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**Employment
Report 2022**

Bachelor's Degrees

Change is the starting
point of our conception
of work, as well as
everything good that
the future holds.



Employment Report

An overview of the professional careers of our students

The starting point of our success as a school is the fact that every student can develop professionally in direct proportion to the size of their goals. We call this our Law of Accompaniment and Momentum.

As a business school that is both international and a close-knit community, our mission is to anticipate and adapt to the needs of the business world with practical, participant-oriented programs designed to develop the critical thinking and innovative mindset required by the people who will lead the sustainable transformation of organizations.

To achieve this, we have academic and institutional partnership agreements in place with over 80 universities and business schools in 20 different countries, as well as more than 6,000 national and international partner companies. The aim of all this is to drive constant and sustainable positive change through training, knowledge and research, which we apply through our methodology, ensuring the optimal combination the academic side of a program and the enrichment of the students' lives outside the classroom.

In short, we always strive to meet the students' expectations to generate change and the transformation of companies and the environment.

The way we embrace and understand the business world and change enabled us to make some great achievements in 2022, like positioning ourselves as a progressive school for our social impact and achievements in sustainability of the "Positive Impact Rating", as well as to obtain the "5 stars" classification from QS Stars that certifies our reputation at an international level, an achievement that is also recognized nationally by the "3 palmas" of Eduniversal palmas. We were also ranked among the 15 most innovative Ibero-American institutions according to El Economista, ranked number 4 in corporate reputation and ESG responsible company according to Merco, and one of the 3 best companies in the sector for attracting and retaining talent according to Merco as well.

Over our more than 60 years of history, over 85,000 professionals have placed their trust in us, coming from over 100 countries and leading national and international companies, institutions and organizations in a broad range of sectors on all five continents

In this new edition of the Employment Report, you will gain an in-depth insight into the professional career of our students after their time at the School, as well as all the academic initiatives, networking events and complementary professional competency training activities that EAE offers you to boost your employability and ensure its success throughout your entire professional career.

We want to be by your side. Let's build a story together in which the Bachelor's Degree you choose is just the beginning.



Power to change

Our tools to boost your talent

There are two types of people: those who meet change with resistance and those who embrace change as a driving force. At EAE, we are drawn to the latter. Innovation, versatility and transformation drive use to satisfy our students' needs in fast-moving international settings open to new ideas and technology.

Our mission is to promote sustainable employability, adaptability and the capacity to be robust and thrive in constantly changing environments.

Our tireless teamwork to boost our students' employability through our training and other tools that enable them to enhance their project as people and as professionals, coupled with our proactive relationship with recruiters to give our students access to the best opportunities, generated great results once again last year.

With respect to our entrepreneurial initiative, we have improved our incubation model both quantitatively and qualitatively, developing our own new methodology.

Since we began in 2019, 2,050 students have taken part with their own ventures at different stages of development, benefitting from advice, mentoring and direct investment.



Power to change

Strategic knowledge at the service of your professional career

Our mission as a modern, international business school is to anticipate and adapt to the needs of the business world with practical, participant-oriented programs. To achieve this, constant insight into the labour market is one of the key objectives of our Strategic Research Center, while the EAE Corporate team focuses on actively listening to companies to identify their needs. Based on this strategic knowledge, we offer you the best options in terms of both programs and complementary activities.

WE INVESTIGATE AND ANALYSE THE EMPLOYABILITY SECTOR

Through EAE's Strategic Research Center and the Work of the Future Center, we study the latest HR trends every year. We also examine the cases of companies that are innovating in people management. This makes us stronger in terms of strategic knowledge, which we then apply in our employability plans. Here are some of the latest studies we have undertaken.

White Paper on Sustainability in Human Resources in Spain.

Sustainability strategy has filtered down through to all corners of companies, all the departments, the customers, the employees, society in general, and shareholders when deciding to invest. This new trending topic is the evolution of the concept of Corporate Social Responsibility, which had become as obsolete as the analogue telephone.

Sustainability entails a triple approach: environmental, social and corporate governance. Greenhouse gases, waste management, energy efficiency and the circular economy all define a new landscape for companies, beyond all the aspects of compliance policies or human rights. While, it is the responsibility of all departments, it is particularly crucial for Human Resources to apply it with respect to the key stakeholders:

Employability tips from the EAE Work of the Future Center

1

Have a clear idea of your purpose.

2

Create a story about yourself and make employers fall in love with it. Use storytelling.

3

Sell your brand:

1. Focus on what you can offer in the future rather than what you did in the past.
2. Explain where your commitment comes from. What drives you?

4

Accept that nobody is indispensable in an organization. Be prepared to use dismissals to boost your career.

5

Develop these key competencies:

1. Lifelong learning capacity.
2. Staying ahead of the game. Find out about the labour market and train in the skills in demand.
3. Commercial mindset, to be able to sell your personal and professional brand on social media and build a productive network of contacts.

THE EMPLOYABILITY FORMULA IS:

Knowledge, accompanied by competencies and guided by values.

the employees. The report includes 17 interviews with the Directors of Sustainability and Human Resources at ACCIONA, AIRBUS, ALCAMPO, BBVA, CEPSA, EY, FCC, GSK, IBERDROLA, IBERMUTUA, INDITEX, MAPFRE, MICROSOFT, PASCUAL, RADISSON HOTEL GROUP, REPSOL and VODAFONE.

