

2025

# Companies

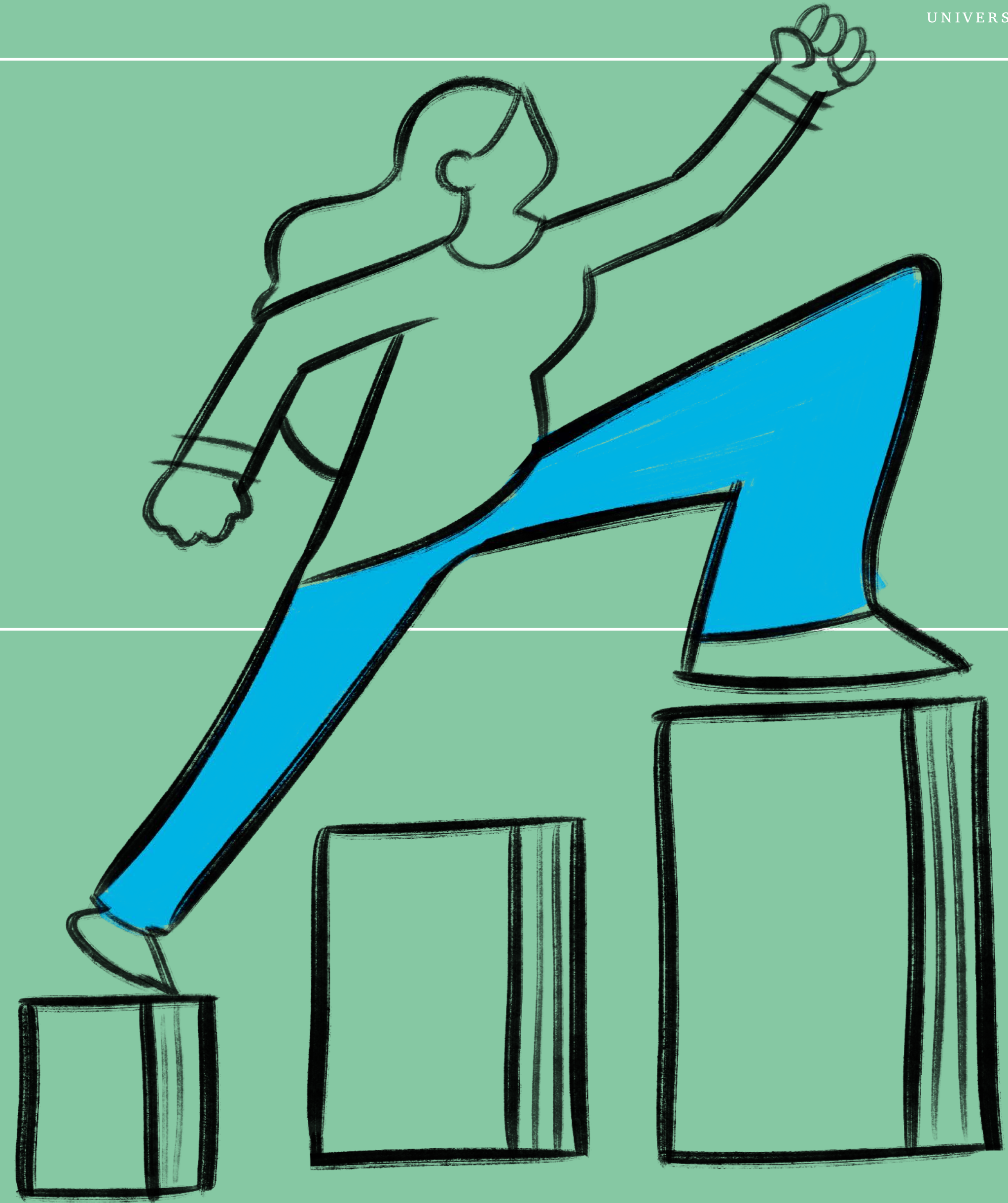


Portfolio of services

# What is StartUB!?

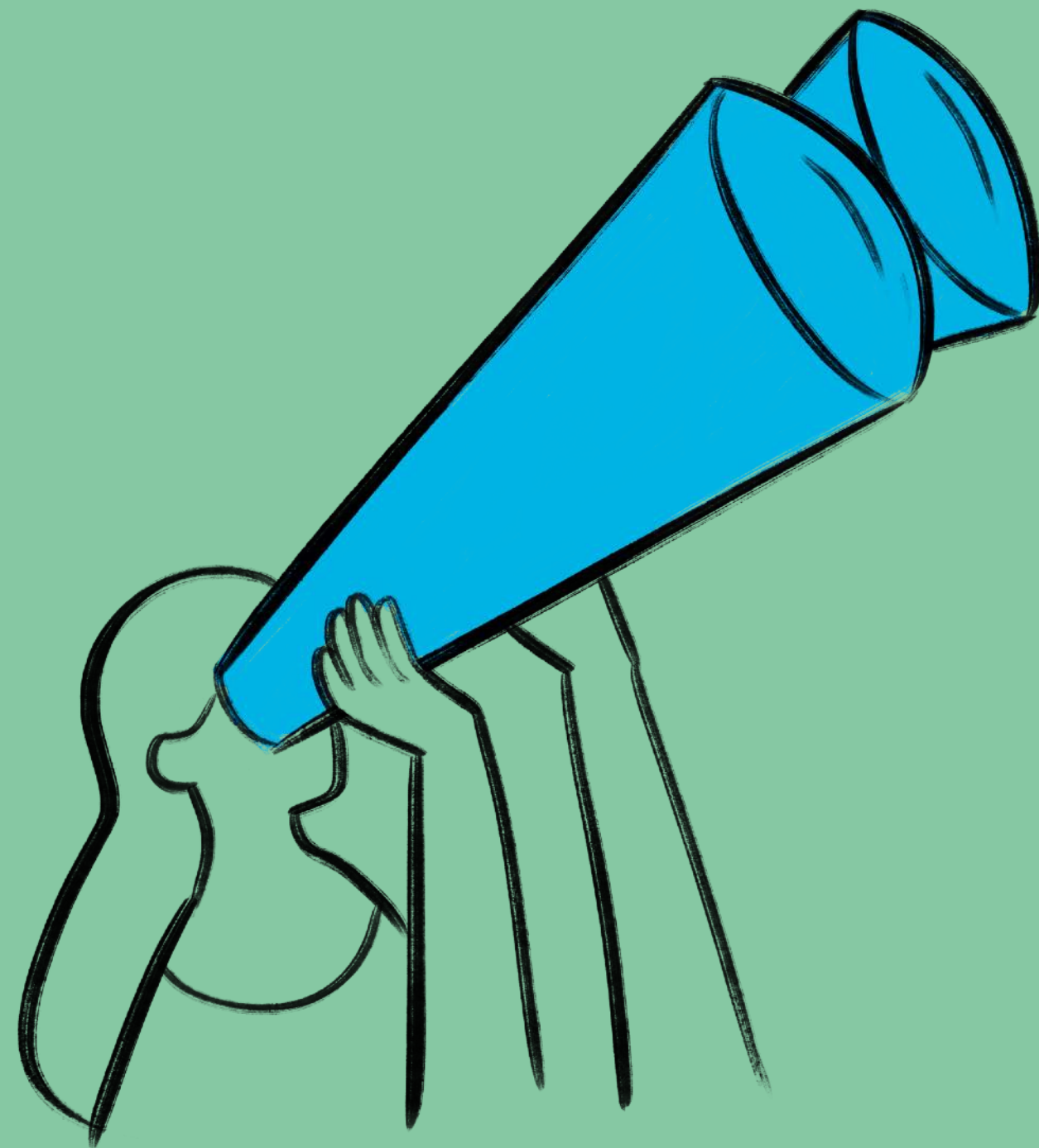
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StartUB! is the University of Barcelona's entrepreneurship unit. We promote a culture of inclusion, sustainability and innovation, inside and outside the UB, aiming to improve quality of life throughout the community and to generate a positive impact on the region around us.





## What is StartUB!?



Our activity integrates the three sides of the "knowledge triangle" – education, research and innovation – to focus on:

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- > Entrepreneurship training
  - > Support for business creation
  - > Research
  - > Ecosystem dynamization

## What is StartUB!?

We have a proprietary teaching model based on the principle of comprehensive education adapted to the individual needs of each student, facilitating learning through practice and experience. The proposal is structure across three areas, each focusing on a different stage of development:

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01

### **Start Exploring:**

we help you acquire the key tools for your academic, professional and personal development through a focus on entrepreneurial skills.

02

### **Start Creating:**

we focus on team work, from the development of and incubation of ideas to entrepreneurial development in organizational settings.

