



Digital

# EIT Digital Summer School 2020 欧盟科技创业暑期班

General Info 简介

on-line 在线课程



# 关于EIT Digital

- A body of European Union 欧盟机构
- Public funds 公共资金
- Non-profit 非盈利
- To promote innovation of technology in Europe 为促进欧洲的科技创新



EIT Digital is supported by the EIT,  
a body of the European Union

<https://www.eitdigital.eu>



硕士课程



博士课程



在职课程



暑期班



EIT Digital is supported by the EIT,  
a body of the European Union

<https://summerschool.eitdigital.eu>



Digital

# 2020科技创业暑期班

## 项目介绍

# 2020科技创业暑期班



- 5个大主题
- 2周的强化课程
- 800欧元
- 一半学生是EIT Digital的硕士博士生，另外一半是外校学生
- 14个项目
- 在线课程和小组作业
- 4个欧洲ECTs学分
- 互动式教学、沉浸式创业体验



## 5个大主题

- Digital Cities 数字城市
- Digital Industry 数字产业
- Digital Wellbeing 数字健康
- Digital Tech 数字科技
- Digital Finance 数字金融

14个暑期班的信息都可以在网站上找到：

<https://summerschool.eitdigital.eu/all-programmes/>

# DIGITAL CITIES 数字城市主题



- Unleashing the Power of Circular City Data 循环城市数据  
(8月16日-8月29日)
- Design Thinking and Scaling Services for Cities 设计思维  
与城市服务 (8月2日-8月15日)
- Digital Cities as Infrastructures for Smart Mobility 智慧交  
通 (8月2日-8月15日)
- Digital Transformation for Urban Resilience 城市弹性应  
对中的数字化转型 (8月16日-8月29日)

# DIGITAL INDUSTRY 数字产业主题



- IoT Platforms for Industry 产业互联网平台 (8月16日-8月29日)
- Ravaging Disruptions in Retailing 科技与零售业 (8月9日-8月22日)



# DIGITAL WELLBEING 数字健康主题



- Healthy Lifestyle and Behavioural Change 健康生活方式  
以及生活习惯变化 (8月2日-8月15日)
- eHealth Personalized Prevention 数字健康与个性化预防  
(8月2日-8月15日)
- Data Visualisation and Connectivity for Healthcare 数据可  
视化与卫生保健 (8月2日-8月15日)

# DIGITAL TECH 数字科技主题



- Big Data Analytics 大数据分析 (8月2日-8月15日)
- Internet of Things and Business Transformation 互联网与商业转型 (8月2日-8月15日)
- Secure e-Governance 安全的政府数字管理 (8月2日-8月15日)

# DIGITAL FINANCE 数字金融主题



- Machine Learning for Financial Data 金融数据中的机器学习 (8月16日-8月29日)
- Disrupting Finance with Digital Technologies 数字科技颠覆金融 (8月16日-8月29日)

每一个项目的说明都可以在暑期班网站上找到  
<https://summerschool.eitdigital.eu/all-programmes/>



HOME / PROGRAMMES / ADMISSION AND COSTS / ABOUT SUMMER SCHOOL

## ALL PROGRAMMES

### OUR SYNTHESISING APPROACH TO APPLIED LEARNING IS PART OF WHAT MAKES US STAND OUT

Joining one of our Summer School programmes is the perfect starting point to explore Europe while adding digital innovation and entrepreneurship skills to your resume. We've selected some of the top destinations for you this year.

