

From Science and Technology to
Real-World Ventures

A unique program organized by Esade Business
School and IQS in Barcelona



Program description

Combining IQS scientific excellence with Esade entrepreneurial leadership, this program offers a unique learning experience that bridges deep-tech knowledge and real-world business creation.

Over two weeks, participants will immerse themselves in an academic and professional environment designed to transform their passion for science and technology into entrepreneurial action.

Join us in Barcelona for inspirational talks, interactive workshops, company visits, and a final pitch to experts and investors.

This summer program is targeted at university students and recent graduates from science or technology degrees from around the world with curiosity for innovation and a drive to make an impact.

Starting date: 6th July 2026
Ending date: 17th July 2026

Duration: 2 weeks
Modality: In-person

ECTS: 6

Fees:
€ 1.900 (w/o accommodation)
€ 2.700 (w/ accommodation in university dorms)

City: Barcelona

Skills and Competencies that you will develop

- Learn how to turn your ideas into viable business plans.
- Get an understanding of trends in Health Tech, Green Energy Transition, and The Blue Economy, and the opportunities these areas bring for innovators and entrepreneurs.
- Acquire and practice skills to present projects to investors.
- Learn in an international university environment and develop your networking through interdisciplinary collaboration.



Contents

Day 1

- Welcome and program overview
- Focal areas: Health Tech, Energy Transition, Blue Economy
- Barcelona tech and innovation company visits
- Group cocktail

Day 2

- Tech Transfer: Types and differences
- Defining Impact
- Health area company visits
- Experience the *Modernism* movement in Barcelona

Day 3

- Parallel sectorial impact lectures
- Identifying real-world problems
- AI tools for entrepreneurs
- Cultural walk and tapas in Barcelona

Day 4

- PETALS: problem definition workshop
- Designing solution hypothesis and testing Willingness to Change
- Energy and Blue economy area company visits
- Student-led International Student night

Day 5

- Business Model Canvas workshop
- Discovery: Customer interviews workshop
- Field work: validate assumptions

Day 6

- Market – Competitors workshop
- Finance basics
- Field work
- Flexible time for validation and networking

Day 7

- Intellectual property
- Story telling workshop
- What do investors look for?
- Interactive session with investors

Day 8

- Pitch preparation

Day 9

- Pitch practice with mentors

Day 10

- Final pitch event and feedback
- Lunch and farewell



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