

The Objectives



The ENDuRE project aims to design and execute a new framework based on frontal teaching and problem-oriented learning.

The alliance will develop tools and methodologies for start-ups to make right decisions in highly dynamic markets and uncertain conditions. These will focus on improving:

- Opportunity scouting
- Technical and economic assessment
- Viability analysis
- Technology and business pre/prototyping



The ENDuRE entrepreneurial programme, based on a learn-by-doing approach, will be an opportunity for the alliance to test and develop the new tools and methodologies.

Student entrepreneurs participating in the entrepreneurial programme will receive the highest level of coaching and strategic support in order to test and validate their business ideas.



By the end of the project, university students, graduates and entrepreneurs should have access to a set of homogeneous and multilevel didactical material for their entrepreneurial needs. These materials will be scalable, transferrable and suitable for start-ups at various stages of their growth and maturity.



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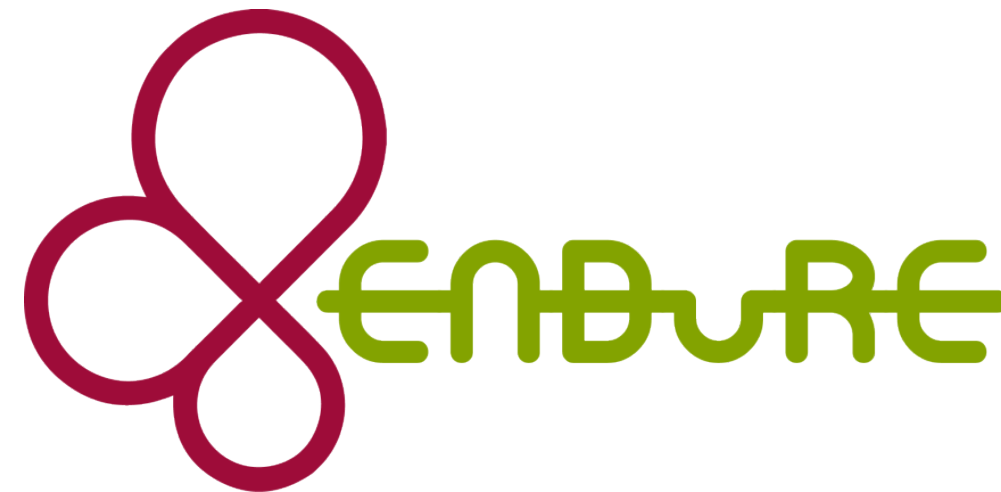
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European Network of Design
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The ENDuRE Project

The ENDuRE Knowledge Alliance is an innovative approach to educating and supporting entrepreneurs, aimed at increasing the resilience and competitiveness of European start-ups.

The project will design and develop a holistic framework to transform ideas into technically and economically viable businesses.

Academic institutions and companies will form an alliance that will work together to minimise the probability of start-ups failing, help them grow quickly and overcome the *Valley of Death*.

This alliance is composed of three universities and four companies, from Denmark, Italy and the United Kingdom.

The ENDuRE project aims to develop educational and practical tools in order to provide short-term benefits to more than one hundred students and start-ups, as well as positively impact the activities of the European universities, companies and public bodies involved in the project.

Educational and training materials will be developed for specific stakeholder groups, including start-ups at various stages of their growth and maturity.

Key Elements

The ENDuRE Programme

The ENDuRE entrepreneurial programme will support students to develop their business ideas. It will merge best practice and tools, which will have been tested by the partners for their entrepreneurial and educational activities.

The programme will be trialled on three teams of students, selected from the ENDuRE alliance universities.

The students will be hosted by a foreign company in order to learn and develop key entrepreneurial skills.

A scalable and adaptable project

The ENDuRE project will issue a homogeneous set of materials that will make the entire project scalable and adaptable to context-specific start-up environments.

A European network

The ENDuRE project aims to create a network comprised of all the actors participating in the European entrepreneurial ecosystem. The network will enable to highlight and learn from the particularities of different start-up environments across Europe.

ENDuRE at a glance