[Find out more](#)

DCH Barometer on Talent Management in Spain and Latin America, which aims to ascertain the opinions and predictions of the human capital executives of Spanish, Portuguese and Latin America companies in relation to the most notable projects and trends in the field of Talent Management in 2022 with respect to all areas of Human Resources. In the latest edition (the sixth that we have published in collaboration with the DCH - International Organization of Human Capital Directors), 550 companies took part, sharing insight into their specific policies for acquiring junior and senior talent and attracting female STEM profiles, as well as their hybrid work models.

[Find out more](#)



Power to change

International Recognition

Our strength
+ your talent
= power to change

When you decide to invest in your studies, you need guarantees. EAE's reputation is accredited institutionally and academically by some of the leading national and international rankings.

WHY RANKINGS MATTER:

- They improve the reputation of the School and its students as it highlights the strength of its programs.
- They accredit the School's efforts to boost employability and underline the results achieved by its students by taking the program: higher salary and profits, which, in turn, reflects the quality of the program taken.
- They are an endorsement when introducing the School and its students, as the thorough methodology of the rankings validates the program taken and certifies its quality. This adds value and enhances the students' letter of presentation.
- They reinforce the international recognition of the School as the rankings receive a lot of media coverage, which is closely followed by the business community at a global level. This is essential for boosting the willingness of executives to contract the School's students.

Institutional Rankings



FOR ITS SOCIAL
IMPACT AND
SUSTAINABILITY
ACHIEVEMENTS
**PROGRESSING
SCHOOL
2022**



Nº 3
3 COMPANY IN
THE SECTOR FOR
ATTRACTING AND
RETAINING TALENT
IN SPAIN
MERCO TALENT



5 STARS
RATING, WHICH
CERTIFIES THE
SCHOOL'S
INTERNATIONAL
REPUTATION
QS STARS



Nº 3
RANKING OF THE
BEST COMPANIES
IN THE SECTOR TO
WORK FOR
**MERCO UNIVERSITY
TALENT**



3 PALMES
RATES SCHOOLS
ACCORDING TO THEIR
INTERNATIONAL
REPUTATION
EDUNIVERSAL PALMES



Nº 4
MOST RESPONSIBLE
COMPANY IN THE
SECTOR
**MERCO ESG
RESPONSIBILITY**



Nº 4
COMPANY IN THE
SECTOR WITH THE
BEST CORPORATE
REPUTATION
MERCO COMPANY



Nº 14
OF THE MOST
INNOVATIVE
IBERO-AMERICAN
INSTITUTIONS
EL ECONOMISTA



Student profile

The essence of our school

Profile

805

STUDENTS

10%

OF OUR UNDERGRADUATE STUDENTS WORK FULL-TIME WHILE THEY STUDY.

49%

ARE WOMEN

47%

OF OUR STUDENTS WORK PART-TIME WHILE THEY STUDY.



ALEJANDRO CHAVARRIA

BACHELOR DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT

“I am a student on the Bachelor Degree in Business Administration and Management. As I am from Costa Rica, I don’t know much about the labour market in Spain, so the Talent for Impact team helped me a great deal to understand how to look and apply for jobs here in Barcelona, giving me guidance and helping me to arrange lots of interviews and eventually sign an internship agreement with a company, where I am currently working (Sonder Hospitality Spain).

They also helped me identify which branch of my degree and which type of business I should focus my job search on.”

Region

95% of our students live in Spain but only 65% of them were born there.

35% of our students come from families across Europe, Asia and Latin America.



Employability status

Our students' capacity to achieve their goals

Our objective is to accompany our students so that they can develop their full potential and to help them achieve all the goals they set themselves. This is a brief snapshot of their current professional situation.

EMPLOYMENT SITUATION

87%

87% OF OUR GRADUATES WORK.
MOST OF THOSE WHO DO NOT WORK **CONTINUE STUDYING**.

46%

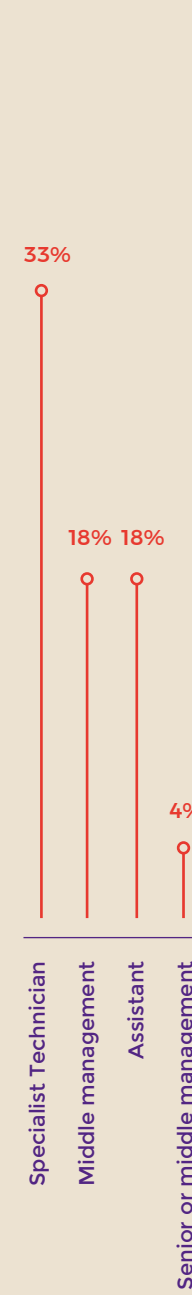
OF OUR GRADUATES **WORK REMOTELY** AT LEAST SOME OF THEIR WORKING HOURS.

Over 43% work in companies with more than 500 employees.

