SFF Phase 1 - LEARN
April – June 2024

Objectives, Timeline & Application

startforfuture.eu

EIT HEI Initiative

eit Manufacturing

eit Urban Mobility

Funded by the European Union

SFF

Why should you apply?

DkIT's *SFF LEARN* programme is an EU-funded initiative designed for students seeking to enhance their **entrepreneurial knowledge and skills internationally**.

Working in small teams, ***SFF LEARN*** encourages you to develop a business idea that can help solve real-life problems. Through a series of online workshops, you will learn about business modeling, create a prototype concept and co-learn with students from other parts of Europe.

The programme provides an opportunity to improve those critical **soft skills** that employers are now prioritizing such as **communication, creativity, time management and teamwork**. You will also develop your ability to **provide peer feedback,** and **practice presentation** and **pitching skills.**

What can you expect?

SFF LEARN consists of 5 online sessions. Student teams will work on, develop, and finally present their business ideas.

Business ideas should address a potential customer problem and plan to offer a corresponding product or service solution, within one of the following **SFF verticals/topics:**

- ***Urban Mobility***
- ***Healthcare***
- ***Manufacturing***
- ***Food***
- ***Energy***
- ***Circular Economy***

SESSIONS

Sessions run on Mondays

1

Monday 08.04.2024

Action Field Discovery

1.5 hours session

12-13:30 CET

2

Monday 15.04.2024

Project Roadmap, Peer Reviews & Feedback

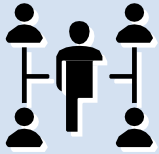
1 hour 15 min

12-13:15 CET

16-17:15 CET

3

Monday 29.04.2024



Startup Stories from our SFF Ecosystem

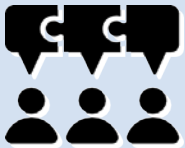
1 hour 15 min

12-13:15 CET

16-17:15 CET

4

Monday 13.05.2024



Business Model Review with Coaches & Peers

1 hour 15 min

12-13:15 CET

16-17:15 CET

5

Monday 03.06.2024

Final Pitches

2 hours

15:30 -17:30 CET

SFF

What‘s the process?

During the five SFF LEARN training sessions, **startup coaches, experts, SFF Alumni** and **LEARN staff** from across 20+ European Countries will meet you and help you work on your project ideas.

They will also help you develop **a business model,** which captures important business components:

- **The specific problem your team seeks to solve**
- **Possible solution(s)**
- **Your team’s product or service offering**
- **Target market**
- **Unique selling point**

DkIT student teams will also give feedback to European counterpart teams and engage in discussions on the SFF platform.

How & Who can apply?

Regardless of which programme you are enrolled on at DkIT, or whether you are an **individual student** (Solo Team) or a **Team** (2-5 students), you can participate in SFF LEARN – provided you want to develop a business idea to solve a specific challenge within one of the SFF verticals (topic areas).

Applicants must apply via the online application form. Following the application deadline, you will receive an email with the SFF platform registration link. Each person must register on the platform in order to be enrolled on the programme and be part of the **LEARN community group.** It is here that all programme details, events and links to the online sessions will be posted.

See the Appendix for detailed information about each session

DO'S & DON'TS

Important information for all students

Students MUST

- ✓ **Apply by 4th April and then sign into the SFF Community group by latest 7th April**
- ✓ **Attend all sessions (At least 1 team member)**
- ✓ **Upload a description of their project idea in the Community Group by latest 19th April**
- ✓ **Search session zoom links in the platform (available under the tab "Events") – there will be no reminder emails**
- ✓ **Appreciate that the SFF platform is the primary communication tool in this programme**

Students are NOT ALLOWED to

- ✗ **Shift or change their session preference once they have submitted their application**
- ✗ **Change their vertical (topic area) after application** (although their business idea may change during the programme)
- ✗ **Miss the FINAL fifth session** (at least 1 team member must be always present).

Student Applications

Application Deadline

Applications close on 4th April 2024 at 12:00 noon CET (= 1100 Irish). All applicants will receive their platform invite on 04th April at 16:00 CET. Application submission is not an automatic platform registration, therefore, all applicants will be required to open their invite link and register on the platform by 7th April.

REMEMBER: If you are not registered on the SFF platform, you will not be able to attend the training sessions!

Student Applications

Applications close on
4th April 2024 at 12:00 noon CET (= 1100 Irish)

START FOR FUTURE

Application Link

Apply via this link:

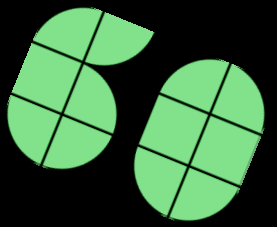
https://scefreiraum.typeform.com/to/s8WAZ7Ik

Or, use this QR Code:

Why bother applying?

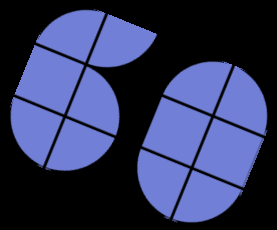
What‘s in it for students?

- ✓ Something else to put on your CV
- ✓ Somethig else to talk about at job interviews
- ✓ An opportunity to enhance your entrepreneurial skills
- ✓ An opportunity (possibly) to enhance your module assignment
- ✓ An opportunity to expand your network beyond DkIT
- ✓ A chance to win prizes
  - SFF prizes
  - DkIT prizes
- ✓ Opportunity to gain an official EU *SFF LEARN* Certificate of Completion
- ✓ And – possibly (can‘t confirm just yet!) – an opportunity to be one of the first recipients of a *DkIT Mcro-credential* worth 2.5 ECTS!



