



UNIVERSITAT ROVIRA I VIRGILI



campus  
d'excel·lència  
internacional  
catalunya sud

campus  
de excel·lència  
internacional  
cataluña sur

campus  
of international  
excellence  
southern catalonia

## ***Promoting Entrepreneurship and Business Creation***



- **Entrepreneurship has become more important than ever** given the current situation. It is:
  - Necessary for job creation
  - Necessary for growth
  - Makes us more competitive
- The Universitat Rovira i Virgili believes that 2010 marked a huge turning point regarding the entry of students into the job market. The financial crisis has **changed perceptions of students** and what they do.
- **All** who study at the URV **must be made aware** that, in addition to working in a company, **they can create and enjoy their own personal business projects.**
- However, entrepreneurial activity depends on a close **connection to the local environment.**
- The URV is the leading university in Southern Catalonia and is committed to the **transfer of knowledge** to its immediate surroundings.

# The thinking behind URV EMPREN

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The URV's commitment to its region means that we seek to respond to the current need to **promote entrepreneurship and business creation**.

The URV currently has two organisations for promoting entrepreneurship:

- the **Chair for Entrepreneurship and Business Creation** and
- the **Centre for Technology Transfer and Innovation (CTTi – FURV)**.

The current socioeconomic situation has made clear the need for a concerted joint effort between all institutions and stakeholders in the region that share the same objective.

For these reasons the URV has created the entrepreneurship platform



The **platform** aims to provide a starting point for the creation of a frame for coordinated activities.

# Objectives of URV EMPREN

- To foster the entrepreneurial spirit among university students and provide transversal training for creating and developing business projects.
- To provide **every person in the region** with the **information** and **support they need to develop an entrepreneurial spirit**, the **training they need to be enterprising**, and the **tuition for creating and launching their own business**.
- To offer a **comprehensive service** to entrepreneurs in the Tarragona region, from the moment they decide to create a business to its consolidation and growth.
- To adapt the URV's programme to entrepreneurs, researchers and businesses (especially SMEs).
- To implement a **coordinated model between the university, regional entities and businesses**.
- To pass on the results of its activities to the region and its institutions.
- To participate in the Catalan Government's programmes aimed at encouraging business growth and consolidation.
- To pass on the URV's research in Entrepreneurship and Business Creation.

# The target public of URV EMPREN

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## URV MEMBERS

URV Emprèn is aimed at all people **with an interest in and the potential to become entrepreneurs in the Tarragona region.**

- URV students
  - Undergraduates
  - Postgraduates
  - Master's and doctoral students
- University community in general
  - Teaching and Research staff
  - Administrative and Services staff

## NON-URV ENTITIES

URV Emprèn identifies two large groups:

- Regional institutions
  - Regional administration
  - Tarragona regional council
  - Town Council services for promoting economic
  - Chambers of commerce
  - Business organizations
- Entrepreneurs from regional institutions
- Other entrepreneurs

## Promoting entrepreneurial spirit

- Getting 15% of URV students to participate in an entrepreneurial activity
- Helping 120 possible entrepreneurs each year
- Interacting with 80% of the regional organisations that are involved in entrepreneurship.

## Creating business

- Creating a minimum of 20 companies a year with the entrepreneurs that we help
- Ensuring that 20% of the businesses created are linked to the URV (URV spin-offs or start-ups)

## Consolidating the businesses created

- Ensuring that 40% of entrepreneurs that contact us reach the end of their URV EMPREN process

To improve entrepreneurial culture in the region and provide entrepreneurs with the necessary support, **URV EMPRÈN** acts along four strategic lines:

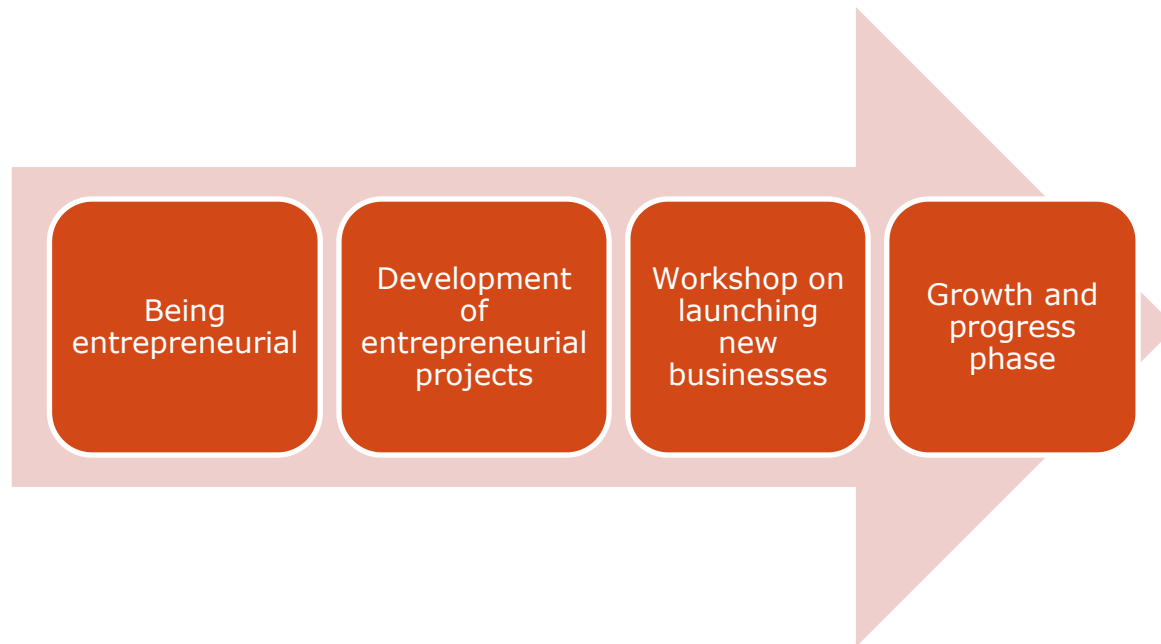


All of **URV EMPRÈN's** actions are open to the whole region

# How entrepreneurship evolves

The entrepreneur concludes their personal and entrepreneurial project with an analysis of its evolution.

**URV EMPRÈN** has specific programmes to accompany entrepreneurs during each phase of the process, thus minimizing the possibility of withdrawals and failures.





# Awareness-raising activities:

TYPE	TARGET PUBLIC	DESCRIPTION
'Entrepreneur Tuesdays' conference cycle	LOCAL ENTREPRENEURS	Cycle of conferences (25 annually) on various subjects of interest for entrepreneurs, carried out in collaboration with different institutions and at different locations in the region
Entrepreneur club	STUDENTS, URV AND EXTERNAL ENTREPRENEURS	Monthly lunches of the Entrepreneur club
		Southern Catalonia entrepreneur forum, via social network
Organisation of seminars	STUDENTS, URV AND EXTERNAL ENTREPRENEURS	Southern Catalonia Entrepreneurship Day
		Round table of good practices in entrepreneurship at different locations around the region
Participation in prize competitions	REGION	URV Social Council grants
		Bioemprendedor XXI, Ecoemprendedor XXI, Ticemprendedor XXI
		YUZZ Prizes, Regional Council Prizes, Reus Prizes, etc.
		Other competitions and prizes
Publications	REGION	Entrepreneurship news
		Books: "Guide to starting a new business", "Manual for start-up growth"

LEVEL	TARGET	DESCRIPTION			
ENTREPRENEURSHIP MODULES FOR UNDERGRADUATE STUDENTS	URV STUDENTS	Entrepreneurial Competencies 1	Entrepreneurial Competencies 2	How to make a business plan	Resources for the entrepreneur
BASIC EXPRESS COURSE IN ENTREPRENEURSHIP	URV AND NON-URV STUDENTS	What do you need to know to create a business? (8 HOURS)			
BASIC INTENSIVE COURSE IN ENTREPRENEURSHIP	URV AND NON-URV ENTREPRENEURS	Course on Start-Up Creation (30 HOURS)			
EXTENDED TRAINING PROGRAMME	SPIN-OFFS, START-UPS AND SMES	Course on Business Consolidation (40 HOURS)			

# Specific training programmes

LEVEL	TARGET	DESCRIPTION (4 HOURS)
SPECIFIC TRAINING FOR ENTREPRENEURS	VARIOUS AUDIENCES	The creative company
		Social entrepreneurship
		International entrepreneurship
		Start-up funding
		Taxation for entrepreneurs
		The entrepreneur and team management
		Marketing and selling for start-ups