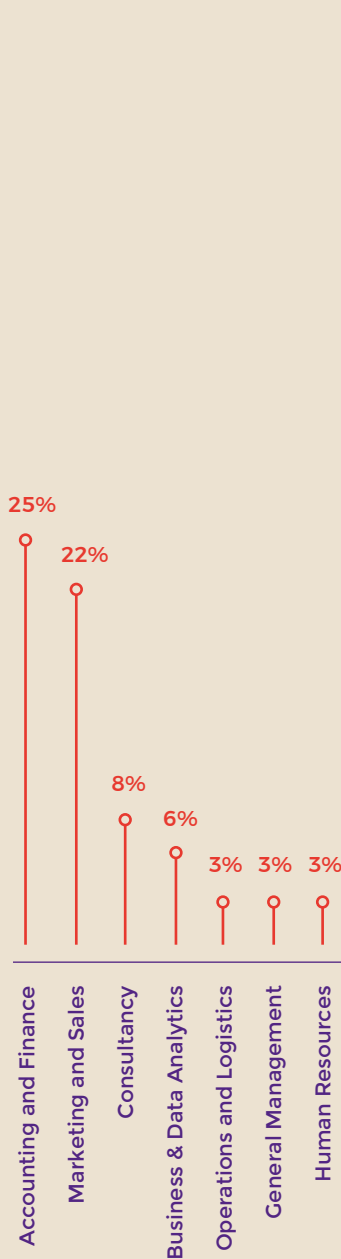
32,723€

CURRENT AVERAGE SALARY OF OUR BACHELOR DEGREE GRADUATES

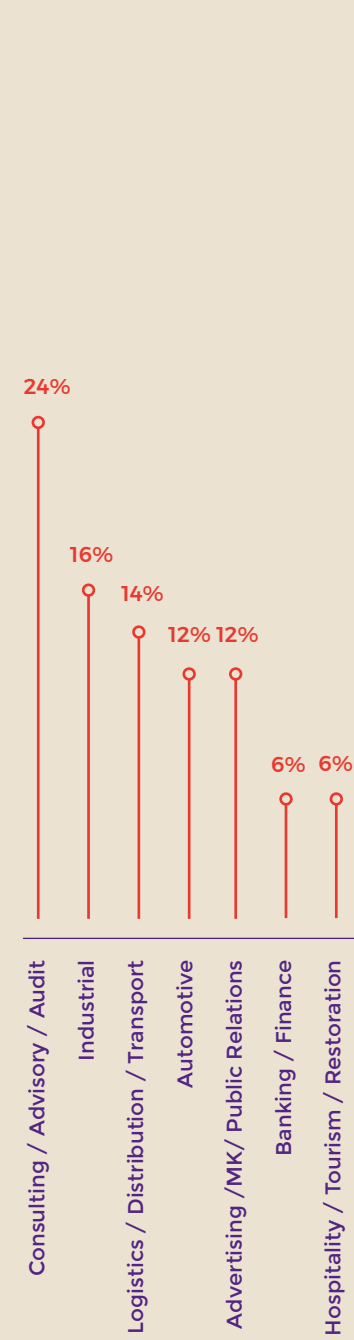
LEVEL OF RESPONSIBILITY



AREA/FUNCTION



MAIN SECTORS IN WHICH OUR GRADUATES WORK



Career Development

Boosting talent is our way of doing things

At EAE, when we talk about boosting talent, it’s not just a way of talking. It’s a way of doing things. It involves thorough planning that strives to enable our students to be the best version of themselves, from a tailored personal career plan for each student to events organized to connect passions, dreams and people.

Careers track

The aim of the program is to enhance the students’ employability and boost their professional development, while generating a differential value in the process.

To achieve this, our professional HR experts are on hand, as well as an extensive group of recruitment consultants, headhunters, coaches and other partners specializing in talent, all currently working in the field.

In a professional landscape in a constant state of change, the Talent for Impact service always keeps up-to-date with the latest trends in Talent Management and Employer Branding. By doing so, as well as equipping you with the most effective tools and procedures, we help you take your next professional steps while, at the same time, generating an agile response to the needs and demands of the current labour market.



EAE BUSINESS SCHOOL BARCELONA TEAM

Anna Boixader Director of Talent for Impact	Lidia Bonvehí Senior Career Advisor	Belina de Zuloaga Career Advisor
Professional Growth	Miranda Hrabina Career Advisor	Constanza Cristiani Career Advisor Support
Úrsula Molina Senior Career Advisor	Karla Assen Career Advisor	Mishell Flores Career Advisor Support
Montserrat Sordo Career Advisor Senior		

THE THREE KEY PILLARS OF THE CAREERS TRACK

WE IDENTIFY YOUR TALENT AXIS

Setting a goal will help you find the profession and opportunity that best suit your interests and skills, as well as to plan your training and professional path to achieve it. A crucial part of this is knowing and aligning your soft skills with the strategy to follow. To achieve this, we incorporate tools and competency tests that help is identify who you are. From this starting point, we begin to map out your own individual strategy.

WE DESIGN YOUR PROFESSIONAL PATH

Based on your goal and your experience, we design a personalized path with individual guidance with your Career Advisor, as well as group sessions that focus on self-awareness, your professional profile, the elements of communication (CV, LinkedIn), labour market knowledge, search strategies, and selection or internal promotion processes.

WE ENHANCE YOUR OPPORTUNITIES

- 1

Alongside all this, EAE brings you into closer contact with the market through its agreements with its Partner Companies, employability and internship fairs, company meetings, and dozens of recruitment and networking events, with the clear aim of expanding your network of professional contacts in order to achieve the goal you have set.
- 2

In relation to the market, EAE is a source of Talent and, as such, the Careers department acts as a talent and recruitment consultant for companies in all sectors, receiving job and internship offers, posting them on its own employment portal, as well as recruiting and presenting candidates.

Career Development

Events to connect talent and opportunities

In 2022, the Careers team reinforced its commitment to the students' employability by organizing a series of activities focused on integrating the students within the business world, because understanding the operating dynamics of businesses and the way they acquire talent makes recruiting processes more effective.

Building Leaders Hackathon (2022)

In this event, the students solved a business case focused on sustainability in teams, being mentored by recruiters from Amazon, Grupo Planeta, Schneider Electric, Selecta, Mantu and Friesland Campina.