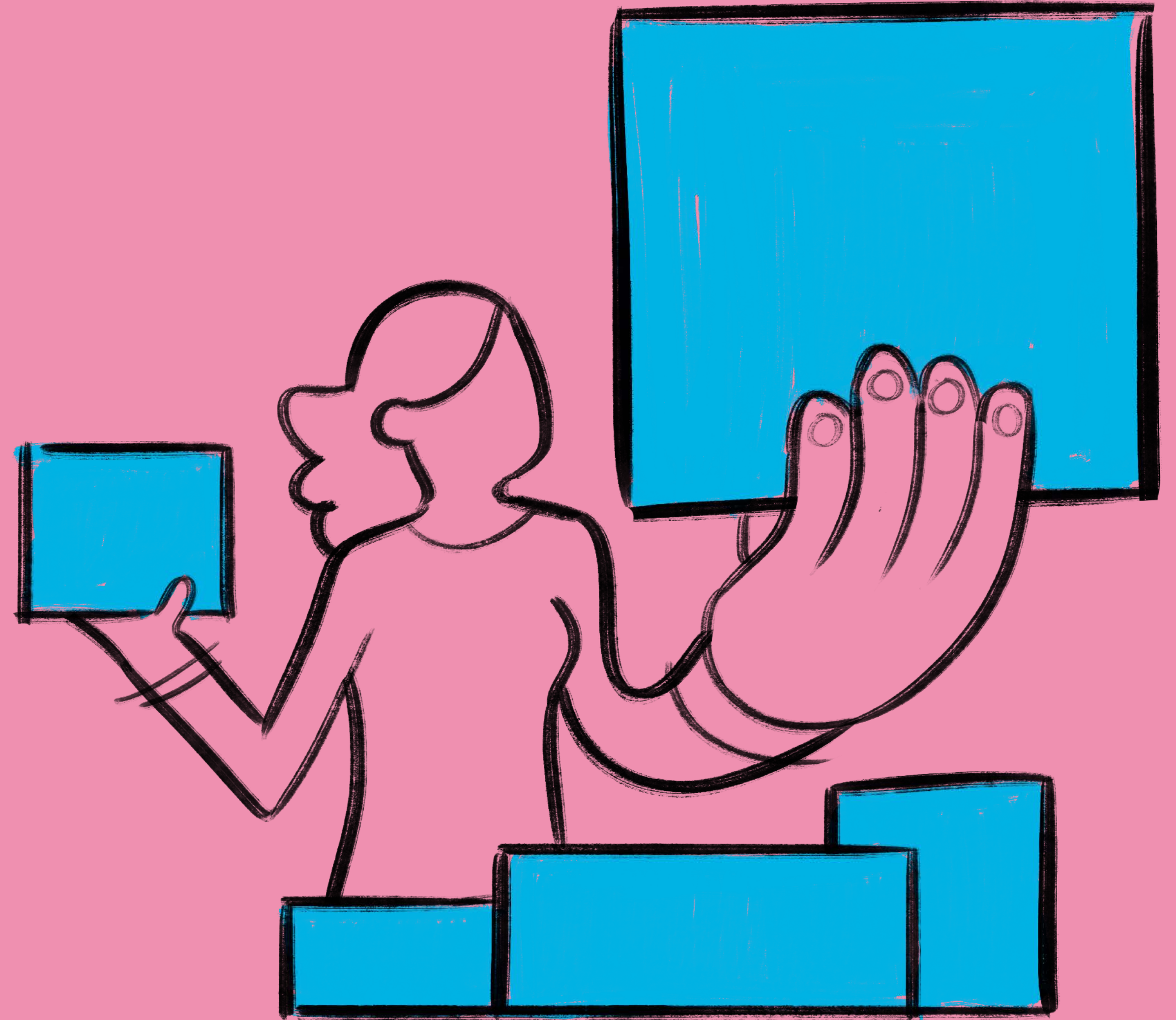
03

### **Start Growing:**

we help incubated projects to grow and consolidate their position in the market.

