

EMPLOYMENT REPORT 2024

On-Campus Full-Time, Part-Time and Executive Masters.



**“It’s never too late to be
what you might have been”**

- George Eliot

**WE MAKE
IT HAPPEN**



OVERVIEW

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01. WELCOME



About EAE Business School and the Employment Report

Talent as the Driver of Change

At EAE Business School, we transform talent into success. Our education paves the way to new opportunities, boosting careers and connecting leaders in a constantly evolving global market.

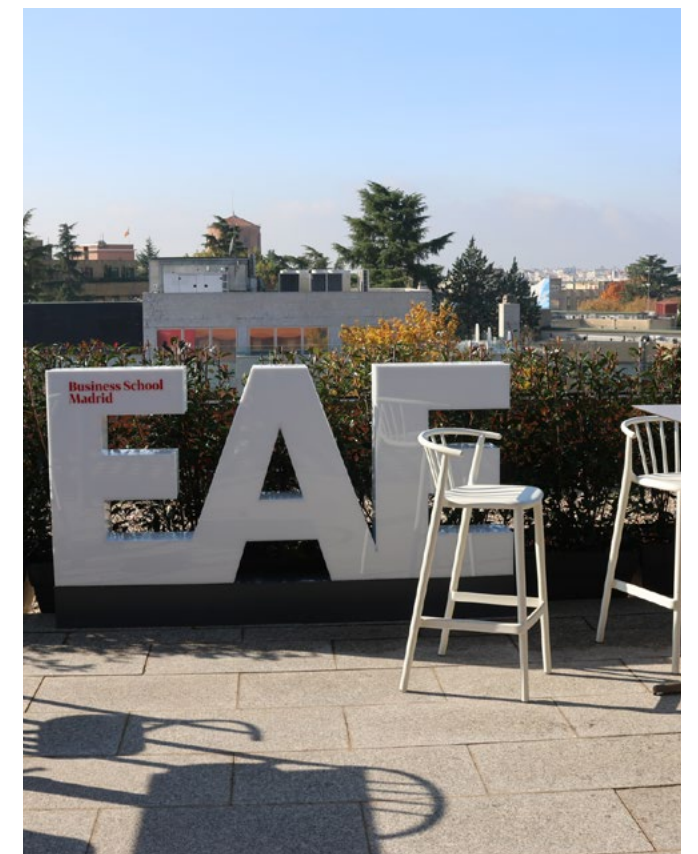
This report is not just a matter of figures. It reflects the real impact of our community: stories of reinvention, growth and achievement. Through our ecosystem of professional careers and strategic alliances, we open doors and create paths to a bright future.

We don't measure achievements here, we make them a reality.

Welcome to another year of transformation and opportunities. Welcome to the EAE Employment Report 2024.

“We don't measure achievements here, we make them a reality. At EAE, we transform talent into success and connect leaders to a future without limits.”

Rankings



**“OUR MISSION
IS TO SUPPORT
OUR STUDENTS
IN BUILDING A
PROFESSIONAL
CAREER WITH
PURPOSE, IMPACT
AND GLOBAL REACH.”**



BOOSTING CAREERS, CREATING OPPORTUNITIES

At EAE Business School, we believe that well-guided talent transforms careers and creates opportunities. Our mission is to support our students in building a professional career with purpose, impact and global reach.



At Professional Careers, we are by your side every step of the way, offering advice, tools and strategic connections with leading companies. We understand that each career path is unique, which is why we design personalized experiences to enhance your profile and open doors in the global market.

The Employment Report 2024 reflects this commitment: success stories, professional changes and achievements attained through effort and vision. You bring the talent, we help you project it.

**Welcome to a future without limits.
Welcome to EAE.**

Tips and Trends

What Drives the Professional Future



360° Employability

Success is no longer just about your CV. Your personal brand, digital skills and strategic networking are essential for making you stand out.



Tech & AI Skills

Artificial intelligence and automation are redefining roles. Adapting to digitization is key to leading change.



Strategic Leadership

It's not just about managing, but about inspiring and transforming. A growth mindset makes all the difference.



Growth Without Borders

Companies are looking for profiles with a global vision. International mobility and multicultural experience are valuable assets.



Entrepreneurship on the up

More professionals are choosing to start their own business. Innovation and technology are the keys to impactful startups.

“The future belongs to those who anticipate it. Strengthen your profile, build connections and get ready for what’s coming.”



“I find the service useful when it comes to starting a career in the job market, especially with the personalized tutoring system, which in my case has been positive thanks to the follow-up and service I received.”

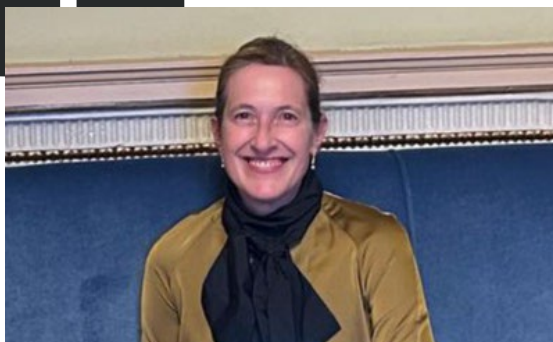
Daniel Cárdenas Illana
Master in International Tourism Management | Internship at NH Hotels



“The support from my advisor has been exceptional and highly personalized. Right from the start, she understood my interests and professional goals, and gave me constant support to help me achieve them. Her feedback was key, as it helped me improve my CV by focusing on the right keywords, which was essential for applying from positions that best match my objectives.

I've noticed a significant change in job opportunities thanks to the support of the Career Services team. When the university or the Career Service sent my CV directly to companies, the process became much faster and more efficient, which generated greater interest from employers. In contrast, applying independently tends to be more complex and results in more rejections.”

Valentina Osorio
MBA | Carrefour



“It's important for us to be here because it gives us a great deal of visibility. Moreover, EAE is an institution that has earned a lot of prestige, a strong reputation.”