Talent EAE 2022

The 6th Edition of Talent EAE consolidated its status as the biggest employment fair organized by a business school in Spain, with the participation of a total of 81 companies. The registered students had the opportunity to meet face-to-face with the talent acquisition teams of leading companies such as Danone, Ikea, Mango, Nestlé, SAP, SEAT, Holaluz, DHL, Coty, Sabadell Bank, Desigual and Schneider Electric, among others.

Company Meetings

The aim of this conference format is to give our students insight into the Talent and Graduate Programs run by our Partner Companies. The 34 Company Meetings of 2022 were attended by market leaders such as Huawei, Desigual, Amazon, Mondelez, Ecolab, Unilever, Wow Concept Store, Vodafone, Bimba & Lola, SAP, DHL and Janssen, to name just a few.

Innovation Week

Over the course of 5 days, our students had the chance to attend masterclasses led by top-class companies, consultants and entrepreneurs.

The latest edition included sessions on the following topics: LinkedIn: Learn to use the platform!; Personal Branding: Get to know and talk about yourself in interviews!; CV: Make the recruiter fall in love!; and EAE Entrepreneurs - Weighit and Jibu H2O case studies.



Career Development

Events to connect talent and opportunities



PABLO MARTÍNEZ PON

3RD YEAR STUDENT ON THE BACHELOR DEGREE IN
BUSINESS ADMINISTRATION AND MANAGEMENT

“This internship experience has really helped me to develop at both a professional and personal level. I have met professionals who have been really helpful and I have felt accompanied and guided by my tutor at all times.”.

EAE Challenge Business Challenge for future leaders

We want to place you at the heart of the business world, in contact with real companies so that you can demonstrate your talent and ideas, bring a fresh perspective and generate real value. With this in mind, we run the EAE Challenge in collaboration with a leading company in a Hackathon format.

In this event, your ideas and solutions will have a real impact on the market and people’s lives. Students from the second year of the High School Baccalaureate or final year of Advanced Vocational Programs compete to generate the best innovative solution to the challenge presented each year. In 2021, we worked with the multinational Nestlé, in 2022 with Glovo, the startup that has transformed delivery worldwide; and in 2023 , with the toy giant Mattel, the world leader in strategies for entertaining and accompanying children in their development through play.

15 finalist teams will reach the on-site stage of the Business Challenge, with the chance to win three grants for our Bachelor Degrees. This is an unbeatable opportunity to work in a team (with the support of our lecturers and other undergraduate students) and put your ingenuity and creativity to the test in front of the EAE teams and the company working with us.



Career Development

Internship Experience

Internships are an opportunity not only to show the world everything you have learned but also to put your ambitions and dreams to the test. The following statistics give an overview of EAE students who have taken their first steps in the world of employment on an internship in an organization.



DIANA ADUVIRE

DEGREE IN MARKETING AND DIGITAL COMMUNICATION

“I am a student on the Bachelor Degree in Marketing and Digital Communication. In my opinion, Employability Day was a really great experience as it gave us the chance to gain first-hand insight from professionals in leading companies and how their careers evolved, as well as the dynamics they were involved in. I felt really motivated when I left.”

168

INTERNSHIP AGREEMENTS IN THE 2021-22 ACADEMIC YEAR

23%

INCREASE COMPARED TO THE PREVIOUS ACADEMIC YEAR

58%

OF GRADUATES GOT THEIR FIRST JOB THROUGH THEIR INTERNSHIP

65%

WERE HIRED BY THE SAME COMPANY WHERE THEY DID THEIR INTERNSHIP



Our Bachelor Degree graduates rate the impact of their internship 8 out of 10 with respect to the following variables:

8.3

Increased autonomy

8.3

Improved professional profile

Career Development

Top Recruiters and Partners

CONSULTANCY & BUSINESS SERVICES

KPMG
Accenture
Randstad
PWC
EY
Deloitte
Lee Hecht Harrison Llc
Robert Walters
Adecco

CONSTRUCTION, REAL ESTATE, ENERGY

Repsol
Selectra
Schindler
Técnicas Reunidas
EDP
Holaluz
Engel & Völkers
Schneider Electric

FINANCIAL SECTOR

Grupo Santander
BNP Paribas
MAPFRE S.A.
Banco Inversis
BME Post Trade Services, S.A
Bankinter S.A.
BBVA
Banc Sabadell
Zurich
Deutsche Bank

MASS MARKET, RETAIL, FASHION AND BEAUTY

Carrefour
Amazon
Leroy Merlin
Salesland
Philips Ibérica
AWWG
LOEWE
L'Oréal España
Sephora
LVMH
TENDAM
General Electric
Nike
Procter & Gamble S.A
Revlon
UNIQLO
Desigual
Unilever
Primark

MARKETING & COMUNICACIÓN

Nielsen
Atrevia
LLorente y cuenca
Ogilvy
Omnicom PR Group
HAVAS MEDIA GROUP
Emagister
Kantar

INDUSTRIAL

Signify
CEPSA
INDRA SISTEMAS, S.A
Merck Group
Ferrer
Sanofi
SEAT

LEISURE & TOURISM SECTOR

Radisson Hotels
Grupo Planeta
Palladium Hoteles
La Casa del Libro
La Liga
MELIA
NH Hotel Group
Grupo Freixenet

