

# Deep Dive in Innovation & Entrepreneurship Intensive Course 2025

## Design a sustainable bench for your neighbourhood

### Course Syllabus

Spring Semester 2025  
28/04 – 30/05/2025

#### Aims

- Apply the principles of design thinking to innovative problem solving.
- Familiarize with approaches and tools that entrepreneurs use in startups.
- Explain how an idea can be developed into a viable product that meets consumer needs.
- Introduce the concept and use of Living Labs in I&E.
- Familiarize with the development and presentation of a professional pitch deck.
- Promote co-operative learning and application in problem solving and innovative solution presentation.

#### Description

Have you ever thought of designing a sustainable bench for your porch, school, or neighbourhood? Are you interested in learning the design thinking steps that will lead you to a viable final product? Do you want to virtually walk through a Living Lab and discover the user-centric approach of innovation? Would you like to learn how to pitch your work in a marketable way? Then the Deep Dive in Innovation & Entrepreneurship (I&E) Intensive Course 2025 is for you!

This course provides practical knowledge and hands on experience for a deeper understanding in materializing an innovative idea in the entrepreneurial world. Starting from a design challenge, the participant will be introduced and follow the steps required to end up with a prototype that covers existing needs. With active participation in the lectures, workshops and coaching sessions with I&E experts the participant will build and present a pitch deck and learn from fellow participants through peer review evaluation of projects.

#### Learning Outcomes

- Follow the Design Thinking process to develop and test a specific business idea.
- Learn how to safely, progressively and iteratively built a customer-usable product (Minimum Viable Product) and a viable business or start-up (Lean Start-up) to support it.

- Identify and apply the “secrets” behind good pitches, pitch decks and pitch videos (Pitching Perfectly) for own product.
- Acquire knowledge of the scope, set-up, workings and applications of a Living Lab.
- Advance group work and learn the basic steps for objective of peer-evaluation.
- Introduce methods of designing a prototype.
- Learn methodologies and tools for creating innovative solutions with a social impact focus, utilizing frameworks, such as human-centred design, systems thinking, and sustainable development goals (SDGs).

## Participation

The course is open to participants from all levels of Academia (Professors, Students and Staff), Industry, Government and the public sector.

Participants, who chose to pursue the *Certificate of Completion* and/or *free elective* (3 ECTS for EURECA-PRO students only) options at the pre-registration, are required to work in teams of four members maximum. Teams will be finalized during the Introduction Workshop, on Monday April 28<sup>th</sup>. The limit is 20 teams.

Participants, who chose the option of *Certificate of Attendance* at pre-registration, will not be assigned to a team but must fulfill the participation requirements to earn the corresponding Certificate (please view Grading below). These participants register in addition to the 80 participants assigned to the four-membered teams.

## Language of Instruction

The course is offered in the *English* language; thus, good knowledge of the English language is necessary for effective participation and successful completion of the course.

## Teaching Mode

Online (synchronous)

## Course Registration

Course pre-registration will be made directly via the course Moodle LMS page (<https://moodle.eurecapro.tuc.gr/course/view.php?id=111>). Upon completion of pre-registration, an automatic e-mail of verification will be sent to the e-mail address used at pre-registration. Pre-registration for the course will open on **Thursday, March 20<sup>th</sup> and remain open until Wednesday, April 23<sup>rd</sup>, 2025.**

Registration selection will be completed on **Friday, April 25<sup>th</sup>, 2025**, upon which time participants will receive a verification e-mail for their participation to the course.

## Course Zoom Access

The Zoom meeting room(s) will be accessed via the course Moodle LMS page.

## Schedule

The topics covered in the Deep Dive in I&E Intensive Course 2025 include:

Weeks	Topic	Instructor(s)	Dates/Times
<b>1-2</b>	Welcome & Introduction Workshop: A human-centered approach to the creation of a community bench	K. Oungrinis (TUC) M. Liapi (TUC)	Monday, April 28 <sup>th</sup> 12:00-14:00 (CET)
	Design Thinking workshop: Creating Ideas with Design Thinking	A. Uhlmann (TUBAF)	Wednesday, April 30 <sup>th</sup> 12:00-15:00 (CET)
<b>2</b>	Creating Ideas with Design Thinking (2/2)	A. Uhlmann (TUBAF)	Wednesday, May 7 <sup>th</sup> 12:00-15:00 (CET)
	Lean Startup & Minimum Viable Product (MVP) – From Idea to Validated Innovation	R. Taferner (MUL)	Thursday, May 8 <sup>th</sup> 12:00-14:00 (CET)
	Project Coaching: Ask your Project Coach	P. Partsinevelos (TUC)	Friday, May 9 <sup>th</sup> <ul style="list-style-type: none"> <li>- Project description (~250-300 words) in “Ask your Project Coach” Forum in Moodle</li> <li>- Make team appointment with Project Coach for Week 3</li> </ul>
<b>3</b>	Project Coaching: Ask your Project Coach	P. Partsinevelos (TUC)	Monday-Friday, May 12 <sup>th</sup> -14 <sup>th</sup> 10:00-12:00 (CET)* (* requires appointment with Project Coach for online advising)
	Pitching Perfectly seminar: Pitch Like a Pro and Create Excitement	A. Knauer (HSMW)	Thursday, May 15 <sup>th</sup> 12:00-14:00 (CET)
<b>4</b>	Pitching Coaching	A. Knauer (HSMW)	Thursday, May 22 <sup>nd</sup> , 09:30 – 12:00 (CET)* Friday, May 23 <sup>rd</sup> 13:30–16:00 (CET)* (* requires appointment with Prof. Knauer for online advising)
	Walking through a Living Lab:		Friday, May 23 <sup>rd</sup>
	1- TUC Innovation Lab	M. Ioannidis, E. Bikos, A. Papamanolis (TUC)	10:00-11:30 (CET)
	2- Lorraine Smart Cities Lab-ERPI	L. Dupont (UL)	12:00-13:30 (CET)

<b>5</b>	Pitch presentations and peer & expert evaluation	Experts and peers	Wednesday, 28/5 13:00-16:00 (CET)
	Final Exam	Individual participant	Friday, 30/05/2025 Any two-hour interval between 09:00-18:00 (CET)

Note: Schedule changes may occur due to extenuating circumstances.

## Grading and Awards

### 1. **3 ECTS** (for EURECA-PRO students only)

To receive 3 ECTS, it is required to earn a cumulative grade of  $\geq 80\%$  for fulfilling the following criteria:

#### a. **Participation (35%)**

Specifically, actively attend  $\geq 70\%$  of the designated time (i.e., minutes) in all of the following sessions:

- Welcome and Introductory Workshop (120 min.)
- Design Thinking Workshop (2X180 min; 360 min. total)
- Lean start-up approach and MVP session (120 min.)
- Pitching Perfectly session (120 min)
- Walking through a Living Lab session (180 min)
- Pitching presentations participation of 180 min max. (180 min)

#### b. **Pitching your idea and Peer-reviewing (45%)**

- Pitch presentation grading (30%)
- Peer evaluation (15%; based on guidelines in the relevant Rubric)

#### c. **Final Exam (20%)**

Earn a grade of  $\geq 50\%$  at the online (EURECA-PRO LMS Moodle) final exam (120 min)

### 2. **Certificate of Attendance** (all participants with $\geq 70\%$ in the Participation grade)

### 3. **Certificate of Completion** (all participants with $\geq 80\%$ cumulative grade)

## Attendance

- To receive the Certificate of Attendance, each participant must log-in and actively participate (i.e., submit requested feedback during the online meeting or via Moodle) in the online, synchronous lectures/meetings for at least 70% in all lectures/meetings cumulatively.
- The time recording starts automatically from the time the participants log in to the course until the exit.

## Final Exam

- The Final Exam will be comprised of multiple-choice questions derived from the information from the following sessions: a) Design Thinking Workshop, b) Lean start-up approach/Minimum Viable Product (MVP), and c) Pitching Perfectly seminar.
- The Final Exam of the course will be administered **online**, via the [EURECA-PRO LMS Moodle course platform](#) and must be completed within **two hours (120 min)**.
- The Final Exam will be accessible between the hours of **9:00 a.m. to 6:00 p.m. (CET) on Friday, May 30<sup>th</sup>, 2025**.

## Course Evaluation

Following the completion of each lecture, the participants are kindly asked to evaluate that lecture. Also, following the Final Exam, the participants are kindly asked to complete a questionnaire for the overall evaluation of the course.