

INCUB Program: “Create your MVP and get ready to launch your startup project.”

PROGRAM OBJECTIVES

- Complete the journey of the entrepreneurial path proposed by the Entrepreneurship Center so that a real project reaches the market, from the initiation phase to its incubation.
- Review the foundations of its initiation phase, develop and validate an MVP, and prepare the project for market launch.
- A preparatory tool that allows students not only to undertake entrepreneurship but also intrapreneurship, with guidance and training for the acquisition of specific entrepreneurial skills.
- Provide more advanced projects with effective guidance towards obtaining the most suitable funding for each case.



STUDENT PROFILE

Any member of the UFV community (student, alumni, PAS, professor), individually or in a team, who:

1. Has previously received guidance from the Entrepreneurship Center's Advisory Office (CE) and/or has acquired basic entrepreneurship knowledge through the initiation program proposed by the CE, or has participated in a competition or award organized by the CE.
2. Their entrepreneurial/intrapreneurial project has not yet gone through the CE but:
 - a) Shows potential after having developed its preliminary phases, with a real commitment and interest in having an MVP before the end of the program.
 - b) Has a prototype aimed at strengthening its proposal for market entry.
3. A UFV student with courses in entrepreneurship within their degree or with an entrepreneurship-related TFG/TFM, who has developed or is in the prototyping phase or preparing to launch their innovative/intrapreneurial/entrepreneurial project to the market.



STUDENT MOTIVATION

Participants must be committed to their project (or the assigned challenge) with a clear intention of moving it forward. Therefore, attendance at sessions, participation in mentoring, and individual work outside session hours are mandatory.

Failure to comply or displaying a non-constructive attitude towards other participants may result in expulsion from the program.



CARACTERÍSTICAS DEL PROGRAMA

**4 bootcamps with 3 sessions each
3 ECTS**

Participation diploma upon course completion

116 hours of coursework divided between personal attendance, business mentoring, independent work, and the option to attend events and specific project-related sessions.

+ Possibility of attending 1 entrepreneurship event

Notes:

- Intensive study methodology focused on acquiring practical and specific knowledge in applicable areas that go beyond software development. These bootcamps usually last between one and three months and must meet a specific objective that represents a significant milestone in the participant's project. Bootcamps are entirely practical.
- In the entrepreneurial environment, they follow the “learning by doing” method, condensing into a few months what traditionally takes much longer to learn. The goal is for participants to enter the market with their project or at least have all the necessary components to do so soon.
Bootcamps are the core of the "scrum" methodology, where work is done on a mini-project lasting no more than a month (very short execution cycles—between one and four weeks), with the goal of achieving an increase in the value of the product being developed. Each sprint includes a definition and a plan to help achieve the set goals.
- Eligible for those who have attended at least 80% of the sessions, met some of the program's objectives, demonstrated proper use of the course, and presented their work at the Demo Day.
- Possibility of earning 1 additional ECTS for participants in the MVP Contest.

MODALITY AND METHODOLOGY

- ✓ This program consists of 4 modules developed over 4 consecutive bootcamps. It will be led by a young entrepreneur at the national level and is designed for soon-to-be entrepreneurs. All trainers and mentors in the program are experienced startup founders who already have a solid track record. The approach is highly practical and closely aligned with the reality of startups already competing in the market.
- ✓ Each session includes a 30-minute introductory session, followed by a hands-on workshop where participants work on their own projects using tools shared in each session, with on-site support from entrepreneurs.
- ✓ The sprint methodology ensures key milestones are met in each session.
- ✓ Inspired by this, each bootcamp will focus on solving mini-projects, providing the foundation to advance towards major milestones in the final entrepreneurial project, progressing as a whole.
- ✓ Additional support sessions, project-specific mentoring, attendance at events, and a simulated launch (Demo Day) at the end of the program will be available.
- ✓ The program is in-person, with 2.5-hour sessions, approximately two sessions per month, and optional short mentoring sessions (0.5h each) per project after each session.
- ✓ To fully benefit from the program and achieve the expected results, teams must dedicate at least 10-15 hours of independent work per bootcamp.

PROGRAM FEATURES RECAP

Dedication:

Total: 116 hours, distributed as follows:

- **Attendance (in-person):** 3 hours/session × 12
- **Business mentoring (optional):** 0.5 hours/session × 12
- **Independent work:** 15 hours/bootcamp × 4
- **Event:** 4 hours/event
- **Evaluation:**

Participants will be considered **eligible** if they have attended **at least 80% of the sessions**, achieved some of the program's objectives, demonstrated proper engagement with the course, and delivered their **final presentation at Demo Day**.



<p>BOOTCAMP 1</p> <p><i>From 12:00 to 15:00</i></p> <p>"Materializing Solutions. Product Management"</p> <ul style="list-style-type: none"> • Session 1: Wednesday, October 30 – <i>"Problem-solution fit. Designing and defining a value proposition. Resources for product development."</i> • Session 2: Wednesday, November 13 – <i>"Tools for preparing my MVP. Pivoting and validation."</i> • Session 3: Wednesday, November 27 – <i>"Diagnosing the talent needed for our entrepreneurial project: Talent Day 1."</i> <p>Event attendance: <i>E-Show Madrid (June 16 or 17)</i></p>	<p>BOOTCAMP 2</p> <p><i>From 12:00 to 15:00</i></p> <p>"Product and Validation. Product-Market Fit"</p> <ul style="list-style-type: none"> • Session 4: Wednesday, December 11 – <i>"My business model and monetization I."</i> • Session 5: Wednesday, January 22 – <i>"Financial planning and sustainable growth."</i> • Session 6: Wednesday, February 5 – <i>"Scaling financing: public funding, private financing, external investment."</i>
<p>BOOTCAMP 3</p> <p><i>From 12:00 to 15:00</i></p> <p>"Go-to-market. Day-to-Day Operations":</p> <ul style="list-style-type: none"> • Session 7: Wednesday, February 19 – <i>"Go-to-market: Strategy and marketing tactics."</i> • Session 8: Wednesday, March 5 – <i>"Advantages and pitfalls of teamwork. Talent Day 2."</i> • Session 9: Wednesday, March 26 – <i>"Tools and relationships with investors and other stakeholders. Preparation for Demo Day (E-Day)."</i> 	<p>BOOTCAMP 4</p> <p><i>From 12:00 to 15:00</i></p> <p>"Launch and Deployment"</p> <p>Session 10: Wednesday, April 2 – <i>"E-DAY."</i></p> <p>Session 11: Wednesday, April 23 – <i>"Building high-performance teams."</i></p> <p>Session 12: Wednesday, June 4 or Thursday, June 5 – <i>"Attendance at South Summit event."</i></p> <p>*Extra optional session: <i>Preparation for the MVP award.</i></p>

EXPERTS KEYFRAME

We have a panel of speakers specialized in training specifically in innovation and entrepreneurship. Additionally, they are entrepreneurs who share their business initiatives and will closely guide and support students throughout the process of validating their market product.

Program coordinator and principal speaker:

- Javier Salvador (Co-founder of The Fun Lab and Famliday)

Invited speakers:

- Pablo Cardona
- Sergio Rueda (Co-founder of Thinkalia)
- Jessica Alcalde (Founder of Fueyourbrands)
- Project Responsible of I+D iDavinci consulting.

More speakers to confirm.



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