LEVEL	TARGET	DESCRIPTION (3 HOURS)
SESSIONS ON SELF EMPLOYMENT FOR URV STUDENTS	URV STUDENTS	From the final degree project to the business project
		How to set up a law firm
		How to set up an economic consultancy
		How to set up a winery
		Management and organisation of a medical practice
		Management and organisation of a firm of architects

First meeting	General evaluation of the idea and diagnosis of the plan to be followed
Second meeting	Protection of the technology or the idea (if appropriate)
Third meeting	Evaluation of entrepreneur's personal competencies
Fourth meeting	Estimate of market potential
Fifth meeting	Evaluation of the idea and the business model
Subsequent meetings	Help with business plan
Subsequent meetings	Resource management: funding, people, market, etc.
Subsequent meetings	Monitoring with tutor

## MARKET DEVELOPMENT

- Workshop on opportunities analysis, definition of target market, market study and definition of marketing strategies.

## START-UP COACHING

- Continuous assessment of entrepreneurs during the business design phase, definition of strategies, resource selection and market launch.

## FUNDING STRATEGY

- Accompanying entrepreneurs in the process of raising finance for their projects. Defining the best finance strategy, carrying out the necessary financial and economic studies.

The **Business Launch Workshop's** target public are SPIN-OFFs, START-UPS and other regional entrepreneurs.

It consists of an intensive **training** programme aimed at **accompanying** projects that are ready to be launched onto the market. The idea is **simulate the real-life market circumstances** in which the projects will find themselves and use this to **plan the best possible market launch**.

The workshop is held **twice a year** and is intensive.

The target public of this stage are companies that have completed the entrepreneurship process and are in the growth and consolidation phase.

These companies are invited to take part in the “**Business consolidation course**”.

This phase consists of **three annual workshops** aimed at solving the specific problems of each company:

- **NEW MARKETS AND INTERNATIONALISATION**
- **INVESTMENT AND FUNDING**
- **SALES GROWTH**

# Members of URV Empren

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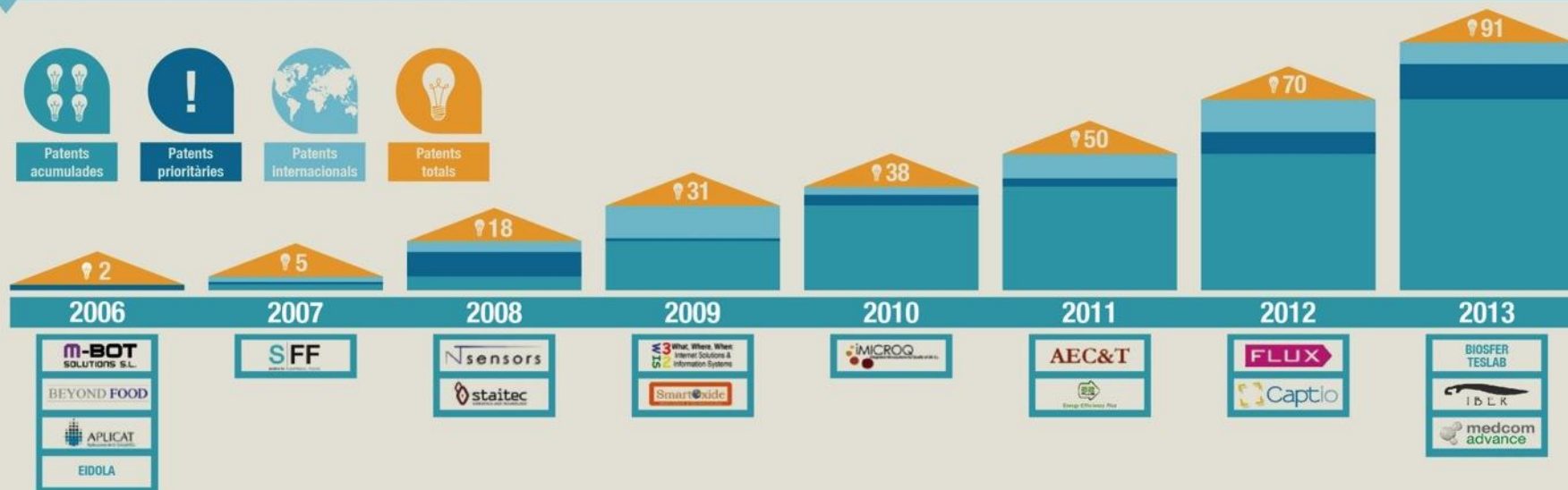
- Universitat Rovira i Virgili
- URV Social Council
- Tarragona Regional Council
- Tarragona Chamber of Commerce
- Reus Chamber of Commerce
- Valls Chamber of Commerce
- Tortosa Chamber of Commerce
- CEPTA
- PIMEC
- Tortosa Town Council
- REDESSA (Reus Town Council)
- L'Eina (El Vendrell Town Council)
- Cambrils Town Council
- IDETSA (L'Hospitalet Town Council)
- Salou Town Council
- Tarragona Red Cross
- ACC1Ó Tarragona
- La Selva del Camp Town Council
- Tarragona Town Council
- Valls Town Council
- Concactiva (Conca de Barberà District Council)
- Vila-seca Town Council
- Calafell Town Council
- Amposta Town Council
- Gandesa Town Council
- Flix Town Council
- La Galera Business Incubator (Montsià District Council)
- Baixebre-innova (Baix Ebre District Council)
- L'Ametlla de Mar Town Council
- International Youth Chamber
- SECOT
- Ascó Town Council