Isabel Salas
HR and Communications Director at Laboratorios Gebro Pharma

02. CAREERS



Career Journey in figures

The Career Journey at EAE is the path that leads the student from discovering their profile to joining the employment market. Through a strategic and personalized approach, we provide the tools required to support each phase of their professional growth.



+1.450

Guidance Sessions

Every success story has a clearly established strategy behind it. Our Career Advisors give personalized recommendations, tailored to the goals and situations of each student.



+3.500

Attendees



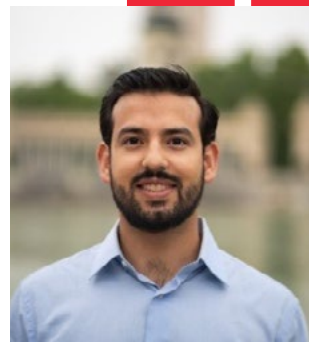
"Personally, I have received a great service and pretty comprehensive support in line with my interests and preferences at every point of my year taking the Master.

Thanks to my Advisor, I had the opportunity to apply to different companies, regardless of the outcome in the subsequent selection processes. Once inside the company, she helped me with all the documentation procedures quickly, which facilitates the integration process."

Carla Juan

**Master in Corporate
Communication and Social
Responsibility - MAD
Stellantis**

Workshops & Events



Shamir Troconis Martínez
Student on the Master
in Entrepreneurship and
Innovation, EAE Madrid

Taking part in Brandstorm was a transformative experience, and the support of EAE Business School was key to our performance during the competition. Right from the start, we benefitted from an environment that fostered innovation, creativity, and teamwork, equipping us with essential tools to tackle the challenge successfully.

Thanks to the expert guidance of Laura and the EAE team, we learned to build solid strategies, enhance our presentation skills, and better understand the global market. Their constant support and practical approach enabled us not only to

develop an innovative proposition, but also to gain confidence in our abilities to deal with any professional challenge that may arise.

Brandstorm challenged us to think outside the box and, with EAE's support, we managed to turn ideas into impactful solutions. Without a doubt, this experience has been a crucial moment in our professional growth and an invaluable opportunity to get a closer insight into the reality of the business world.

Building Leaders



+100
Workshops
and activities



+30
Events and External
Trade Fairs

Speed Networking
Passport to Growth
Emerging Leaders
Building Leaders
Innovation Lab
Future of Job Trends
Recruiting Season
Top Talent Awards



"Within the framework of the Saló de l'Ocupació, organized by the Barcelona City Council, we share key strategies for facing demanding selection processes. With over 50 attendees, we reinforce our commitment as a company and as a CDC department to our purpose: boosting employability and preparing candidates for the challenges of the job market."

Úrsula Molina
Director of Professional Careers,
EAE Barcelona

Talent EAE

+300
Participating
companies

+600
Students
taking part

+2000
Students
hired

+900
Partner
companies
in 2024



"The Career Service was a great support when I was looking for my internship, acting an intermediary with the different company managers. My advisor was always on hand to guide me and answer any kind of query."

Marina Encabo

Student on the Master in Financial Advising and Planning (FT) at EAE Madrid



"I've worked in a number of industries, both at a corporate level and in the startup space, so I'm very open-minded. As long as I'm aligned with the company, that excites me..."

Max Gomas

Student on the Master in International Business (MIB) at EAE Barcelona



"I came here as a student because I believe this is a very enriching experience and a great chance for us to get to know companies, and be a slightly more dynamic environment with them."

Victoria Clarimón

Student on the Master in Sports Management at EAE Barcelona

EAE Business School
Barcelona

TALENT

es Business, es Scho

#TalentEA



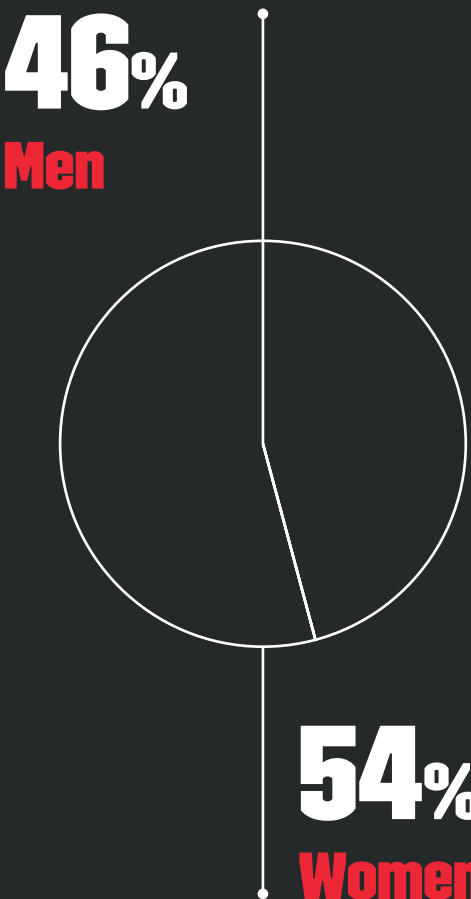
"At EAE, we work with each student at a personal level to boost their professional development and enhance their employability. At Talent for Impact, we guide them in defining their goals, strengthening their skills, and connecting with leading companies in the market. We are committed to accompanying them throughout every stage of the process, providing the tools and opportunities required for them to join the workforce with confidence and preparation."

