Support from EIT Health

EIT Health is a Knowledge and Innovation Community (KIC) established by the European Institute for Innovation & Technology (EIT), an independent EU body set up in 2008 to promote innovation and entrepreneurship across Europe.

EIT Health brings together leading healthcare companies across multiple industry sectors, public and private research centres, and top universities, to create a powerful network of partners.
WHAT IS INJOY?

INJOY is designed for students, entrepreneurs, intrapreneurs, and researchers who are interested in creating novel business solutions aimed at empowering citizens to modify eating behaviours which support healthy ageing.

Students will develop the skills, knowledge, and attitudes needed to identify a business idea, assess the opportunity and develop a sustainable business model to promote healthy living.
25 June - 4 July 2018

WHO
Entrepreneurs, Intrapreneurs, Researchers, Professionals, Students

WHAT
Workshops, theoretical and practical business sessions, collaborations, expert panels, excursions, and influencer talks

WHERE
UNIVERSITY OF BARCELONA

WHEN TO APPLY
Admissions Rounds: 1 April, 15 April, 29 April 2018

HOW TO APPLY
http://www.nutrimetabolomics.com/injoy
The INJOY Partnership and Support
Lead Partner and host of the INJOY Summer School

Cristina Andrés-Lacueva, PhD
Lead Partner Project Leader
Professor at the Biomarkers & Nutrimetabolomic Research Group, CIBERFES Frailty & Healthy Aging Nutrition, Food Science & Gastronomy Dept. Pharmacy & Food Science School-University of Barcelona Nutrition and Food Science Department of the Pharmacy School

Claudio Cruz, PhD
Economics and Business Organization
Profesor de Dirección Estratégica e Innovación y Competitividad, Coordinador of the Masters in Creation and Management of Innovative and Technological Based Companies, Department of Management and Strategy of Companies

Jaume Argerich, PhD
Outreach and Internationalization
Professor, Department of Economics and Business Organization. Specializes in Outreach and Internationalization.

Adriana Espinet, MSc
Internationalization & Education
Associate Professor, Management Science, MSc in Business. Specializes in Internationalization & Education.
How might we empower Europeans to adopt eating behaviours which promote healthy aging?
Challenges identified by industry

**Foods for healthy Aging**
How might we make it easy, convenient and enjoyable to eat foods which support healthy ageing?

**Gastronomy**
How might we simplify cooking for all skill levels, how might we redesign kitchens for more efficiency?

**Lifestyle Habits**
How might we nudge European consumers to adopt healthy habits?

**Consumer Empowerment**
How might we help consumers select and purchase foods which support healthy ageing?

Are there challenges you face in your industry??

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INJOY EIT Health Summer School

INNOVATING THE JOY OF EATING

STUDENTS
Attract creative, open-minded, passionate individuals interested in empowering consumers

SOLUTIONS
Develop solutions that help both consumers and businesses by promoting healthy lifestyle changes based on science

PARTNERS
Collaborate with outstanding businesses, universities, scientists and innovators

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Who will participate?
Working in interdisciplinary teams

- **Engineers** interested in innovating the way people eat for health
- **Scientists** interested in bridging the gap between research and business
- **Entrepreneurs & Intrapreneurs** interested in health, food or gastronomy
- **Industry Leaders** from the food, hospitality and technology industries
- **Dietitians & Nutritionists** interested in changing the landscape of the food market
- **University Students** interested in pursuing a career or business related to food
What will we teach?

1. Challenges in eating for healthy ageing
2. Foods for Healthy Ageing
3. Dietary Patterns - the new gold standard in promoting healthy ageing
4. Innovating How We Eat (behaviors & habits)
5. Innovating What we Eat (foods & products)

Nutrition for Healthy Ageing

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What will we teach?

Entrepreneurship & Innovation

1. ENVIRONMENT
   - Interpretation of Contexts
   - Trend Analysis
   - Decision Making

2. ENTREPRENEURSHIP & INNOVATION
   - Creativity and Innovation
   - Innovation and Technology
   - Ideas vs. Opportunities

3. BUSINESS MODELS
   - Risks vs. Profitability
   - Ideas into Business Models
   - Business Model vs. Business Plan

4. THE MARKET
   - Selecting & Targeting Consumers
   - Road to Market
   - Value Proposition

5. FINANCIAL PLANNING
   - Start-Up Planning
   - Investors’ Point of View

6. ECOSYSTEMS
   - Entrepreneurial Ecosystems
   - Negotiation with Investors

real-world cases

real-world innovations
How will we transition from science to business?

Pairing theory with real-world cases and challenges

OUTPUTS

Challenges

Foods for healthy aging
Dietary Patterns
Lifestyle Habits
Consumer Behavior
Gastronomy

Food Innovation
Smart Food Labels
Health Apps
Online Purchasing
Cooking Methods

Brick and Mortar Shops
Manufacturing & Production
Mobile Technology
Digital Business
Food industry

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What will we create?

- Novel foods
- Delivery Services
- Smart Nutrition Labels
- Digital Apps
- Online Purchasing Solutions
- Smart Kitchens and Devices
- Ready-to-eat meals
- Innovative Design

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Timeline

1 April
CLOSE OF EARLY ADMISSIONS

21 March
RECRUITMENT OPENS

15 April
CLOSE OF ROUND 2 ADMISSIONS

29 April
CLOSE OF ROUND THREE ADMISSIONS

7 May
FINAL NOTIFICATIONS TO ALL STUDENTS. LAST DATE FOR PAYMENTS AND FEES

25 June - 4 July
10-DAY TRAINING IN BARCELONA

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For more information about the INJOY EIT Health Summer School

Website:
http://www.nutrimetabolomics.com/injoy

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