## Sol·licitud de patents i empreses creades a l'entorn de la URV

Solicitud de patentes y empresas creadas en el entorno de la URV

Patent applications and businesses created in the URV environment



# Citysens: Domestic smart gardens



# Entrepreneurship: one attitude to orient the professional life

Bsc of Pedagogy 3er year. (compulsory subject)

## Subject:

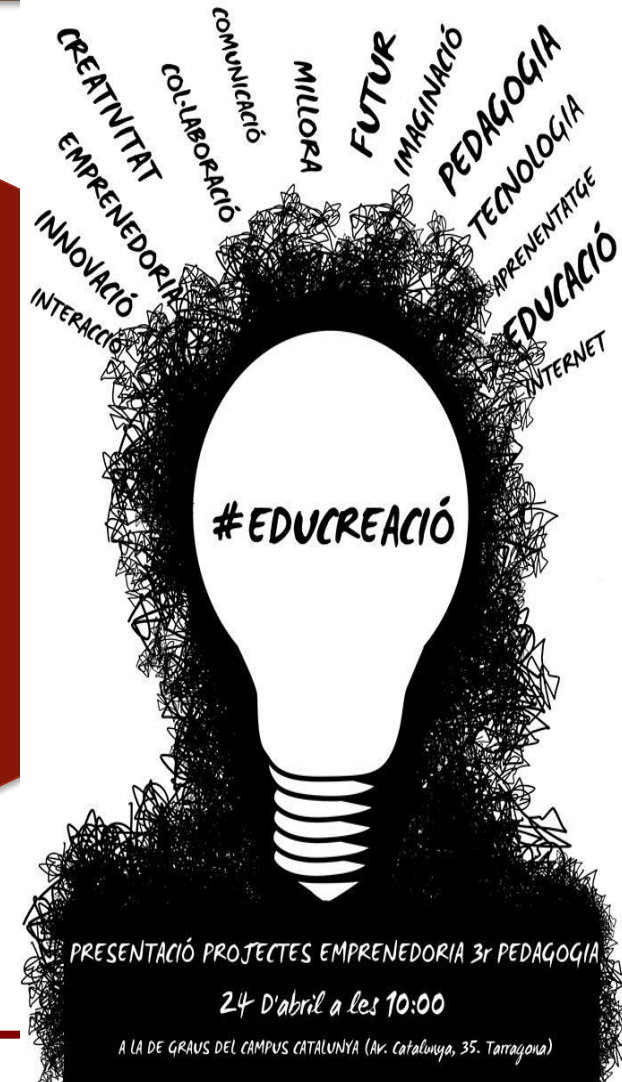
- ***Dessign of teaching resources in technological environments***

## Objective

- **Design and develop the project:**
- **Creation of a bussines of educative services using the information and communication technologies (ICT)**

## Skills

- **Entrepreneurship**





*"Your time is  
limited*

*Don't waste it*

*Living someone else's  
life"*

*Steve Jobs*











*Thank you for your attention*