Laura Herrera Nuñez

Career Advisor EAE Madrid

Student Profile

Sex



Average age of our students

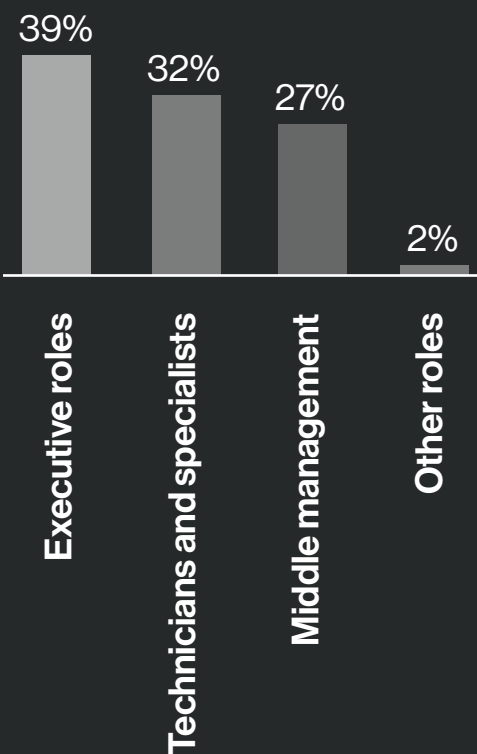
30
years old

Company size

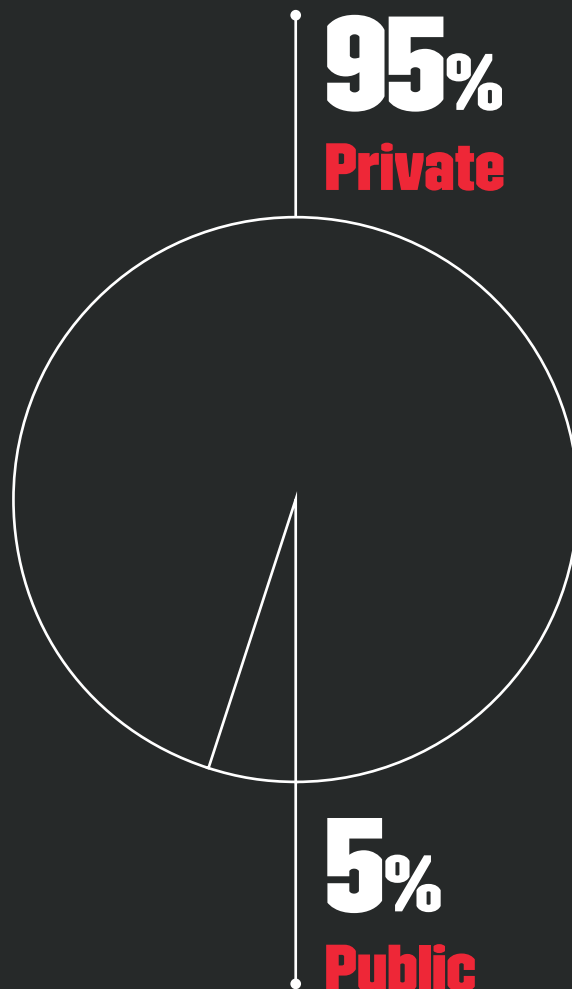
1.000 employees+	43%
Between 251 and 999	19%
Between 251 and 500	17%
< 250	21%



Professional categories



Company sector

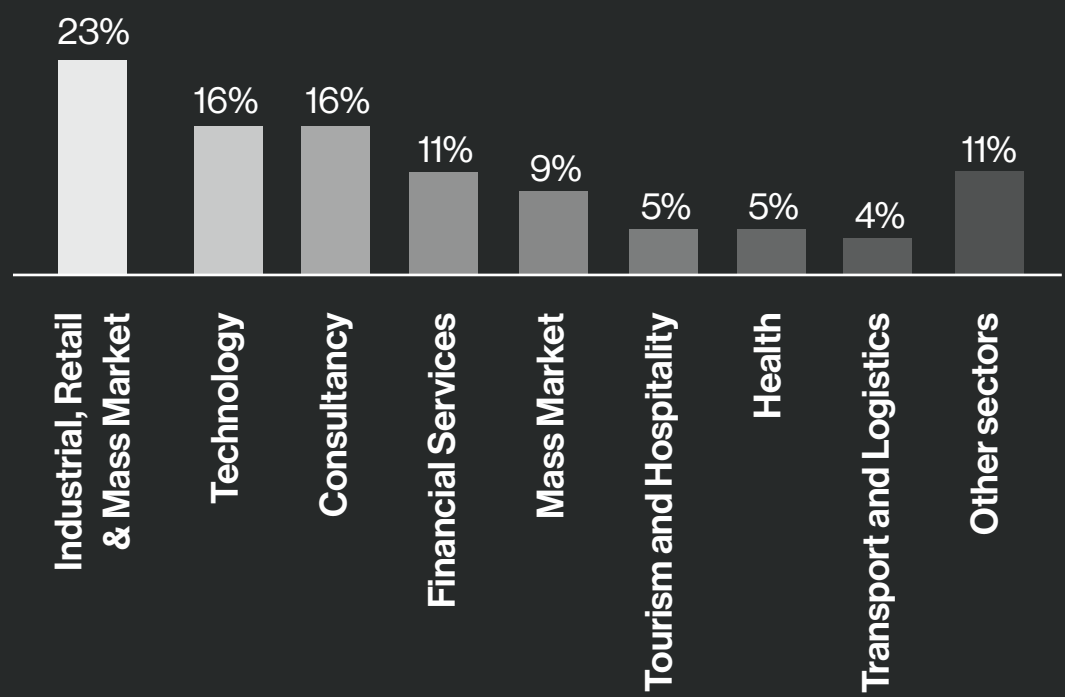


+60
Nationalities

Latin America:	57%
Spain:	28%
Europe:	10%
North America:	2%
Africa:	2%
Asia:	1%



Sectors



Career Switches

Impact

46%

Get a job when they finish the Master.

59%

Have improved their professional situation after graduating from the Master.

67%

State that their internship experience has helped to enhance their profile..



