



## OUR STORY

The gap between academic and entrepreneurial worlds is currently quite significant. The European Union is home to a flourishing generation of young entrepreneurs.

**SMARTUP is a EU-funded project aimed at creating an online community of resources for young entrepreneurs, as well as at developing an innovative start-up Master program implemented in 4 European universities. The project involves experts from European higher education institutions, companies and business foundations.**

**online and offline resources and tools, as well as the Master's program, are structured around the "doing" part (you enroll to start your venture), so that Europe's untapped potential in the startup world shall be untapped and leveraged to renew Europe's economy.**

## APPLICATIONS FOR THE MASTER PROGRAMME NOW OPEN

The first edition of the SmartUp Master is about to begin and applications are now open. As of January 2018, 40 students will have the opportunity to benefit from classes, digital tools such as apps, webinars and a Mentoring support for FREE. Have you **applied** yet?



## CHECK OUT THE FULL WEBINARS' LIST

Experience is key if you want to succeed in the market. That is why the SmartUp Master will be integrated by a series of webinars where experts and entrepreneurs will offer their knowledge and focus on specific yet fundamental aspects of entrepreneurship. The full list is available on the SmartUp website, in the **Webinars'** section.

01 FEB	<b>Mindfulness</b> ☀ 7:00 AM - 5:00 PM 📍
01 FEB	<b>Business planning process</b> ☀ 8:00 AM - 5:00 PM 📍



# PARTNERS' CHOICES

## TIMELINE

**JAN 2017**

**SMARTUP KICK-OFF  
MEETING, MILAN**

**JUL 2017**

**LAUNCH OF SMARTUP WEB  
PORTAL**

**JAN 2018**

**LAUNCH OF  
SMARTUP MASTER  
PROGRAMME**

**FEB-MAR 2018**

**DEPLOYMENT OF NATIONAL  
ROUNDTABLES IN 7 EU  
COUNTRIES**

**FEB-NOV 2018**

**IMPLEMENTATION OF  
MENTORING AND COACHING  
ACTIVITIES**

**NOV 2018**

**SMARTUP FINAL  
CONFERENCE, BRUSSELS**

## UNIVERSITY OF MILANO-BICOCCA INTRODUCES SMARTUP MASTER

University of Milano-Bicocca has hosted, on September 28th, the official presentation of the SmartUp Master Programme. The event has taken place at the University's premises, while a streaming session has been made available for those who could not attend in person. Check out the recording of the presentation [here!](#)



## WEB SUMMIT 2017 IS FAST APPROACHING

The largest tech conference in the world is coming to Portugal in November. Web Summit 2017 will gather more than 60.000 attendees and a range of key personalities such as national and European policy-makers, CEOs, investors and much more.

More info at <https://websummit.com>



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