APPENDIX

Session Objectives, Structure & Student Deliverables



Action Field Discovery

(Session 1)

SFF LEARN Agenda

Session 1 – Kick Off

1

Monday 08.04.2024

Action Field Discovery

Kick Off Event

1.5 hours session
12-13:30 CET

Objective

The first Kick Off session is dedicated to onboarding students into SFF LEARN - explaining the "rules of the game" and introducing the platform tools.

SFF domain (vertical) experts & industry professionals will introduce students to topic areas, provide examples of business models and success stories in the field.

Students will learn about trends & hot topics across the different SFF verticals (*Food, Healthcare, Urban Mobility, Energy, Manufacturing, Circular Economy*).

Session 1

Agenda	Context
Welcoming & Programme Onboarding	Welcome from SFF Partners and programme onboarding by LEARN staff
Domain Expert Input	Student teams go into breakout rooms accordiing to their selected SFF vertical to receive information on the particular field & possibly discuss their own project ideas
Platform Onboarding	Platform Managers explain platform tools and benefits
Q&A	Addressing Student questions

Prerequisites that teams need to deliver for the session

1	**Exploring project idea**	Pre-session research around the particular SFF vertical in which students are planning to develop their business idea

Project Roadmap, Peer Reviews & Feedback

(Session 2)

SFF LEARN Agenda

Session 2 – Project Roadmap

2

Monday 15.04.2024

Project roadmap, peer reviews & feedback

1.5 hours session
12-13:30 CET
16-17:30 CET

Objective

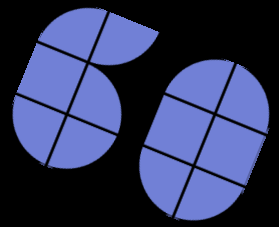
To give teams an opportunity to meet with their business coach and their international peers and get feedback on their project ideas.

Session 2

Agenda	Context
Platform Tools	SFF Platform Managers explain platform tools and team deliverables.
Upcoming Sessions	Introducing Objectives & Structure of the upcoming Session 3 and Session 4.
Groups Coaching	Together with their business coach, student teams move into the breakout room set for each of the 6 SFF Verticals/Topics.
Q&A	Teams come back to the main zoom room for any questions (if applicable).

Prerequisites that teams need to deliver for the session

1	**Discovery Roadmap Deck**	(Filled in the Template provided by SFF staff).
2	**Presentation**	Have prepared and be ready to present their slide deck in 2 min.



Startup Success Stories

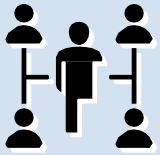
(Session 3)

SFF LEARN Agenda

3rd Session – Success Story

3

Monday 29.04.2024



Inspiration Story - Startup from SFF

Session Agenda in upcoming Slides

1 hour & 15 min session
16-17:15 CET

SFF Startup Stories

Successful startups from the SFF ecosystem share their experiences with students. They exchange experiences about the challenges they encountered and explain how SFF helped them find solutions. Student teams also have an opportunity to put questions to the Startups.

Session 3

Agenda	Context
Startup Success Story	Students are invited into domain/vertical breakout rooms to hear from successful startup teams from past SFF LEARN programmes.
Q&A	After 1 hour, teams who have questions return to the main zoom room for support from LEARN staff.

Prerequisites that teams need to deliver for the session

1	**Open Discussion**	Prepare a questionnaire to help teams overcome their project challanges

Business Model Review with Peers & Coaches

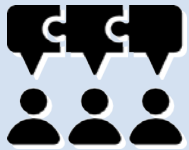
(Session 4)

SFF LEARN Agenda

Session 4 - Coaching

4

Monday 13.05.2024



Business Model Review with Experts & Coaches

1 hour & 15 min session
12-13:15 CET
16-17:15 CET

Objective

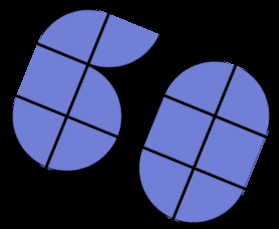
To provide personalized coaching to teams to help them refine and develop their project ideas. To give teams an opportunity to expand their entrepreneurial thinking by analyzing the feedback that peers & coaches provide to other teams and then applying this to their own ideas.

Session 4

Agenda	Context
Coach & Domain Expert Input	The group of 4-5 teams will move to breakout rooms to get one-to-one personalized feedback on their business models from a coach & peers
Q&A	After 1 hour, teams who have questions return to the main zoom room for support from LEARN staff

Prerequisites that teams need to prepare for the session

1	**Simplified Business Model Canvas**	(A *Business Model Canvas Template will be provided by SFF staff*)



Final Pitches

(Session 5)

SFF LEARN Agenda

Session 5 – Final Presentations

5

Monday 03.06.2024

Final Pitches

2 hour session
15:30 -17:30 CET

Objective

To give students an opportunity to pitch & demonstrate their learning from the programme. Teams will be given summary feedback on their project ideas from experienced experts.

This is the final session of LEARN.

For those who wish to take their ideas further, the opportunities available in the next phase of SFF are explained.

Session 5

Agenda	Context
Welcoming part	Welcome from SFF Partners. Introduction of jury members.
Teams' pitches	Each team pitches (2-3 minutes) to a jury and the other LEARN teams (exact pitching times will be communicated in the 4th session). **Important**: **Teams will be stopped after their pitching time expires.**
Phase 2 – Match & Start	SFF team presents Phase 2 – Match & Start and announces Open Call!
Award Ceremony	Revealing winners that SFF jury members have chosen in different nomination categories.

Prerequisites that you need to deliver for the session

1	**Pitch Decks**	A PPT file for presenting your project (you will be given a Final Presentations' template from the SFF team)
2	**2-3 min Presentation**	Pre-Training to fit in the provided pitching timeframe.

Good luck!

SFF