Show all Digital Cities Digital Finance Digital Industry Digital Tech Digital Wellbeing

<b>BIG DATA ANALYTICS</b> Stockholm, Sweden AUGUST 2 - AUGUST 15	<b>BIG DATA FOR INDUSTRY 4.0</b> Bologna, Italy JULY 19 - AUGUST 1	<b>DATA VISUALISATION AND CONNECTIVITY FOR HEALTHCARE</b> Coventry, England AUGUST 2 - AUGUST 15
<b>DESIGN THINKING AND SCALING SERVICES FOR CITIES</b> Helsinki, Finland AUGUST 2 - AUGUST 15	<b>DIGITAL CITIES AS INFRASTRUCTURES FOR SMART MOBILITY</b> Trento, Italy JULY 12 - JULY 25	<b>DIGITAL TRANSFORMATION FOR URBAN RESILIENCE</b> Ljubljana, Slovenia JULY 12 - JULY 25
<b>DISRUPTING FINANCE WITH DIGITAL TECHNOLOGIES</b> Madrid, Spain JULY 12 - JULY 25	<b>EHEALTH PERSONALISED PREVENTION</b> Tallinn, Estonia JULY 26 - AUGUST 8	<b>FINTECH APPLICATIONS</b> Lisbon, Portugal JULY 5 - JULY 18

## 学生包括：

- EIT Digital的硕士、博士生（占一半）
- 来自全球高校的理工科、商科、医科背景或者对科技创业感兴趣的高年级本科生、硕士生、博士生
- 科技从业者、创业者

要求：对所申请的项目领域有一定了解和兴趣，有足够的英语口语沟通能力

# 课程内容（在线进行）

- Pre-arrival online assignment (starter kit) 在线预备作业（关于商业、创业的在线课程，共8小时；在暑期班开始前一周提交）
- Lectures 讲座（欧洲高校教授、科研人员以及资深创业者授课）
- Project work 商业案例项目（以小组为单位，有导师指导）
- Customer interviews 访问客户
- Pitches and Business Case 项目展示（每个小组在最后一天会展示针对真实商业案例的解决方案，评审团会评出最优小组）
- Report 项目报告（暑期班结束后两周内完成小组书面项目报告，才能得到4个ECT学分）

# 往期暑期班优秀项目报告举例



project report

MAIT

## Contents

1. Executive summary	2
1.1. Mission	2
1.2. Solution	2
1.3. Financial	2
1.4. Noticeable achievements	2
1.5. Social impact	2
1.6. Team	2
2. Problem and Solution	3
2.1. Problem	3
2.2. Solution	3
3. Business Modeling and Planning	6
3.1. Business Modeling	6
3.1.1. Value Network	6
3.1.2. Business Model Canvas	7
3.1.3. Competitors	7
3.2. Business Planning	8
3.2.1. Roadmap	8
3.2.2. Financials	9
4. Business development process	12
4.1. Business development process	12
5. Self Evaluation	15
5.1. Sun Aranda	15
5.2. Minky Park	15
5.3. Hafsa Nariva	15
5.4. Zu Qi	16
5.5. Gray Shiyu	16
5.6. Olivier Nicolas	16
Bibliography	17

1

## Executive summary

### 1.1. Mission

Our mission is to study find new and excellent esports teammates. Ones that not only perform well on their own, but also fit the team dynamic. Market Opportunity reports in a form of competitive using video games, in particular between professional players, individually or as teams. Esports market is booming and it is currently 200% worth more than 1 billion of dollars worldwide and it's expected to grow by 300

### 1.2. Solution

MAIT offers a superior Machine Learning (ML) based player fitting platform for both professionals as well as amateur players. Our solution creates an easy comprehensible MAIT score for each proposed player based on three parameters: personality as assessed by analyzing communication channels in game, player skill based on several statistics and team compatibility based academic research. MAIT trained focus on esports Dota 2 and uses the OpenData data platform to access the players' hard skills.

### 1.3. Financial

MAIT is a Software-as-a-Service (SaaS) and its revenue stream consists of three tiers: Amateur, Semi-Pro and Pro. The subscriptions allow for the same features and are only distinct to the applicable player base that can be contacted. The player base that can be contacted and their price are respectively: lower 50

### 1.4. Noticeable achievements

MAIT 'Best Project' during the Machine Learning for Finance' (Indspet) summer school 2019 organized by the European Institute of Technology (EIT).

