Financial Support to Third Parties (or sub-granting) can be used to allocate budget to third parties outside the partnership. The sub-grantee selection process should be open, transparent and follow all applicable rules (as defined in the Model Grant Agreement). It is recommended to make limited use of this cost category.
- Sub-contracting: needs to be explicitly defined in the Business Plan Annex I and follow all the applicable rules, especially regarding value for money and avoidance of conflict of interests.
- Full-Time Equivalents (FTE): We strongly recommend a commitment of at least 0.2 FTE per Partner and Task Leader/Contributor to ensure meaningful involvement and allocating enough capacity to the specific task.

## Key Performance Indicators (KPIs)

Each Activity needs to define its target values for a set of relevant KPIs, consisting of:

- EIT-Level KPIs (EIT KPIs): defined by the EIT for the entire EIT community (KICs). These are the most important KPIs and require supporting formal evidence of achievement. For example:
  - **EITHE08.1**: Participants in (non-degree) education and training
- KIC-Internal KPIs (INT KPIs): defined by EIT Digital as additional monitoring parameters. For example:

- INT05.1: Number of start-up ideas generated as an output of the training
- **INT10**: Number of Women part of the Activity Team
- **INT11**: Number of Industry Partners engaged in Education Activities
- Activity Specific Quantifiable Targets (ASQTs): defined by individual Activity proposers and requested to define additional, measurable, Activity-specific targets that can demonstrate the impact of its implementation. These may include, for example, the number of students/learners that after the training are participating to one of our standup/startup innovation instruments (DeepHack, Innovation Factory, RIS Venture Program)

To define their KPI targets, proposal authors need to be aware of the acceptance requirements of KPIs. Without the required evidence documentation, KPIs may not be accepted by EIT in the formal Activity review process. Please note that financial penalties may be applied by the EIT and EIT Digital in case of under-delivery, including under-achievements in any of the 3 above categories of targets and KPIs.

As valuable KPI achievements may also materialise during subsequent years, Partners will be asked to support the reporting of KPI results related to their Activity even after its official end.