



EIA Leadership Bootcamp for University Students

The Future is Powered by Innovation and Entrepreneurship

University students in many parts of the world lack entrepreneurial skills and knowledge because they do not have access to modern entrepreneurship education. They also lack real-world experience working in multicultural and interdisciplinary teams. As a result, they are limited in their ability to innovate and create new, high-growth startups that can ultimately be successful in the global market.

Bringing World Class Entrepreneurship Education to the Eurasian Region

The European Innovation Academy (based in Estonia), in partnership with the US Market Access Center (USMAC) and the faculty from the **UC Berkeley Sutardja Center for Entrepreneurship and Technology** will host a **Leadership Bootcamp for Student Entrepreneurs** in Batumi Georgia. The bootcamp is modeled on the **Berkeley Method of Entrepreneurship Bootcamp** that is delivered on the Berkeley campus twice a year.

The bootcamp facilitates immersive learning for new venture creation. This bootcamp offers a one-of-a-kind experience. During the program, participants will attend sessions that weave together lectures and interactive game-based exercises, receive one-on-one mentoring from SCET faculty and industry experts; and learn in a collaborative environment.

Using the Berkeley Method to Teach Entrepreneurial Leadership Skills to Students

For the last 10 years, the faculty at **UC Berkeley's Sutardja Center for Entrepreneurship and Technology** (SCET) has conducted research on the best ways to teach university students entrepreneurship. This research led to the creation of the **Berkeley Method of Entrepreneurship** (BMoE).

The BMoE is an approach to teaching innovation that focuses on learning by playing interactive games and understanding and developing one's entrepreneurial mindset. In 2019, SCET received **Excellence in Entrepreneurship Teaching and Pedagogical Innovation Award** at The Global Consortium of Entrepreneurship Centers Conference.

Bootcamp Details	Distinguished Faculty	Our Key Sponsors
Logistics <ul style="list-style-type: none"> ● September 4 – 9, 2022 <ul style="list-style-type: none"> ○ 4 ½ days of training ○ Idea Fair on the Last Day ● Batumi Georgia The Participants <ul style="list-style-type: none"> ● 100 University Entrepreneurs ● 60 from Georgia ● 20 from Ukraine ● 20 from other countries in the Eurasia Region 	From the UC Berkeley Sutardja Center for Entrepreneurship and Technology (SCET) <ul style="list-style-type: none"> ● Ken Singer, Chief Learning Officer and Managing Director ● David Law, Director Global Academic & Startup Programs ● Chris Burry, Global Ambassador and CEO USMAC ● Gail Gannon, Adjunct Faculty and Managing Director WaveEdge Capital And other industry experts	Georgian Government Sponsors <ul style="list-style-type: none"> ● Government of the Region of Adjara, Republic of Georgia ● Ministry of Education, Republic of Georgia ● Georgia's Innovation and Technology Agency ● Caucasus University (Georgia) ● US Agency for International Development, Economic Security Program (Georgia) ● Startup Grind Tbilisi

The Opportunity to Include Students from Your Region

We are looking for 20 more students from Europe and Central Asia to attend the bootcamp.

Tuition is \$1,250 USD which includes housing and a daily food stipend for the students. This is a 50% discount .

Contact Chris Burry (chris@usmarketaccess.com)