Triple Jump

42%

Have changed sector

36%

Have changed their place of residence

62%

Have changed their role

MBA and BA Area

Program	Before the Master	After 3 months	After 6 months	Current salary	% increase
Executive MBA	64,500.00 €	66,400.00 €	78,369.00 €	99,340.00 €	54%
Global Executive MBA	76,533.00 €	80,267.00 €	83,533.00 €	112,000.00 €	46%
MBA	41,456.00 €	44,688.00 €	52,422.00 €	77,322.00 €	87%
International MBA	48,907.00 €	55,883.00 €	64,000.00 €	87,400.00 €	79%
Luxury Brand Management MBA	39,480.00 €	39,200.00 €	40,880.00 €	51,230.00 €	30%
Master in International Business	39,813.00 €	49,191.00 €	57,120.00 €	71,556.00 €	80%
MBA in Healthcare Management	28,000.00 €	32,800.00 €	36,800.00 €	43,230.00 €	31%
Master in Fashion & Retail Management	32,900.00 €	34,000.00 €	37,800.00 €	46,900.00 €	34%
Master in Management	37,713.00 €	37,147.00 €	44,094.00 €	57,227.00 €	52%
Master in Sports Management	36,133.00 €	39,200.00 €	43,067.00 €	45,933.00 €	27%

General figures in the MBA & BA area

Average salary progression for the area	52%
Average salary before starting the Master	44,543.50 €
Average current salary	69,213.80 €

General figures

Average salary for all programs and areas		53%
Average salary before starting the Master	42.813€	Average current salary
		65.193€

Marketing Area

Program	Before the Master	After 3 months	After 6 months	Current salary	% increase
Global Master in Corporate and Digital Communication	37,800.00 €	48,300.00 €	61,333.00 €	62,533.00 €	65%
Master in Corporate and Digital Communication	30,000.00 €	32,748.00 €	49,078.00 €	51,356.00 €	71%
Master in Commercial & Sales Management	55,400.00 €	60,400.00 €	74,000.00 €	85,600.00 €	55%
Global Master in Digital Marketing & E-Commerce	38,267.00 €	44,800.00 €	45,600.00 €	63,199.00 €	65%
Master in Digital Marketing & E-Commerce ENG	36,400.00 €	40,720.00 €	45,640.00 €	51,300.00 €	41%
Master in Digital Marketing & E-Commerce	29,883.00 €	34,536.00 €	44,445.00 €	47,680.00 €	49%
Master in Digital Marketing & E-Commerce	31,360.00 €	37,547.00 €	40,500.00 €	52,373.00 €	29%
Master in Marketing Management	42,183.00 €	49,091.00 €	65,080.00 €	73,900.00 €	75%
Master in Marketing and Sales Management ENG	34,907.00 €	39,129.00 €	46,789.00 €	61,132.00 €	75%
Global Master in Marketing & Commercial Management	43,089.00 €	45,344.00 €	52,756.00 €	56,467.00 €	31%
Master in Marketing & Commercial Management	32,111.00 €	32,846.00 €	38,094.00 €	47,251.00 €	47%
Master in Psychology and Consumer Behaviour	38,700.00 €	40,800.00 €	48,143.00 €	54,767.00 €	42%
Master in Events Organization and Management	25,127.00 €	28,555.00 €	31,456.00 €	40,120.00 €	60%

General figures in the Marketing Area

Average salary progression for the area	50%
Average salary before starting the Master	36,555.92 €
Average current salary	53,405.57 €

Finance Area

Program	Before the Master	After 3 months	After 6 months	Current salary	% increase
Global Master in Corporate Finance	46,550.00 €	49,000.00 €	53,600.00 €	57,200.00 €	23%
Master in Finance	35,000.00 €	37,890.00 €	45,517.00 €	53,586.00 €	53%
Master in Finance	38,000.00 €	44,500.00 €	48,000.00 €	58,800.00 €	55%
Master in Financial Management	42,000.00 €	45,733.00 €	53,200.00 €	70,000.00 €	67%
Master in Stock and Financial Markets (Madrid)	63,000.00 €	78,400.00 €	81,200.00 €	84,000.00 €	33%
Master in Financial Consultancy and Markets	44,100.00 €	39,200.00 €	40,600.00 €	56,000.00 €	27%
Master in Data Science for Finance	30,100.00 €	41,067.00 €	48,533.00 €	56,000.00 €	86%
Master in Economic Analysis of Law and Public Administration	30,520.00 €	31,360.00 €	36,240.00 €	41,440.00 €	36%

General figures in the Finance Area

Average salary progression for the area	47%
Average salary before starting the Master	41,158.75 €
Average current salary	59,628.25 €

General figures

Average salary for all programs and areas		53%
Average salary before starting the Master	42.813€	Average current salary
		65.193€

Supply Chain Area

Program	Before the Master	After 3 months	After 6 months	Current salary	% increase
Global Master in Project Management	44,563.00 €	46,293.00 €	60,550.00 €	77,878.00 €	75%
Global Master in Supply Chain Management & Logistics ESP	52,167.00 €	54,000.00 €	64,933.00 €	92,867.00 €	78%
Master in Project Management	32,822.00 €	33,704.00 €	42,200.00 €	52,081.00 €	59%
Master in Project Management	55,758.00 €	59,320.00 €	69,933.00 €	88,544.00 €	59%
Master in Supply Chain Management & Logistics ESP	41,871.00 €	55,600.00 €	67,200.00 €	73,987.00 €	77%
Master in Supply Chain Management & Logistics ESP	64,213.00 €	68,400.00 €	74,200.00 €	91,280.00 €	42%
Master in Project Management	38,446.00 €	39,523.00 €	45,200.00 €	64,000.00 €	66%
Master in Supply Chain Management & Logistics ENG	38,800.00 €	39,760.00 €	43,400.00 €	51,978.00 €	34%

General figures in the Supply Chain Area

Average salary progression for the area	61%
Average salary before starting the Master	46,080.00 €
Average current salary	74,076.88 €

