

SUMMA BAC – Boost & Connect

An energizing Summer School for Bachelor students is designed to boost their entrepreneurial mindset and connect them with peers, mentors, and entrepreneurial regional ecosystems.

A NEOLAIa Entrepreneurial business idea validation challenge @UNISA that **will be held in distance from 5 to 15 May 2026, and in person from 18 to 24 May 2026.**

WHO WE ARE

NEOLAIa is a European University Alliance consisting of nine higher education institutions, widely spread across Europe. They are Bielefeld University (Germany), University of Jaén (Spain), University of Nicosia (Cyprus), Örebro University (Sweden), University of Ostrava (Czech Republic), University of Salerno (Italy), Stefan cel Mare University of Suceava (Romania), University of Tours (France) and Šiauliai University of Applied Sciences (Lithuania).

As an alliance of universities rooted in small and medium-sized cities, NEOLAIa is uniquely positioned to drive innovation and regional development, fostering entrepreneurship that leverages local strengths while contributing to European and global progress.

Entrepreneurship is a driving force for economic growth, social progress, and regional transformation. In an increasingly interconnected and technology-driven world, fostering a culture of innovation and business creation is essential to building resilient and sustainable societies.

The NEOLAIa Entrepreneurship Summer School is designed to promote entrepreneurial thinking, support knowledge transfer, and drive impactful collaboration between students and business makers.

By uniting efforts and embracing a transnational approach, NEOLAIa seeks to empower individuals to contribute meaningfully to societal progress through entrepreneurship.

ASSOCIATED PARTNER

012 Factory

THE SUMMER SCHOOL OVERVIEW

SUMMA BAC is organized like a boot camp for a Business Idea Competition. The challenges are designed to equip learners with the essential knowledge needed for entrepreneurship. Our educational activities include training in entrepreneurial self-efficacy, technologies, design thinking, and business idea development.

Participants will engage in hands-on activities that develop critical skills such as team building, business model, financial aspects, and pitching an entrepreneurial business solution. The SUMMA BAC will give students of different backgrounds and countries the opportunity to network in a multicultural and international environment.

If you're a young professional ready to take on an international challenge, this training is your opportunity. You'll have the chance to create a cultural and entrepreneurial bridge between different cultures and engage in direct exchange with market experts and companies from Southern Italy!

METHODOLOGY

We have mixed different online and in presence pedagogical approaches to help discover the Business of South Italy from an insider's perspective.

The working groups will be facilitated, and our sessions will host companies and experts from different industries to enhance learning and collaboration between students and executives in some southern Italian firms. Socio-cultural components such as a tasting of typical food and museum tours will be organized during a hackathon to build solutions for real business problems told by experts in the sector.

BENEFIT

You'll learn from academics from the University of Salerno and highly qualified professionals on entrepreneurship coming from the other Universities of NEOLAiA.

A way to develop profession-related competencies and boost your innovations and entrepreneurial skills.

The main benefits are:

- Important opportunity for professional growth and teamworking in a multidisciplinary and multicultural environment.
- Understanding the business and work models applied in the local region.
- Expanding the global network.
- Explore a new culture and build cultural awareness.
- Collaborate in a team environment using a challenge-based approach.

At the end of the SUMMA BAC, successful participants will be granted a Certificate of Completion.

WHAT YOU WILL LEARN

The SUMMA BAC Program is designed to equip you with the knowledge and skills to make a significant impact, addressing the critical challenges facing the Italian regional ecosystems.

You will get a general knowledge of entrepreneurship and technology practices that will change the local innovations.

The Program is structured as follows:

- **Online training** open to all the applicants: **15 days** are designed to give students an overview of entrepreneurial opportunities, innovation in the local industry, technologies available, and creating sustainable businesses from social, ecological, and business perspectives.
- **In-person training** open to 27 selected students (3 from each European University NEOLAiA Partners): **7 days** in Salerno (IT), UNISA Fisciano Campus, designed to foster innovative solutions for real business. The training in person offers a unique experience alongside hands-on activities, field trips, and workshops. Participants will connect with local experts and communities. The activities will serve as a powerful accelerator for participants' entrepreneurial ideas generations.

WHAT YOU WILL DO.

HIGH-LEVEL PROGRAM

The program includes 15 days of online courses delivered by leading European experts in entrepreneurship, aimed at helping students apply the knowledge gained to develop business ideas that address the key challenges faced by regional companies.

At the core of the program is the analysis of a real business challenge presented by a local entrepreneur, with a strong focus on developing an entrepreneurial mindset.