### 1.5. Social Impact

Traditional sports often require major investments to create a possibility of going professional, while competing in esports requires only a minor monetary investment. This demonstrates the possibility of going professional since now the step to professional athletes is mainly decided on skills and merit.

### 1.6. Team

Our team consists of 6 young entrepreneurs finishing their master studies. Our team includes AI experts, business developers, software developers and gaming experts.

2.1. Solution 2.2. Problem and Solution

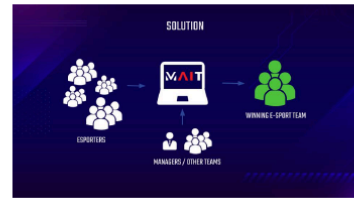


Figure 2.1: Conceptual Solution

MAIT will launch supporting only Dota2. This has multiple reasons: it's one of the most popular esports games, it is team based and high quality data is available via the research platform OpenData through APIs (see Fig. 2). We use Natural Language Processing (NLP) to understand the meaning and context from language



Figure 2.2: Technical Solution Overview

communication tools and link this to the personality types defined by Myers and Briggs. OpenData is also used to extract player skill. This includes the player's Matchmaking Rating, win ratio, kill/death ratio and experience. Finally the team compatibility is assessed by creating teams that either consist of successful esports teams in both the personality dimension and the relative player skill dimension, as well as form teams that match on personalities that are compatible with each other based on research performed by Myers and

3.1. Business Planning 3.2. Business Modeling and Planning

generated teams work. This will allow us to understand how accurate the model is and if needed what parts to refine.

In October of the same year we also want to participate in a 100 hackathon in Berlin to generate some equity free investment. We assume to have a good probability of generating some equity free investment. We assume to have a good probability of generating some equity free investment. We assume to have a good probability of generating some equity free investment.

We plan on launching the full platform during the start of DreamLeague season 12 in March 2020. DreamLeague is one of the most watched esports events in the year and we presume that we will attract many fans that want to become just like their idols who they are watching.

From that moment on we will reach out to new customers by either becoming a sponsor or major events but mostly by paying youtube influencers that will advertise our platform in their videos. A lot of players stream their games on twitch or twitch getting millions of viewers, streamers become new kind of idols, users targeting the gaming community. Therefore, this will give us a lot of visibility also because the majority of people that follow esports do so by watching streams on twitch and of course famous gamers are able to reach out to a lot of these people.

After getting traction we will expand to different games. In particular the next we think will be our next step is League of Legends (LoL) because together with Dota 2 and Counter Strike, it is the most followed esports game where team play is vital.

### 3.2.2. Financials

The following plot depicts the difference between the estimated revenues and the expected expenses for the first 15 months of activity. As we can see by analyzing the plot, the break even point will be reached 11 months after the final launch, therefore at the beginning of 2021. In order to estimate the expected revenues and expenses which are included in the above chart, the following reasoning was considered:

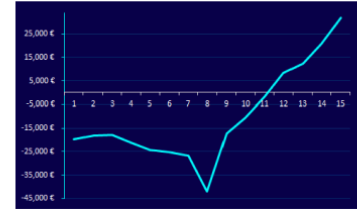


Figure 3.2.1: Revenues

### 3.2.2.1. Revenues

For the revenue streams, we identified one main source of revenue: a subscription-based fee, which has two different categories: SEMI-PRO which costs 15€ quarterly for accessing the lower 80% of the players in making or the PRO subscription which costs 150€ and provides access to all the best players worldwide. The

3.2. Business Planning 3.3. Business Modeling and Planning

subscription is charged quarterly as according to our research, teams change on average every 3 months, especially after competitions when a team does not perform well [7].