Human Resources Area

Programa	Antes del Máster	3 Meses	6 Meses	Actual	% de evolución
Global Master in Human Resources and Talent Development	46,550.00 €	49,000.00 €	53,600.00 €	57,200.00 €	23%
Master in Human Resources & Talent Development	37,520.00 €	38,080.00 €	47,850.00 €	59,400.00 €	58%
Master in Human Resources	35,933.00 €	35,467.00 €	40,922.00 €	47,218.00 €	31%
Master in Human Resources	44,029.00 €	58,246.00 €	61,850.00 €	69,500.00 €	58%

General figures in the Human Resources Area

Average salary progression for the area	47%
Average salary before starting the Master	41,158.75 €
Average current salary	59,628.25 €



Tech Area

Programa	Antes del Máster	3 Meses	6 Meses	Actual	% de evolución
Master in Big Data & Analytics ENG	45,033.00 €	45,000.00 €	52,133.00 €	69,967.00 €	55%
Master in Big Data & Analytics ESP	34,430.00 €	38,900.00 €	45,214.00 €	59,497.00 €	73%
Master in Big Data & Analytics ESP	60,327.00 €	72,560.00 €	84,520.00 €	94,000.00 €	56%
Global Master in Business Analytics & Data Strategy	66,900.00 €	72,908.00 €	87,500.00 €	99,692.00 €	49%
Master in Entrepreneurship and Innovation	32,000.00 €	32,400.00 €	39,886.00 €	49,000.00 €	53%
Master in Customer Experience & Innovation	49,000.00 €	50,400.00 €	58,700.00 €	77,320.00 €	58%
Master in Customer Experience & Innovation	39,709.00 €	47,273.00 €	51,333.00 €	69,280.00 €	74%

General figures in the Tech Area

Average salary progression for the area	60%
Average salary before starting the Master	46,771.29 €
Average current salary	74,108.00 €

General figures

Average salary for all programs and areas

53%

Average salary before starting the Master

42.813€

Average current salary

65.193€

Geographical region

North and Central America

Before the Master	After 3 months	After 6 months	Current salary	% increase
56,000.00 €	57,400.00 €	60,000.00 €	78,052.00 €	39%

Europe

Before the Master	After 3 months	After 6 months	Current salary	% increase
38,088.00 €	49,258.00 €	54,074.00 €	72,779.00 €	91%

Asia - Pacific

Before the Master	After 3 months	After 6 months	Current salary	% increase
26,600.00 €	34,602.00 €	38,869.00 €	48,635.00 €	83%

Latin America

Before the Master	After 3 months	After 6 months	Current salary	% increase
38,649.00 €	39,558.00 €	45,867.00 €	64,834.00 €	68%

Africa and Middle East

Before the Master	After 3 months	After 6 months	Current salary	% increase
39,328.00 €	40,731.00 €	47,092.00 €	53,612.00 €	36%

Functional Area

Consultancy

Start of the Master	After 3 months	After 6 months	Current salary
29,723.00 €	33,600.00 €	35,466.67 €	51,333.33 €

Mass Market and Retail

Start of the Master	After 3 months	After 6 months	Current salary
28,467.00 €	33,600.00 €	40,133.33 €	47,600.00 €

Energy

Start of the Master	After 3 months	After 6 months	Current salary
34,160.00 €	42,844.44 €	53,200.00 €	62,500.00 €

Pharmaceutical and Health

Start of the Master	After 3 months	After 6 months	Current salary
36,400.00 €	41,300.00 €	53,200.00 €	56,000.00 €

Public Administration

Start of the Master	After 3 months	After 6 months	Current salary
41,840.00 €	45,000.00 €	48,720.00 €	69,500.00 €

Industrial Sector

Start of the Master	After 3 months	After 6 months	Current salary
37,100.00 €	40,560.00 €	53,200.00 €	69,296.00 €

Technology and Telecommunications

Start of the Master	After 3 months	After 6 months	Current salary
32,550.00 €	36,750.00 €	39,200.00 €	42,500.00 €

Manufacturing

Start of the Master	After 3 months	After 6 months	Current salary
41,600.00 €	44,020.00 €	53,480.00 €	72,600.00 €

Functional Area

Media/Entertainment/Marketing Agencies/Services

Start of the Master	After 3 months	After 6 months	Current salary
36,177.78 €	40,120.00 €	46,044.44 €	62,800.00 €

Real Estate and Construction

Start of the Master	After 3 months	After 6 months	Current salary
36,135.00 €	40,225.00 €	45,200.00 €	64,606.90 €

Transport, Logistics, Operations and Automobile

Start of the Master	After 3 months	After 6 months	Current salary
33,264 00 €	38,859.26 €	42,969.23 €	59,700.00 €

Banking and Insurance

Start of the Master	After 3 months	After 6 months	Current salary
37,154.00 €	41,876.92 €	47,600.00 €	57,577.00 €

Leisure, Tourism and Restaurant Sector

Start of the Master	After 3 months	After 6 months	Current salary
43,982.00 €	47,039.32 €	53,200.00 €	59,343.69 €

Hospitality

Start of the Master	After 3 months	After 6 months	Current salary
31,150.00 €	33,600.00 €	49,466.67 €	47,600.00 €

NGOs

Start of the Master	After 3 months	After 6 months	Current salary
37,712.50 €	47,133.33 €	52,975.00 €	67,879.00 €

Other sectors

Start of the Master	After 3 months	After 6 months	Current salary
36,960.00 €	37,800.00 €	43,688.89 €	51,600.00 €

Internships

7.500+

**INTERNSHIP OFFERS
PROCESSED**

850€

**FINANCIAL
SUPPORT**

280+

**COMPANIES WITH AN
INTERNSHIP PROGRAM**

1.000+

**STUDENTS ON
INTERNSHIP PROGRAMS**



"When I started the Master, my goal was to make a career change. With the help of my Advisor, we gave my CV and LinkedIn profile a new twist and I started looking for an internship. I have ended up deciding to stay with one where I am now, at Nestlé"