In Particular, the online modules are:

5 - 15 May	Lesson	Description	duration	methodology
05 May	Introduction to entrepreneurship	An introduction to Entrepreneurship, entrepreneurial mindset, and start-up with a focus on the regional local area.	2h	Synchronous welcome + Asynchronous video + Tutor online
	Business modelling	Business Idea generation (Design thinking) and business model (Canvas)	6h	Asynchronous interaction with exercises/gaming
	Business Model Canvas exercise		4h	Self-Study

12 May	Financial tips & tricks	Finance for startups, learning from expert mentors.	4h	Synchronous lesson with an expert mentor
	Business Planning exercise		8h	Asynchronous module + Self-Study
14 May	New Technology Immersion	A key speaker moment will be created to inspire students to learn more about emerging technologies.	4h	Synchronous lesson with an expert technologist (This lesson could be launched as online public conference)
	Questionnaire		2h	Self-Study

27th participants will get the opportunity to attend the 7-day training in person in UNISA, Salerno - Italy.

The training in person at the core of the program involves the creation of entrepreneurial teams that work on an innovative business idea and project a sustainable business model, ending up with a final pitch competition.

In Particular, the modules in person are:

	Lesson	Description	duration	methodology
18 May	Welcome	Open Ceremony: visit on the campus and presentation of the course	2h	evening together
19 May	Local Business Needs	Hackathon open session with 012 Factory at UNISA, presenting the Challenges	6h	Team Building and Business Challenge Presentation at UNISA

20 May	Idea Generation	Hackathon deep session @UNISA using the empathy map	6h	Interactive idea creation sessions: students divided into groups need to work on a business idea that solve the business challenges presented
21 May	Idea Validation	Hackathon deep session @012 Factory with cultural visit	6h +2 travel	Interactive idea validation sessions: students divided into groups need to validate their ideas through a specific framework focused on Business Planning and a Data-Driven approach.
22 May	Business model preparation	Intense workgroup day	6h	Students divide into groups and will work on their project to propose a solution to the presented challenge.
23 May	Project Business Idea Presentation	Pitch momentum with public vote	6h	Celebration with an online jury that includes TAFE members, 012 Factory, and the local entrepreneur
24 May	Final Wrap-up	Certification delivery	2h	Say goodbye

*The business challenges to be addressed by teams of students will be solved through a hackathon experiment.

The general structure of the hands-on exercise is as follows:

1. Each company involved proposes one or several real business topics they would like to address. The different teams of students will conduct their preliminary work (research, prepare ideas, collect any data requested, etc.)
2. A consulting session typically begins with a brief (15-20 minute) welcome/overview of the company and a review of the business problem mission by the company representative. Depending on the company, this may include a brief tour of facilities.
3. Thereafter, students will break out into their teams and finalize their perspectives and recommendations for the company.
4. Each team will present their suggestions/recommendations, followed by comments and open discussion with the company sponsor.

5. Each team provides its notes and recommendations to the participating companies. Students are encouraged to consult accessible data of each company and carefully research the different company profiles. They are also free to collect additional data they deem important for offering a viable recommendation to the companies in a final pitch idea to solve the problem.

ASSESSMENT

A pre and final assessment will be carried out using a short multiple-choice and open-ended test to allow participants to realize what they have learned, with a representative score on the given certificate.

This remains independent from the recognition of the days of activities done, which will be certified at the end of the NEOLAiA Partners via participant certifications.

WHO CAN APPLY

The Program is for you if:

- You are curious and want to explore business opportunities in a regional area
- Have a passion and commitment to drive the transformation to a more sustainable, innovative ecosystem
- You are open and eager to learn in a multicultural environment
- You are willing to apply the new technologies and tools taught in the real world because you see yourself in building a business

The SUMMA BAC training is open to:

- Participants aged over 18
- Bachelor's University students, Recent Bachelor's graduates from various educational backgrounds from NEOLAiA Universities countries (Bielefeld University (Germany), University of Jaén (Spain), University of Nicosia (Cyprus), Örebro University (Sweden), University of Ostrava (Czech Republic), University of Salerno (Italy), Stefan cel Mare University of Suceava (Romania), University of Tours (France) and Šiauliai University of Applied Sciences (Lithuania))
- Participants must have a good proficiency in the English language, as the program will be conducted in English

*Places are limited to 27 people in person, and the rest of the participants of the selection can be accepted to participate in the online training until 100 people.

HOW TO SUBMIT AN APPLICATION

Prepare Your Application: Please contact your Erasmus+ or NEOLAiA Office within your university and follow the internal selection procedures.

Successful applicants will be notified via email and provided with further instructions and information about the course access and program.