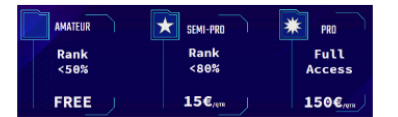


Figure 3.2: Roadmap 2019-2020

Moreover, in order to get traction and to have players using MAIT's platform, we also have a FREE trial for amateur players where they can access the lower 50% of the players for free.

Thus, the following reasoning was considered in order to determine the expected revenues:

- Firstly, we determined the number of amateur players that will be using our platform for each month based on the total number of DOTA2 amateur players (11,000,000) and on our marketing strategy, i.e., according to the reach out of the youtubers that were considered for advertising the MAIT platform in each month and the other marketing actions. In the first 3 months (M1-M3), the number of users improved from 6,1000 considering advertisement on twitch and on social media. After M3, we will start advertising on youtube DOTA 2-specific channels and we assumed that 5-10% of the youtube viewers will start using MAIT platform. Thus, the considered number of users ranged from 1300 in M4 to 48k in M12.
- From the total number of amateur players, we determined a percentage of users that will be willing to pay for the SEMI-PRO subscription based on the performed questionnaires where it was possible to conclude that 80% of the users would pay for this type of service. Nonetheless, we assumed that only 30% of the total number of amateur players were actually paying for the service.
- Afterwards, we estimated the total number of professional players and managers that would pay for the PRO subscription. We only considered that we were selling the PRO subscription after month 4 (M4) since the 3 initial months will be used for getting traction, i.e., for having already amateur players using the platform and for directly contacting managers and professional players.

### 3.2.2.2. Expenses

By projecting the expected revenues and expenses, we concluded that one year after break even we expect to reach a profit of 2 millions. However, to start out we need a first investment of 200'000 euros, which will be used for covering the previously mentioned expenses for starting up the company.