HEALTH SECTOR

Johnson & Johnson
Novo Nordisk
Quirón Salud
SUANFARMA

DISTRIBUTION, TRANSPORT & LOGISTICS SERVICES

ID Logistics
Chep
Correos
DHL

TECHNOLOGY

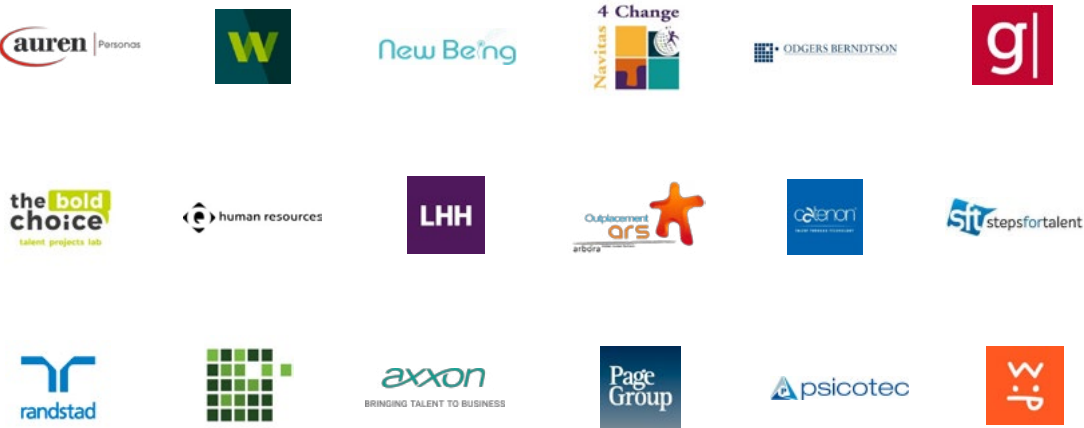
NTT Data
Siemens
Orange
Vodafone
Fellow Funders
IBM International Services
Center S.A.
Optimissa
Minsait
T-Systems
HP
Glovo
Keysight Technologies

STARTUPS

Cobee
Fever
Aloja Experince
Factorial
Wallbox
Trioteca



Companies collaborating in activities and events



Career Development

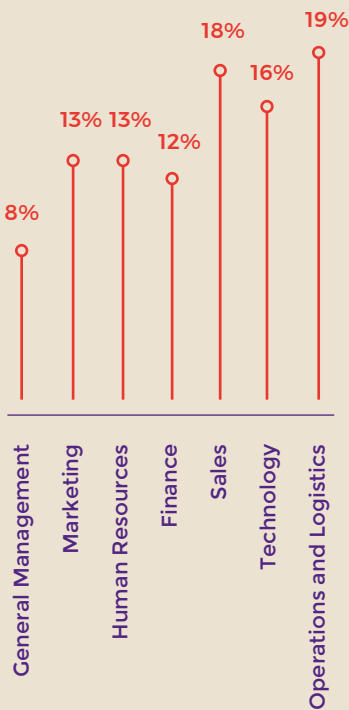
The opinion of recruiting companies

DCH, the International Organization of Human Capital Directors, with 4,500 members at a global level in in Spain, Portugal, Mexico, Argentina, Brazil, Peru, Paraguay, Uruguay, Colombia, Chile, Central America, the Caribbean and the USA, recently published the 7th DCH Barometer of Talent Management in Spain, Portugal and Latin America 2022 in collaboration with EAE Business School. The reports presents the opinions and evaluations of 550 human capital executives of large companies regarding key projects and trends in the field of Talent Management in 2022.

In this Employment Report, we would like to share some of the report's most important conclusions that affect our students' employability.

Your future employability will particularly depend on the People Management Directors in companies. This is what they think.

CONTRACTING BY DEPARTMENT



CONTRACTING BY PROFILE



Source: 7th DCH Barometer of Talent Management in Spain, Portugal and Latin America 2022.

Soft skills power skills

Mobility and Networking

EAE’s international impact starts at the undergraduate stage with an exchange program based on partnership agreements with international universities, giving our students the opportunity to study for a semester or year at a foreign university.

Our students can make the most of the chance to discover new cultures and learning styles, earning equivalent credit for courses completed abroad.

Learning in these stages away from the students’ normal environment is extremely rewarding and boosts their independence and professional profile.

69%

OF OUR UNDERGRADUATE STUDENTS TOOK PART IN AN INTERNATIONAL MOBILITY PROGRAM

150

FOREIGN STUDENTS IN OUR CLASSROOMS IN BARCELONA IN 2022

Main benefits of international mobility, as rated by our students (on a scale of 0 to 10)

THE PRESENCE IN BARCELONA CAMPUS CLASSROOMS OF MORE AND MORE STUDENTS FROM FOREIGN UNIVERSITIES THAT ALSO PARTICIPATE IN OUR INTERNATIONAL PROGRAM BRINGS A LOT OF ACADEMIC AND SOCIAL NETWORKING VALUE.

8.5

INTERNATIONAL VISION

8

COMMAND OF A FOREIGN LANGUAGE

STUDENT EXPERIENCE & NETWORK

Another section of our School whose work focuses on boosting our Bachelor Degree students’ networking and power skills is the Student Experience & Network Department.

Embracing a culture focused on continually improving the students’ experience, we design activities to give you a wealth of experiences beyond the academic sphere. We strive to be present at all times throughout your studies at EAE to offer you a broad range of events to build your bonds with the business world, thereby laying the foundations for your future professional and social networking.

From 2023 onwards, you can also access internships abroad in collaboration with our new partner AIESEC Spain, a non-profit organization operating in 110 countries and specializing in promoting social, cultural, economic and technological local development in line with the United Nations’ Sustainable Development Goals (SDG).

AIESEC works with local NGOs, companies and startups to form a network of over 7,000 partners to generate 30,000 experiences each year.