Celeste Hidalgo

**Student on the Master in Digital
Marketing & Growth Hacking**



Internships

Students joining internship programs 2024

BUSINESS MANAGEMENT		94%
MBA		93%
Executive MBA		94%
International MBA		84%
Master in Management		93%
Master in International Business		97%
Master in Economic Analysis of Law		100%
Master in Leadership in Sustainability and Corporate Responsibility		89%
Luxury Brand Management MBA		100%
MBA in HealthCare Management		100%
Master in Sports Management		88%
Master in Entrepreneurship and Innovation		95%

MARKETING & DIGITAL TRANSFORMATION		97%
Master in Marketing Digital & E-commerce		96%
Master in Marketing and Sales Management		94%
Master in Digital Marketing		99%
Master in Marketing and Commercial Management		96%
Master in Corporate & Digital Communication		100%
Master in Marketing Management for Fashion & Beauty		91%
Master in Customer Experience & Innovation		83%
Master in Psychology and Consumer Behaviour		96%
PROJECT MANAGEMENT		98%
Master in Project Management (ESP)		94%
Master in Project Management (ENG)		98%

SUPPLY CHAIN MANAGEMENT	100%
Master en Supply Chain Management & Logistics	99%
Master in Supply Chain Management & Logistics	100%
TALENT & LEADERSHIP MANAGEMENT	90%
Master in Human Resource & Talent Development	100%
Master in Human Resources and Talent Development	94%
FINANCE MANAGEMENT	90%
Master in Finance	92%
Master in Finance	100%
Master in Financial Management	90%
Master in Stock and Financial Markets	90%
Master Data Science for Finance	80%

TECH & DATA MANAGEMENT		89%
<hr/>		
Master in Big Data & Analytics		84%
<hr/>		
Master in Big Data		93%
<hr/>		
HOSPITALITY AND TOURISM MANAGEMENT		100%
<hr/>		
Master in International Tourism Management		100%
<hr/>		
Master in Event Management		100%

Hiring Companies

A		B	
Consultancy and Business Services		Construction, Real Estate, Energy	
Deloitte	Minsait	Cepsa	Timeless Advisor
PWC	Cuatre Casas	Adeo Logistic	Schenider Electric
KPMG	Indra Business Consulting	Aticco Living	
Accenture	Ecolab	Skookumchuck	
Auren Personas	Coca-Cola	Octocam Eolics	
EY			

E		F	
Marketing & Communication - Publishing		Leisure & Tourism Sector – Sports	
Atrevia	Digital Growth	NH Hotels	
LLYC	Mr. Wonderful	Iberia	
Penguin Random House	Placement International	Hilton	
Grupo Planeta		Hyatt Regency	
Winche			

I			
Technology & Industrial			
Nielsen	NTT Data	HP Enterprise	Roca Salvatella
Signify	Indra	Smart Database	

C		D	
Financial Sector		Mass Market, Retail, Fashion and Beauty	
Grupo Santander	Banco Sabadell	Mango	LVMH
BBVA	Fresh Living Group	Leroy Merlin	Colgate
BNP Paribas	RCI Banque	L'Oréal	Nestle
ING		Danone	Carrefour
CNMV		Decathlon	ALDI
		IKEA	

G		H	
Health & Pharmaceutical Sector		Distribution Services, Transport, Logistics and Automobile	
AbbVie	Grifols	Chep	Enterprise Mobility
Bayer	Laboratorios Urgo	Ford	Amazon
Coty Beauty Spain		Seat	
Pierre Fabre Ibérica		ID Logistics	

TOP Recruiters 2024



L'ORÉAL
L'OREAL ESPAÑA | EAE MADRID
Blanca Muñoz
Talent Director L'Oréal Spain & Portugal



MANGO
Mango | EAE BARCELONA
Cristina Robledillo
Global Talent Acquisition, Employer Branding & Diversity Director

Company Testimonials



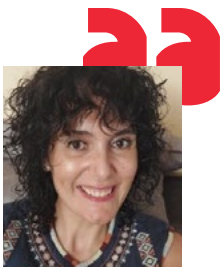
Hilton
Mercedes Yunis
L&D Coordinator

"At Hilton Madrid Airport, we are delighted to work with EAE. Many of our employees and trainees have studied at the university, and we fully trust the technical preparation and enthusiasm that these candidates have. It is an honour for us to contribute to the training and professional development of EAE students and create synergies with such a great educational institution."



ID LOGISTICS
Nuria San Román
Recruitment Specialist

"We have been working with EAE Business School for a long time, and they have always helped us incorporate talent into our ID Tomorrow internship program. They know our needs and support us proactively throughout the process. We look forward to continuing to work with them."



LEROY MERLIN
Aroa Gil Sanz
Talent Recruiter

"EAE remains our main partner in the supply chain area."



NH HOTELS
Rafael Pinilla Mantilla
Talent Acquisition Coordinator

"We regularly work very closely with EAE. It gives us great confidence and security to know that we can count on the wonderful Professional Careers team, who are always ready to help us by sending us the best candidates for each vacancy."

03. ENTREPRENEURS



Entrepreneurs

Over the course of 2024, the EAE Entrepreneur program of EAE Business School accompanied more than 800 students from over 20 countries, who chose to embark on a journey to develop an MVP (minimum viable product) and a business idea.

As a business school at the forefront of corporate training, and a trailblazer in entrepreneurship and innovation, we offer pre-incubation, incubation, and acceleration programs that enable project development. Through EAE Entrepreneur, our students study the viability of a business idea, test it, and present it to mentors, investment experts and facilitators within the entrepreneurial and innovation ecosystem in Spain.

EAE Business School also offers a guidance scheme for anybody interested in developing a business idea, evolving an existing entrepreneurial venture, or being an intrapreneur within a corporation.