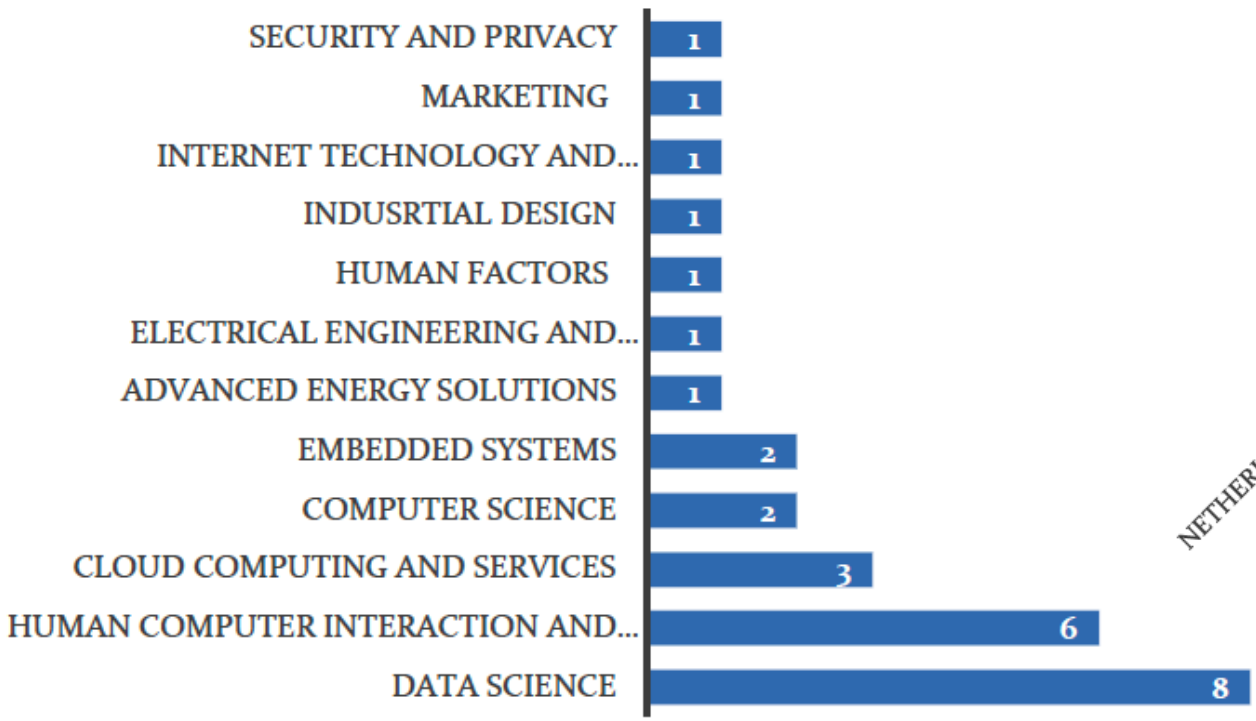
## 举例：2018芬兰Aalto University暑期班讲座（部分）



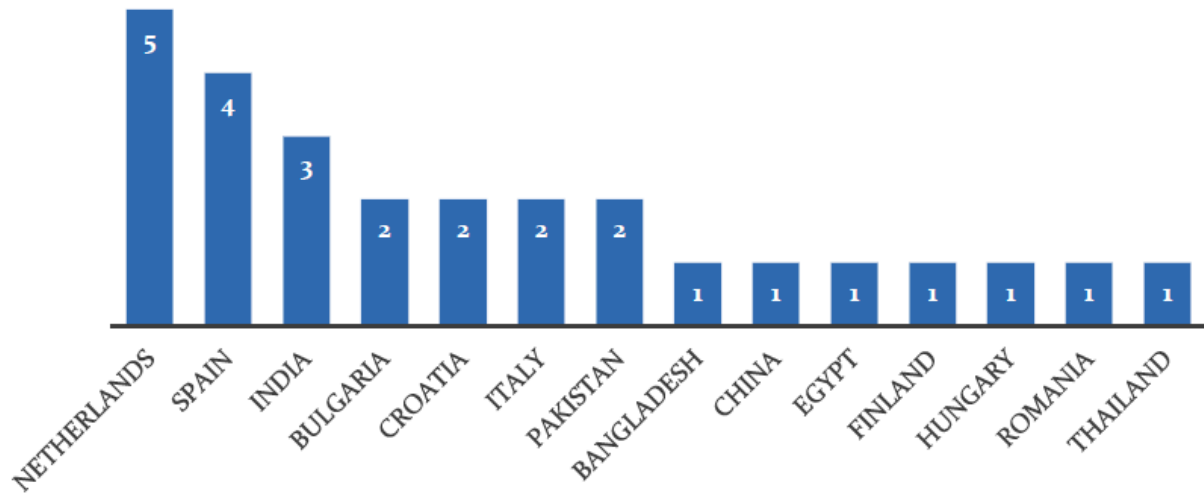
- Arhi Kivilahti, CEO Ada Fresh, Trends and changes in retailing
- Mikko Hänninen, Aalto Business School, Digital Transformation of retail
- Dario Nascimben, Relex, Retail Drivers
- Marko Turpeinen, EIT, Circular economy and retail business
- Elina Räsänen, Holvi, Building a digital marketplace
- Kai Kuikkaniemi, S-Group, Customer data in retail
- Juha Frey, Netprofile, New generation marketing
- Jesse Sandqvist, PwC, Consumer experience and analytics
- Yu Xiao, Aalto University, Applications and enabling technologies
- Lidia Borisova, Aalto Venture Program, Design Thinking
- Jukka Kotovirta, Gearshift Group, Innovation and new development in the business life cycles
- Hani Tarabichi, Aalto University, Storytelling & Pitching
- Hani Tarabichi, Aalto University, Guerilla Marketing
- Fabian Sepulveda, Courage Ventures, Customer Development
- Aikseli Von Koch, Heinonen & Co., Do I want to protect or hand out my IP?
- Otto Hilska, Smartlu.io, Entrepreneurial case
- Juha Nuutinen, Sellforte, Campaign and promotion management



