



# XIJI INCUBATOR

Do you have a product or an idea that you would like to validate? Are you interested in learning about emerging markets? Do you want to complement your studies with a practical experience?

## **Unlock Your Potential with Xiji Incubator.**

Elevate your business in the vibrant hub of Shanghai. Gain expert mentorship, investor access and an extensive network. Join a community of thousands of entrepreneurs, ground-breaking startups, and accelerate your journey to success!



UNIVERSIDAD  
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西济  
Xiji Incubator

## SCHOLARSHIP IN SHANGHAI: 3 MONTHS HANDS-ON EXPERIENCE FOR EARLY STAGE ENTREPRENEURS

Spring batch February 19<sup>th</sup> 2024 to June 1<sup>st</sup> 2024

Xiji Incubator is the UPM entrepreneurial program in Shanghai, supporting start-ups since 2018.

The program gives students and young professionals an immersive hands-on experience in Shanghai while working in their own projects. Xiji offers guidance and support from its extant network. The goal is to understand the Chinese & emerging markets from a practical approach, trying to validate assumptions and launching the product!

Students can take some subjects of their interest in Tongji University and/ or work in their degree's final thesis (TFM / TFG)

For further information visit:  
<https://www.xijiincubator.com>



XIJI INCUBATOR & UNIVERSIDAD POLITÉCNICA DE MADRID

**For further information visit [xiji.incubator.es](https://xiji.incubator.es)**

## **METHODOLOGY**

Xiji Incubation Program in Shanghai follows the Lean Start-up Methodology. Our hands-on approach is one of the core strengths of our program. We believe that the best way to learn is by doing, so we provide participants with the tools, resources, and mentorship they need to turn their ideas into reality.

## **PROGRAM DESCRIPTION**

The program consists of several modules covering topics such as entrepreneurial foundations, marketing in China, legal aspects investment, digital prototyping, manufacturing, communication, mentoring, Chinese culture, the Chinese market, and regional support. By the end of the program, entrepreneurs will have developed the skills and knowledge needed to grow their businesses and secure funding, as well as valuable connections within the local startup ecosystem.

## **EVALUATION AND CERTIFICATES**

All participants that successfully complete the incubation program will be awarded a certificate. The evaluation will be based on the performance and it will follow the criteria: Progress towards goals, adaptability and pivoting, engagement with mentors, community involvement, pitching skills.

## **PROGRAM REQUIREMENTS**

- A clear and compelling business idea that is relevant
- Willingness to learn and adapt to the local culture and business environment.
- Commitment to attend all program sessions and actively engage with mentors and fellow entrepreneurs.
- An open-minded approach to feedback and a willingness to pivot and iterate on your business plan as needed.
- A strong work ethic and a willingness to put in the time and effort required to build a successful business.
- Passion and commitment to building a successful business and learn about new markets.

## **TIMETABLE**

Our program is divided into short, focused modules because we know that founders have businesses to run. We want startups to get the resources they need when they need it, not on a schedule convenient to us. In Xiji Incubator, entrepreneurs become permanent members of a community of in-house experts, mentors, founders and corporate partners who help them 1:1 on all facets from idea validation and prototyping to customer acquisition. All the modules and an example of a month schedule are provided

## **SCHOLARSHIPS AND FEES**

Tuition fees for UPM students: 1080 € corresponding to the expert course "Open Innovation and Entrepreneurship in China" (18 ECTS)

UPM offers scholarships for participation in the program. Scholarship holders receive:

- Scholarship of 2000 €.
- Free accommodation in Tongji University dorm (only first 5 scholarships).

Please note that participants are expected to organize their own travel and contract OnCampus health insurance.

**Register:** <https://upm.moveon4.de/form/64f58ba320900553a306fd45/spa>



## SCHEDULE

The program is structured to suit the needs of the entrepreneurs so we adapt it each batch. The program usually focuses more educational resources at the beginning of the batch, followed by further support in entering the ecosystem and validating. During the last months of the program mentoring plays the key role.

### Tentative program for the first month of the batch

Monday	Tuesday	Wednesday	Thursday	Friday
2	3	4	5	6
Welcoming session Introduction to the program	Elevator pitch	Foundation on entrepreneurship I	Working day	-EQ -Vertical mentors
9	10	11	12	13
Mentoring	Chinese Culture: Understanding Cultural Context	Foundation on entrepreneurship II	Hands on practice: Interviews and validation	Legal aspects in China: IP protection
16	17	18	19	20
Mentoring	Foundation on entrepreneurship II validation & learnings	Regional support and organisms	Chinese Market	Foundation on entrepreneurship III- BM
23	24	25	26	27
Mentoring	Foundation on entrepreneurship III- Financials	Marketing basics: Ecommerce ecosystem	Legal: Strategies to mitigate risk	Vertical: Sustainable and green technology
30	31	1	2	3
Mentoring	Company visit	Communication: How to Pitch	Chinese Market:	Prototyping I

NB: This is a tentative program. The topics are indicative. Program might be modified depending on the needs of the entrepreneurs and about the fields covered, on the level and depth of the discussion, and on the availability of the possible invited lecturers.

In addition to the sessions and modules, participants will be encouraged to join other start-up competitions and related events that will be announced during the classes.

## REGISTRATION

### Online registration UPM

[https://www.upm.es/Estudiantes/BecasAyudasPremios/Becas/Becas\\_Movilidad?id=61b0a494e3fde110VgnVCM10000009c7648a\\_\\_\\_\\_&fmt=detail&prefmt=articulo](https://www.upm.es/Estudiantes/BecasAyudasPremios/Becas/Becas_Movilidad?id=61b0a494e3fde110VgnVCM10000009c7648a____&fmt=detail&prefmt=articulo)

### Registration Period

Spring batch

September 1st- September 15th

Fall batch

March 15th- April 1st

## PROGRAM DATES

Spring batch

February 2024-June2024

Fall batch

October 2024-December 2024

## SCHOLARSHIPS

<https://upm.moveon4.de/form/64f58-ba320900553a306fd45/spa>

## CONTACT

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