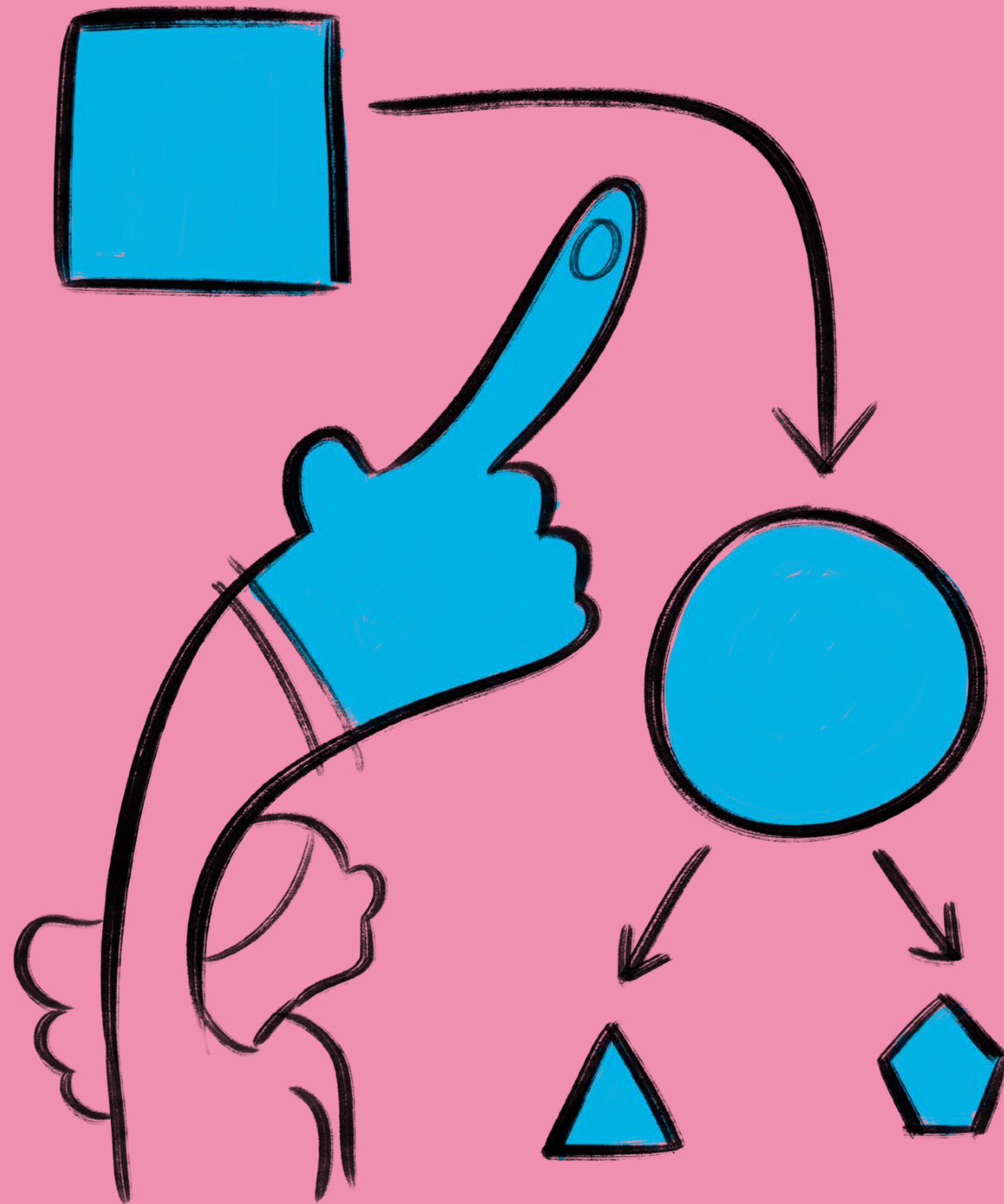
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# Services for companies





## Services for companies



At StartUB! we understand the importance of providing resources and support to start-ups and R&D departments. Our offer of services for companies includes:

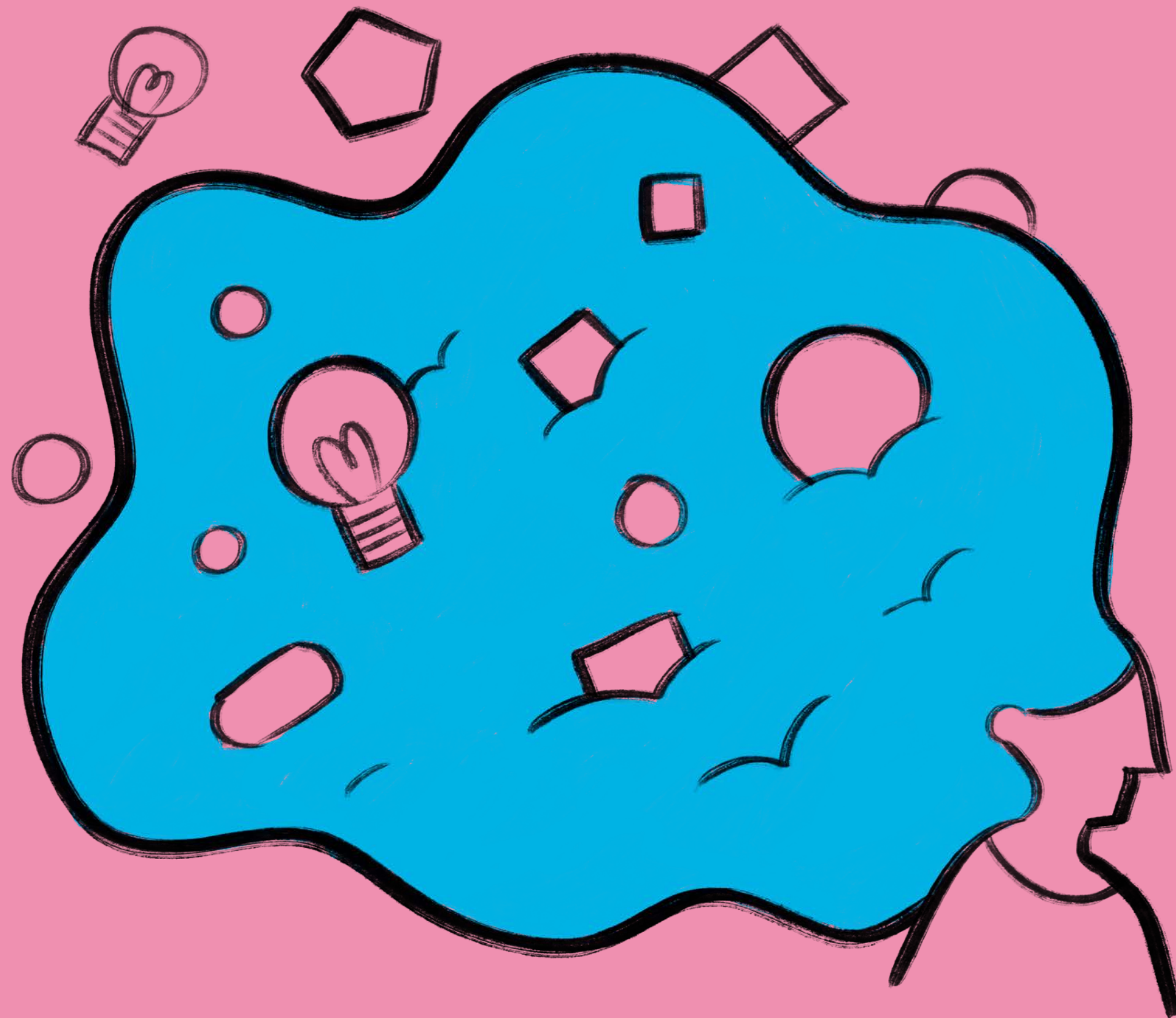
### **Training in Innovation Toolkit:**

Innovation Toolkit is a tool that enables users with no previous experience to carry out innovation processes following a step-by-step guide. The methodology combines the use of videos and online materials and is particularly useful for promoting innovation and intrapreneurship in organizational contexts.

### **Effective communication:**

This workshop is specifically designed to improve the communication skills of company teams, encouraging greater collaboration and more effective professional interaction.

## Services for companies



### **Gamification:**

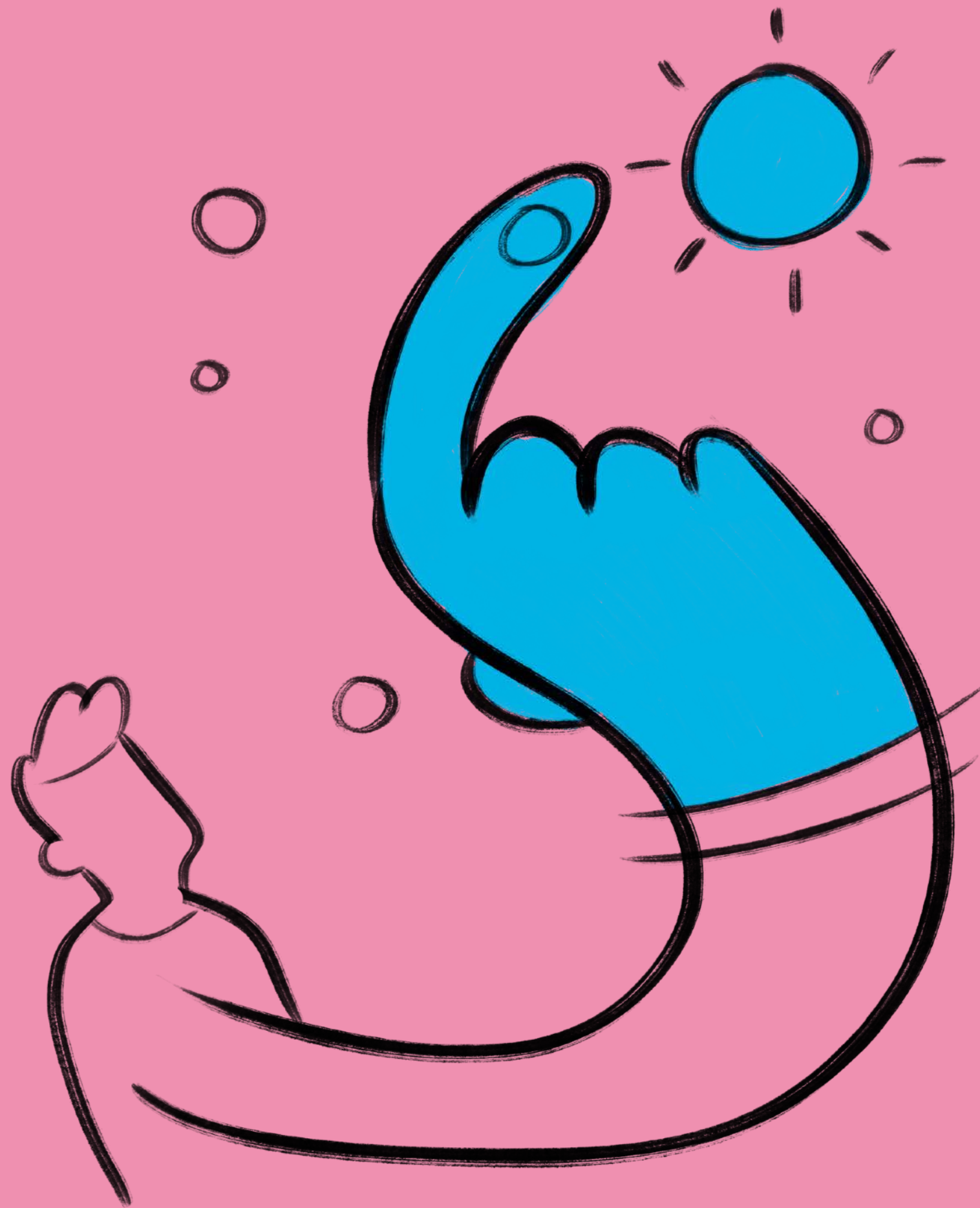
We offer gamified workshops to promote collaboration, creativity and problem-solving through active participation. The games include Binnakle, Design Thinking ludificat, LEGO® SERIOUS PLAY®, adapted board games (Taboo, Who's Who?, Dixit) and Solució Creativa de Problemes. We also personalize gamifications of business processes and activities to foster learning and commitment among employees.