# 举例：2018芬兰Aalto University暑期班学生情况



学生专业背景



学生国籍分布

## 暑期班之后，你会：

- 得到4个ECT学分、结业证书
- 学会作出某一个领域的商业计划
- 可以评估数字科技为某一领域带来的巨大转型作用
- 懂得客户价值、商业周期、全球市场趋势、产业价值链、细分市场
- 了解知识产权以及财务、风险相关问题
- 增强展示沟通的能力、决策力和领导力
- 可以从发展新产品、新科技和新商业模式的角度对道德、社会、科学、可持续发展等问题作出新的思考
- 激发个人潜力、发展个人综合素质

# 暑期班费用

6月7日之前报名

800欧元

(由于今年课程改为在线进行，课程费用有所减少)

# 申请材料

- 护照信息页或者身份证扫描件
- 在读证明（英文）
- 在校成绩单（英文）
- 英语能力证明（可以是雅思托福成绩，也可以是大学英语成绩，学校可以组织英语口语面试并对学生的口语能力作出说明）
- 简历（英文）
- 英文自荐信（简要说明为什么要报名这个项目）

<https://summerschool.eitdigital.eu/admission-and-costs/how-to-apply/> 报名截止日期6月7日

# 申请页面



HOME / PROGRAMMES / **ADMISSION AND COSTS** / ABOUT SUMMER SCHOOL

## Admission and Costs

[How to Apply](#)

[Tuition and Fees](#)

[APPLICATION PORTAL](#)

## HOW TO APPLY

**We are excited that you are interested in joining us next summer!**

To qualify for admission, applicants need to submit a completed application form and fulfill the admission requirements:

1. Academic qualification - post-secondary education (bachelor's degree, master's degree, or doctoral degree). Undergraduate students still studying must have completed at least one academic year of their bachelor's degree programme and have at least one year of work experience.
2. English language proficiency (English language proficiency test such as TOEFL or IELTS, successful completion of previous education in English, completion of ESL programme, completion of other English language courses, etc.).
3. Submit a Curriculum Vitae
4. Submit a copy of the photo page of passport or ID

When your application is accepted, you will be invoiced according to your Summer School fee category. For more information about tuition, accommodation fees, and ARISE stipend, please visit [Tuition and Fees](#) section of our website.

Connect with us to learn how EIT Digital Summer School education could be the right fit for you. We are here to make applying as simple and convenient as possible.

Early bird deadline: February 1!

[APPLY NOW](#)

Have questions? We are here to help!

[CONTACT US](#)

需要注册用户名之后  
填写信息和上传资料  
来完成

如要求填写Promo  
Code, 可以填写  
MARKETINGASIA

<https://summerschool.eitdigital.eu/admission-and-costs/how-to-apply/>

# 退款政策

若要退订暑期班，必须以书面形式通知我们，可以发邮件至 [summerschools@eitdigital.eu](mailto:summerschools@eitdigital.eu)

- 如果在暑期班开始前至少45天取消，可以得到90%的退款
- 如果在暑期班开始前30-45天内取消，可以得到60%退款
- 如果在暑期班开始前8-30天内取消，可以得到40%退款
- 如果在暑期班开始前7天内或者之后取消，无法得到退款
- 席位若替换给**同校**的学生，不收取额外费用，此时需要将替换者的申请资料发至[summerschools@eitdigital.eu](mailto:summerschools@eitdigital.eu)。替换者也必须完成课程开始前的在线作业。

<https://summerschool.eitdigital.eu/admission-and-costs/tuition-and-fees/>



# EIT Digital Summer School

## 2020 欧盟科技创业暑期班

<https://summerschool.eitdigital.eu>

邮箱 : [summerschools@eitdigital.eu](mailto:summerschools@eitdigital.eu)



EIT Digital is supported by the EIT,  
a body of the European Union