SOCIAL NETWORKING: you can take part in social and sports activities to build your relationships with students on different programs.

APPROACHING BUSINESS IN-COMPANY: you will have the chance to visit the offices and facilities of different companies and gain insight into different management styles.

FLIP IT – DECONSTRUCTING BRANDS ON YOUTUBE, INSTAGRAM AND TIKTOK: a series of sessions aimed at students passionate about Digital Marketing in the third and fourth years of either of our Bachelor Degree programs. In the sessions, they will analyse/ deconstruct the campaigns of powerful brands consumed by young people over the course of 1.5 hours on YouTube, Instagram or TikTok. .

NETWORKING WITH BACHELOR DEGREE ALUMNI: find out first-hand about the professional careers of former students.

POWER SKILLS: FOCUS ON YOUR FUTURE! Program designed to empower third and fourth-year undergraduates with workshops on self-awareness, interpersonal skills, operating in virtual environments and new management trends such as Agile methodologies.

Entrepreneurship & Innovation

The power to change the business world

Since we launched the EAE Entrepreneur program in 2019, **over 2,000 students** have chosen to take part in this accompaniment scheme. Our objective is to set the standard in entrepreneurship and innovation, driving forward positive impacts, whether it be through a scientific advance, a way to improve the quality of life or to create a more sustainable society.

EAE Business School also has an accompaniment program for you if you want to develop your own business idea or take a business that you have already established even further. With EAE Entrepreneur, your project takes shape through a program of training, accompaniment and financing adapted to your situation, profile and objectives.

Since we launched the EAE Entrepreneur project in 2019, over 2,000 students have chosen to take part in the scheme and 250 projects have been evaluated.

The program runs for ten months, during which you can design and strengthen your own business models over the course of the different phases that you have to complete. Each phase involves a period of learning and preparation, with progress being tracked through training activities, mentoring and coaching sessions and networking events. The program culminates with a challenge that you have to complete successfully.

Only the best projects make it to the last phase, in which they are incubated in the EAE Propeller for three months. During this time, we accompany you as you develop, consolidate and validate your business concept. We use Lean Startup and experimentation techniques and provide guidance on Digital Marketing, Sales and Operations and Digitization, as well as support on financial and legal aspects. Moreover, the teams benefit from

the specialist accompaniment of a Team Coach, a Startup Advisor and a Business Mentor.

Over the course of the three months, the teams also take part in Pitch events, in which a Pitchmaster gives them constructive feedback that helps them design a solid story to tell for the sales and finance-raising stages.

Lastly, all the teams are invited to showcase their venture at Demo Day, when each project has the opportunity to present its value proposition, solutions and processes to a specialist audience made up of networks of investors and key players in Spain's entrepreneurial ecosystem.

The School's flagship entrepreneurship event takes place at 4YFN, Spain's largest startup event organized by the Mobile World Congress (MWC), at which we hold the EAE Impact Awards in recognition of the most innovative and disruptive projects that develop business models that help us work towards achieving the SDGs.

EAE Entrepreneur also benefits people who work for others, helping them to develop the role of internal innovator and take the lead with a plan to transform the company.

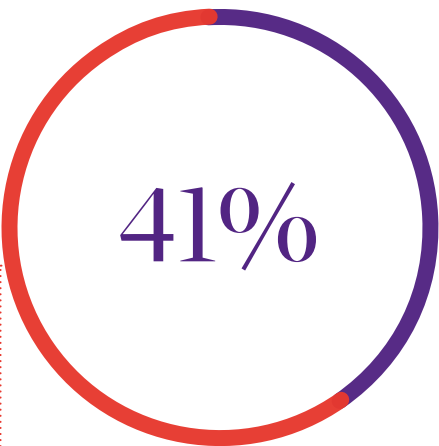


At EAE Entrepreneur program, undergraduate and master's students participate, this means you will have the opportunity to expand your contacts network and enrich your experience with their projects and business ideas.

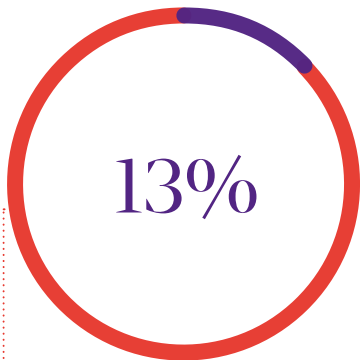
Entrepreneurship & Innovation

EAE Entrepreneurial Profile

OUR ENTREPRENEURS' TURNOVER



HAVE A TURNOVER OF **MORE THAN €100,000** IN THE LAUNCH YEAR



HAVE A TURNOVER OF **MORE THAN €500,000** IN THE LAUNCH YEAR

2,050

Students interested in taking part in EAE Entrepreneur since October 2019

> 250

Potential projects evaluated

86

Projects considered for selection

57

Projects selected and received services

19

Projects on the market



Entrepreneurship & Innovation

EAE Propeller 2022

PROJECTS

In the last incubation cycle of EAE Propeller, mentors, coaches and partners from Spain's entrepreneurial ecosystem all took part, with eight interesting projects getting up and running.

Here is an overview of the incubated projects.

EAE PROPELLER II STARTUPS

The Renai: Virtual fashion platform that uses applied technologies to offer a personalized design experience and a store to buy and sell quality from emerging designers.

RENAI

Time to Dial: An IT solution for monitoring staff entry and leaving times using smartphone devices and/or telephone calls. Designed for companies or teams working with varying timetables, the solution facilitates staff management, minimizing absenteeism and optimizing work times.



Turtle: Services for exporting company to boost sales of products remotely and reduce international returns by improving the customer experience through augmented reality and other digital tools.