### **Innovation Day:**

We organize ideation workshops and hackathons where teams from the same company work together to generate ideas or innovative solutions to a variety of challenges. The number of participants varies between 15 and 150 people.



## Services for companies



### **Mentoring and advice:**

We have a network of experts and mentors who offer guidance and advice in key areas, from product development to market strategy.

### **Team building workshops:**

Diagnostic workshops providing support for the effective management and training of teams, intended to help companies improve collaboration, communication and cohesion between team members.

### **Participation in and access to studies and research:**

We help to identify trends, address challenges and promote innovation, providing opportunities for collaboration.



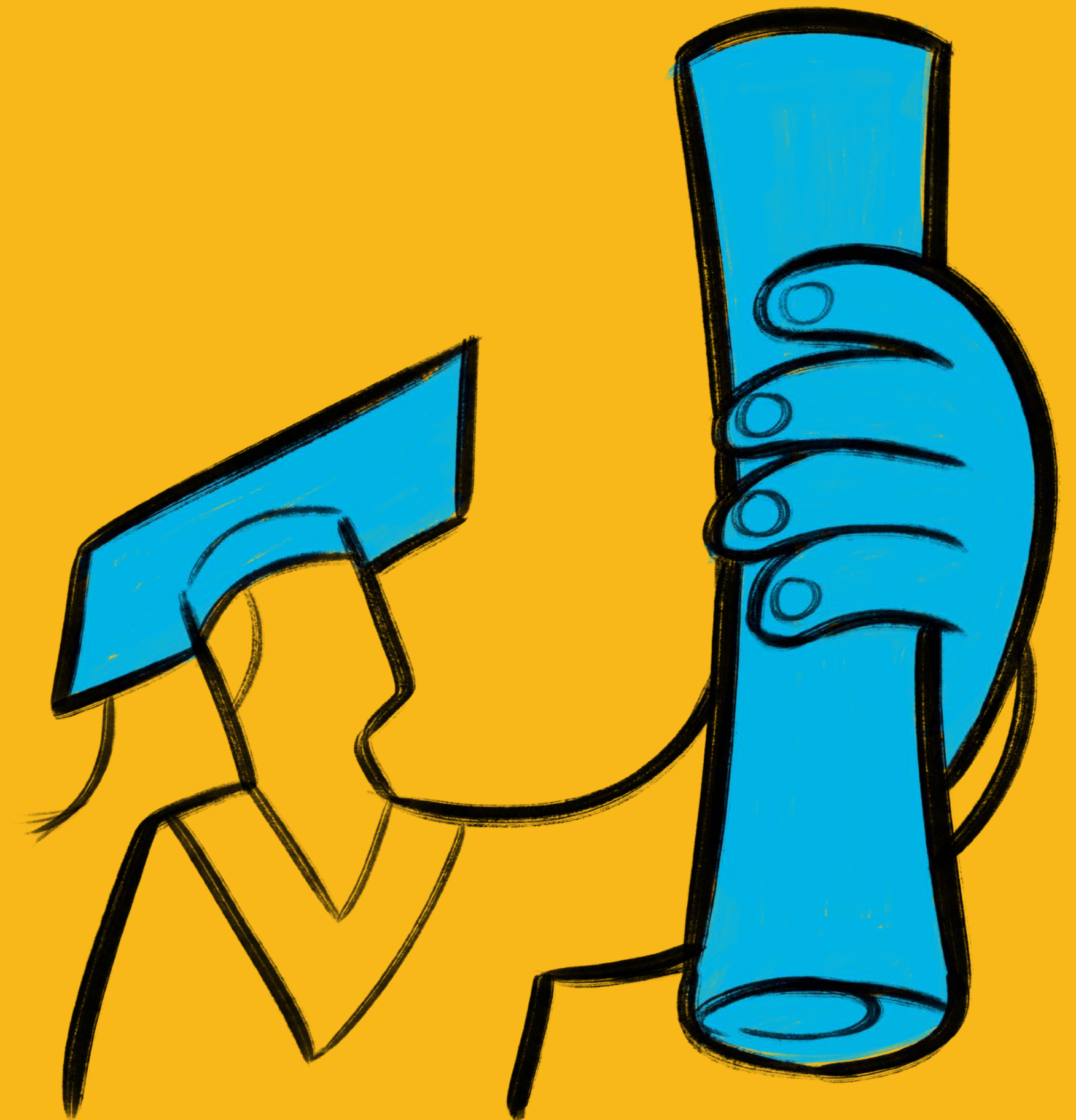
# Why choose StartUB!?