Entrepreneurs

With EAE Entrepreneur, projects take shape through a process of training, support and funding adapted to each participant's situation, profile and goals.

The program runs for six months, during the proposed business model is designed and strengthened. Over the course of various phases, an idea that initially existed only in the entrepreneur's mind is brought to life. This is achieved through training sessions, mentoring, networking events and interacting with the entrepreneurial ecosystem, culminating in a challenge they must successfully complete. Only the most outstanding projects move on to the next phase.

In 2024, out of 91 ideas presented, 20 evolved into projects and entered the incubation phase. Over the following six months, these projects are incubated and supported in our incubator, where the value propositions are developed and consolidated.



Promoting Entrepreneurship

200+

Students choose the entrepreneurship path

40%

Of the School's startups had a turnover of at least €100,000 in their founding year

20

Created their company before completing the program

34

Active startups in the Barcelona and Madrid hubs on our incubation, pre-acceleration and acceleration programs

34

Projects currently operating on the market

5M€+

Raised in rounds of financing

1400+

Students have taken part in EAE's entrepreneurial ecosystem

113

Projects incubated and accelerated in 10 years

Entrepreneurs

We use Lean Startup and experimentation techniques, as well as strategies in Digital Marketing, Sales and Operations and Digitization. We also provide support on financial and legal aspects.

Moreover, teams receive guidance from both a Startup Advisor and business mentors. Over the course of six months, teams also participate in pitch events, where they gain a constructive insight into the reality of pitching, which helps them design solid proposals for the sales and funding stages.

In both phases, teams must earn a spot to present at the DemoDay, a final event at which each project showcases its value propositions, solutions and processes to a specialized audience consisting of investor networks and key players in Spain's entrepreneurial ecosystem.



EAE Entrepreneur organizes the DemoDay final at 4YFN, the leading entrepreneurship and innovation fair held annually in Barcelona as part of the Mobile World Congress, the most important technology and mobility event in Europe. 4YFN is also the venue for the Impact Awards by EAE Business School, which is awarded to the entrepreneurial venture that has had the biggest impact, from projects submitted by candidates from around the world.

Aligned with the United Nations Sustainable Development Goals (SDGs), the projects are presented on one of the main stages of 4YFN to a jury of experts, including business angels and venture capital investors.

Furthermore, EAE Entrepreneur also welcomes individuals who, while performing other roles, are keen to act as internal innovators and strive to create a plan to transform their company.



Entrepreneurs

Our Partners

At EAE Entrepreneur, we are supported by a network of strategic partners who drive the development of entrepreneurial talent by providing access to resources, mentoring, and networking opportunities. Our key partners include:



Acclaimed organizations renowned for their commitment to innovation and the entrepreneurial ecosystem. Thanks to these strategic alliances, our entrepreneurs can access inspiring workspaces, acceleration programs, networks, and exclusive events that boost the growth of their projects

Advisors

Daniel Medina | Co-Founder of Area 101
Bu Haces | Innovation Consultant
Santiago Tobon | Co-Founder of Aloja Experience

Mentores

Pablo Ortuño
David Casas
Ramón Ramos
Maria Negro
Luis Martin Lázaro
Roberta Gianini | Innovation & Strategy-Driven Technologist
Dennis Denis M. Santos | Global Business Development & Commercial Strategy Officer
Armando Salvador | Marketing and AI Mentor
Alba Novell | Legal Mentor
Jorge Martin Meneau | Fabrik
Carles Mur | Innovation Strategist

Expertos

Juan Marco Dumont
Andrés Bernal | Co Founder Investrock
Luis Rodríguez | Expert in No Code
Carmen Pumariño | Investor at Zubicapital
Sonia Demet | La Nave Ecosystem
Julian Valenzuela | Brand & Digital Strategy
Jose Ramón Escorihuela | Co-Founder of Area 101
Carlos Ortiz | Founder of Aloja Poke
Luis Martin Lázaro | Founder at Luda Partners
Cristian Rivas | Co Founder of Aloja Experience
Maria Negro | Sustainability Mentor
Lucia Gastelum | Product and Design Director at Movistar+
Anindya Saha | Capital Raising Mentor
Roberto Escobar | Founder of TeamNOBOX
Adolfo Gonzalez de Castilla | Commercial and Marketing Director at Electrolit
Ellen Buckland | Storytelling & Pitch Expert
Carlos yter | Analyst & Operation Manager Fabrik. Grupo Planeta Venture Corporate
Borja Rossell | Founder Akiles Technologies,
Eugeni escrig | Business Angel
Daniel de Yzaguirre | Senior Financial Advisor at ACCIÓ
Juan baselga | Strategic leader in Brand Strategy, Public Affairs & External Relations
Piti Investments | Family Office



Milestones 2024

Babson Collaborative Global Challenge

Entrepreneurs from EAE Business School were chosen as the winners of the prestigious entrepreneurship competition **Babson Collaborative Global Challenge in Boston in 2024**.

Run by Babson College, the Challenge rewards the best entrepreneurial ideas aligned with the United Nations' Sustainable Development Goals (SDGs), with universities around the world taking part.



Cultural Acceleration Program

In collaboration with the Community of Madrid 2024: 22 projects accelerated. The program included 14 group sessions, 882 individual mentoring sessions, 4 networking events and participation in major forums, such as South Summit and CM Málaga.



Hub Emprende at Tech Barcelona:

Based by the sea at Barcelona's iconic Pier01, the Entrepreneur hub is the space where business ideas are generated on a daily basis. 20 startups have been incubated or accelerated within the ecosystem, with 7 sectors represented, 12 annual workshops, and over 30 people working in the hub every day.





EAE Barcelona Group



EAE Madrid Cultural Accelerator



EAE Madrid Group



Entrepreneurial Hub at Pier01

Ilusiono App

One of the startups from our Propeller incubator, the entrepreneurship hub at EAEMadrid, has been recognized as the winner of the Pitch Young Minds competition at the Conecta FICTION & ENTERTAINMENT event.