Cyrcl: Cyrcl offers efficient and sustainable delivery services for e-commerce products by removing single-use packaging using reusable shipping solutions (circular economy).

CYRCLE

Art Vessel: Based on a collaboration with contemporary artists to develop a joint project in which the artist generates their artwork and Art Vessel generates audiovisual content to accompany it, which can also be used for events in the artist's studio.

artvessel.art



PILA: A marketplace specializing in the cycling sector offering the safe rental of material in order to make a purchase decision based on real sensations, thereby optimizing the cyclists' investment in terms of both money and time. PILA minimizes the risk of error and injury, as well as exponentially boosting the cyclist's happiness with the bicycle.

pilacycling.myshopify.com

pila

PAW: Paw strives to accelerate the social inclusion of families with pets through an agreement between business owners, pet owners, society and government institutions.

paw

Momentum: Momentum helps companies in the primary sector and vertical Agri-Foodtech startups to acquire funding for their projects in the transition towards the farming of the future through a specialized crowdlending platform.

momentum

Empowerment through leadership

Barcelona | March 31st, 2022



Entrepreneurship & Innovation

Partners & Team

ADVISOR

Santiago Tobón
Co-Founder of Aloha

COACHES

Jose Santamaría
CEO of Newbeing

Sandra Martínez
Head of Talent at Quadpack

DIGITAL CONSTRUCTION EXPERT

Alejandra Valencia
Co-Founder of Mimusa.io

EXPERTS

Danny Saltaren
Product Manager / Co
Founder de Minimum.run

Alex Bernado
No Code Hackers

Paula Bethonico
Design and Product Lead en Noba

FINANCE EXPERTS

Carlos Ordoñez
CFO of Abogados Para Tus Deudas

Anindya Saha
Founder of Nero Ventures

Carmen Pumariño
Investor Manager at Zubi Capital

GO TO MARKET EXPERT

Susana Ercolani
Co-Founder of Greety Box

LEAN EXPERT

Daniel Medina
Director of Innovation&
Strategy at Area 101

LEGAL EXPERT

Rocío Alvarez
CMO at Token City

MENTORS

Carmen Carpintero
Anthony Travel

Cristian Uii
Co-Founder of Area 101

Nacho Sala
Marketing Director at
Atrapalo.com

Sonia Demet
Barrabéz.biz

Alba Garcia
Co-Founder of Bcome

Marta Ordeig
Founder of Garage Stories

Luis Losantos
Financial Director at Gesvalt

Sofia Garin
Senior Project Manager at Inedit

Francisco Lopez
Wealth Manager at Trimetrium

David Hernandez
Ufounders

Eva Aurin
E-Health Manager

Blanca Garellly

Sara Haloua

Elena Yelamos
BBVA Art Collection

MARKETING EXPERT

Jorge Fields
Managing Partner of
Cupido Capital

NETWORKING EXPERT

Nicolás Escartín
COO at Qbeast

PITCH MASTER

Itziar Blasco
Head of Startup Program
at Barcelona Activa

Paz López
Open Innovation Director
at Barrabéz.biz

Sergi Capell
Design and Innovation
Consultant at Casa De Carlota

Francesc Trias
Partner and Director at
Daleph Iniciativas

Juan Herrero
Deloitte Ventures

Susana Julián
Consultant Galaris Development

Mireia Mir
General Director at Indplus

Azucena Elbaile
Director of La Nave

Jesus Daniel Fernandez
Leadership at Minsait

David Casas
Managing Director at Oceanity

Alejandro Briseño
Opinno

Marta Palomar
Acceleration Program Director
at Órbita Acceleration

Carles Mur
Co-Founder of Pinn

SALES EXPERT

David Tobón
Co-Founder of Capital Firend

TEAM MATES

Antonio Rodas
Co-Founder of Dibugal

Josep Ollé
Co-Founder of Films En Off

Inés Rubinat
Co-Founder of Films En Off

Tomás Kohan
Founder of Soy Deli

VALIDATION ASISTANT

Tarcila Sugiyama
Investment Analyst at VOX Capital

VALIDATION EXPERT

Guillem Falgueras
Business Associate at NOBA



Entrepreneurship & Innovation

Partners & Team

Partner companies taking part in EAE Entrepreneurship activities



PAU BOIX RIBERA

3RD YEAR STUDENT ON THE BACHELOR DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT

“My studies on the Bachelor Degree in Business Administration and Management gave me a better understanding of my job as an accountant, which helps me make informed, strategic decisions that benefit the company. The lecturers’ experience in the business world enabled me to put what I learned into practice while, at the same time, getting answers to all the questions that came up over the course of the working day.”

EAE Entrepreneur Team



ARMANDO SALVADOR

DIRECTOR OF THE INCUBATOR



ANINDYA SAHA

DIRECTOR OF THE ACCELERATOR AND EAE INVESTOR



MANEL PÉREZ

DIRECTOR OF CORPORATE VENTURE

Entrepreneurship & Innovation

Event & Networking

BOOTCAMP MADRID AND BARCELONA

As part of the preparation process for accessing the Propeller program, two bootcamps were held in Barcelona and Madrid, in which 36 participants took part in workshops on Finance, Marketing, Legal, Prototyping and Business Models.

OPEN INNOVATION DAY BARCELONA AND MADRID

In 2022, we welcomed 7 trailblazing innovative companies that inspired almost 100 students in Madrid and Barcelona at events that included talks and workshops.