## Why choose StartUB!?

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> Ten years of experience and a commitment to the promotion of innovation, research, team-building and collaborative work.

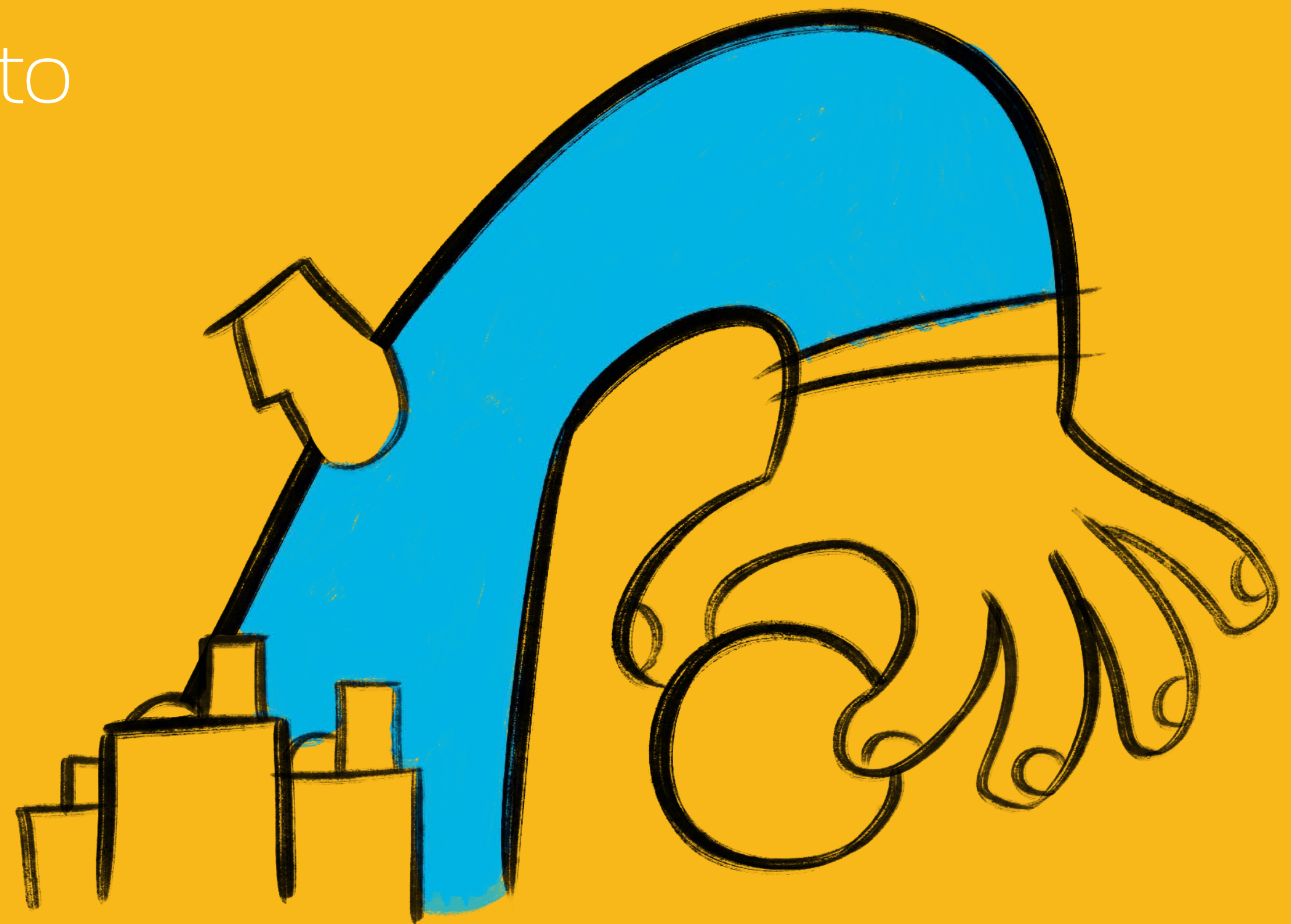




## Why choose StartUB!?

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> Personalization of solutions, with the capacity to design programmes adapted to the specific requirements of individuals, projects or institutions.