Marcello Sebastian Guerrero Garibaldi, a graduate of the Master in Marketing Management at EAE Madrid, is the creator of the innovative startup IlusionoApp, which captivated both the audience and the jury. IlusionoApp allows parents to personalize magical experiences with the Tooth Fairy (Ratón Pérez), offering augmented reality videos, letters and printable diplomas in real time. The Pitch Young Minds competition is a unique platform that promotes young entrepreneurs under 30 who are developing tech projects, connecting them with investors and strategic partners. After a mentoring and evaluation process, IlusionoApp stood out as the most viable, scalable project with the highest potential for growth and innovation in the competition.

At EAE Madrid, we continue to support entrepreneurial talent and strive to turn our students and alumni's ideas into real impactful projects.

Skintrip

Skintrip, winner of the 3rd Edition of the Startup Alcobendas Incubation Program at its much anticipated Demoday.

At an event attended by Auxiliadora Edith Zapata Navarro, General Director of Employment, Commerce and Consumption, and Adolfo Royo, Deputy Director of Promotion, Employment, Commerce, and Consumption, a jury analysed the pitches of the participating startups, along with several other interested onlookers keen to hear about the projects.

This event featured strong presentations and included an especially interesting final networking session.

Startups

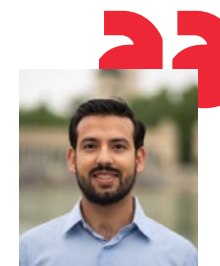
At EAE Entrepreneur Madrid, we support the growth of innovative projects through our incubation program, which currently includes eight startups from various sectors. Four of them have already reached the milestone of generating revenue, validating their business models and demonstrating their market potential.

Through mentoring, specialized training, and access to a key contact network, we boost these startups and help them progress on their journey to success, helping them scale and establish themselves in their respective industries.



Christian Leon Ruiz
IALEON

"As a businessman and entrepreneur, I can say that Propeller is a great action-based program, where how far you go with your business model depends on you. Ideas flow, execution is encouraged, and you connect with people you truly click with. The members of Area 101 deserve a special mention, as they played a key role, always willing to help, push and challenge."



Shamir Troconis
FACTICIA STUDIO

"The Propeller program at EAE played a key role in the development of not only my startup but also myself as an entrepreneur. It's a very comprehensive program that provides workshops, mentors, personalized guidance, a coworking space, and constant follow-up on your project's progress. I wholeheartedly recommend it!"



Marcello Guerrero
ILLUSIONO

"The Propeller EAE program was excellent. The EAE Entrepreneur team gave us all the necessary tools for our startup to reach the market quickly. The experts helped us identify and improve our weaknesses while maximizing our strengths. Pitch after pitch, we improved our communication and built a collaborative community of entrepreneurs. Without a doubt, EAE Entrepreneur is a great opportunity to grow as an entrepreneur."

Startups

WATER4FREE

The first free water company in Europe that connects companies and people to take water where it wouldn't otherwise reach.

GROWIN

At Growin, we believe in the power of nature to boost your day-to-day life. Our gummies with adaptogens and nootropics are designed to help you find your balance and enhance your wellbeing, in a delicious and natural way.

FACTICIA STUDIO.✦

Facticia Studio is a platform that helps companies create paid content for their social media using Generative Artificial Intelligence.

ilusiono

Ilusiono creates unique, personalized moments for children thanks to Augmented Reality. In doctor's and dental clinics, the app turns the waiting room into an interactive, fun place, reducing anxiety and making the visit far more enjoyable. At home, the app transforms parents into creators of unique experiences, with their children becoming the stars of unforgettable stories.

nüviBe

Because life doesn't stop after a great night out. NuviBe is the first functional beverage designed to help you wake up with energy and a sharp mind, without compromising your wellbeing. With electrolytes, collagen and medicinal cannabis terpenes, it helps you recover while you sleep so you can keep performing at 100%. Enjoy yourself without missing a beat.

KidsPilot

KidsPilot is a digital platform that combines the experience of professionals in the field of skills development (language, attention, socialization, learning) of young children aged 0 to 6 in Spain and the capacity of personal AI agents to make diagnostics, identify problems with current and future development, generate a personalized problem resolution plan, and monitor progress.

amor

Amor is on a mission: to raise awareness about mental health and promote self-love through comfortable and original clothing.

IA LEÓN

IA LEON is a virtual assistant specializing in managing the Digital Nomad Visa in Spain with a fast, easy and affordable process for freelancers, entrepreneurs and remote workers. We offer a 100% online service and handle the entire legal process so our clients don't have to worry about bureaucracy or immigration lawyer procedures.

Our mission: To help digital nomads and expatriates live and work legally in Spain, without any stress or bureaucracy.

butcap

Personalized experiences catered to each company's needs: from intensive single day events to full weekends focusing on growth and team cohesion

Eulix

An application that recommends movies and series tailored to your mood and personal preferences, helping you discover content beyond the usual trends.

Polyglot

An app for fully personalized language learning through Generative AI.

AWAKEN

Awaken organizes events to raise awareness on issues with a large social impact, such as wellbeing, personal and alternative therapies.

BECONNECTED

A B2B platform that connects Peruvian producers and exporters, especially SMEs and micro-companies, with wholesalers and retailers in Spain, promoting the supply of Peruvian foods to the Spanish market.

ESEIS

An ecommerce platform using AI to offer personalized consultancy services to help customers choose the best clothing options from different brands, saving time and improving the shopping experience.

K

A marketplace driven by artificial intelligence that connects influencers with brands, facilitating effective communication, contract management and processing transactions all on the same platform.

EAE Business
School

This is how we strive
to change things and,
above all, people's lives.
What about you? Are
you ready to change
yours?

**WE MAKE
IT HAPPEN**





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