## Why choose StartUB!?

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> Scientific rigour with the backing of the University of Barcelona, providing a solid foundation for the programmes and services offered and a direct link to the network of UB researchers.





## Why choose StartUB!?

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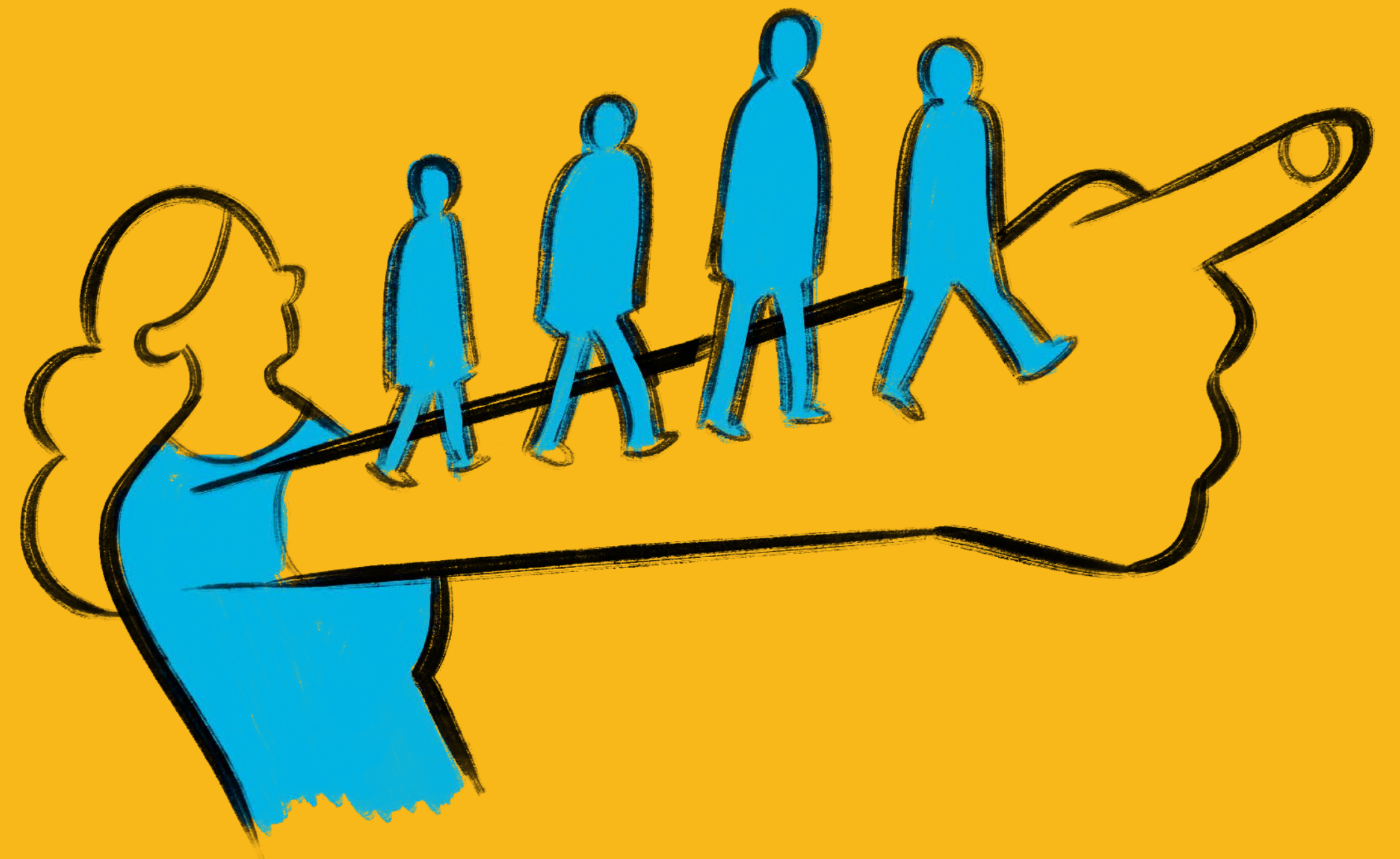
> Collaborative, networked setting conducive to the exchange of ideas and synergy creation.



## Why choose StartUB!?

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> Comprehensive support, from the initial idea to the market, encompassing the entire entrepreneurial cycle.





## Why choose StartUB!?

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> Access to technology and finance, providing entrepreneurs with the tools they need to implement their projects successfully.



## Why choose StartUB!?

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> Extensive experience of collaboration with European and international partners, and a strong trajectory in collaboration with companies.