DESIGN SPRINT SOCIAL IMPACT CHALLENGE

25 teams from the two campuses competed to make it to the final of the Design Sprint Social Impact Challenge. Cyrcl, a project masterminded by Robin and Robyn, students on the Master in International Business from Austria and the USA respectively, eventually took the crown. Cyrcl is a startup specializing in reusable packaging for e-commerce.

4Y4N -MWC

At the MWC, EAE Entrepreneur took an active role, chairing talks in which we showcased the potential of the School and our entrepreneurial students.

ENTREPRENEURIAL AWARDS

We took part in the first edition of this event organized by the Carlos Moro de Matarromera Foundation in collaboration with the National Federation of Self-Employed Workers and PWC. The awards are given in recognition of the self-employed workers who, through their business venture, contribute towards the economic development of rural areas of Spain.



Entrepreneurship & Innovation

EAE Investment

Through its various incubation and acceleration programs, EAE Business School has facilitated the creation of the largest number of startups by international students in Spain. This achievement is the result of the successful efforts of lecturers, professionals with experience in the sector, and the entrepreneurs themselves.

CHECK-TO-BUILD

Integration of 3D tools in construction.

- Contestant in the Entrepreneurship World Cup 2021 in Saudi Arabia as the startup representing Spain.
- In 2021, the project raised €500,000 and generated a turnover of €90,000€. Since it was created, the project has raised €772,000 in financing.
- 325 tonnes of material waste saved and €42,150 saved for its clients.
- Strategic alliances: AC-Hub, Official Association of Quantity Surveyors of Madrid, the Ptec platform, Association of Quantity Surveyors of Madrid, and the Innovative and Sustainable Construction Techniques group of the Universidad Politécnica de Madrid.

JIBU H2O

Transforming the experience of drinking water while caring for the planet.

- Jibu h2o finished 2022 with a turnover of €30,000, having raised €100,000 in financing in a pre-seed round, financed by ENISA.
- 29 devices in operation, dispensing a total of 79,000 litres of water, equivalent to a saving of 144,000 plastic bottles.
- The company has expanded its operations to the Canary Islands and Rome.
- Winner of the best startup award of the pre-acceleration program of Col-lab de Las Naves in Valencia (€3000).
- Winner of the Accedit N° 3 prize of the Hackathon organized by the Valencia City Council.
- Winner of the best startup award of the Scale-up program of Col-lab de Las Naves in Valencia (€5000).
- Finalist in the El Corte Inglés Awards in the More Human Category.
- Participation in 4YFN at the MWC 2022.

EDUCATLY

Building the world's biggest education network.

- It finished 2022 with a GMV of 640,000 USD, which is equivalent to a growth rate of 452% compared to the previous year, in which it reached a total of 1.1 million students in the MENA region and 150 countries.
- It has 28 employees. Ali Mattar, Director of LinkedIn EMEA Venture Markets, has joined the Board of Directors.
- It works with Mpower Financing to offer opportunities to disadvantaged students. 7 students have benefited from 100% grants to take a Master at a US university.
- Educatly raised 660,000 USD in its seed round.

EDUCALL

Mobile microlearning on a chat or long-distance call.

- The project has had an impact on over 100 children through its learning call services.
- The startup represented Colombia in the Entrepreneurship World Cup in Saudi Arabia 2022.
- Top 100 in the world: Falling Walls Lab winner for Colombia 2021.
- Second place in the SurSur Innova Top 10 at T-Prize.

iLoF

AI to accelerate the discovery and development of personalized pharmaceuticals.

- It raised 4.89 MEUR in financing in 2022, as well as a grant of €880,000 from FEDER. In total, it has raised 8.2 MEUR since it was founded.
- In 2022, Dr. Mehak Mumtaz, Co-Founder and COO of iLoF, won the prize for the best Innovators under 35 years old, awarded by the European Innovation Council (EIC).
- Winner of the 4YFN Impact Award 2020.
- The founders were selected in 2020 for the Forbes 30 under 30 list in the Science & Healthcare category.
- Ranked among the 150 best digital health companies in the world, according to CB Insights.
- Winner of the DT50 award in the technology category. Finalist in Alibaba Jumpstarter.

Over the last 6 years, we have incubated 57 startups, masterminded by both Spanish and international students, including 7 spin-offs and 17 startups already generating turnover.

On our acceleration program, we continue supporting the startups that have already moved on from the incubator. This phase is more selective and the projects have to have greater complexity and multiple objectives (not simply looking for financing). We currently have 5 startups at different stages of development, including Jibu h2o (Barcelona), Check2Build (Miami), EducALL (Bogotá), Educatly and iLoF (London).

Migrant entrepreneurs come to Spain with a dream and a drive to work hard. They tend to cater for parts of the market that

self-employed workers and SMEs have been forced to abandon for one reason or another. Currently, one out of every 15 self-employed professionals in Spain comes from abroad. These entrepreneurs often share special characteristics:

- (1) They create businesses based on need and opportunity;
- (2) They run businesses more aimed at the open market than at the ethnic niche that they form part of;
- (3) They have a global perspective and embrace transnational practices.
- (4) They have a positive impact on the local innovation ecosystem (example of the European immigrant in Spain).

Moreover, since 2019, EAE has been focused and actively working on diversity and impact. We have supported startups led by female entrepreneurs, organizing meetings with investors. Since 2021, within the framework of 4YFN as part of the Mobile World Congress in Barcelona, we have organized the Impact Awards by EAE. In the last edition, 58 startups from 11 countries took part. The winner was the London-based venture Otail, headed by the Israeli entrepreneur Ronit Mayer, who works in the reverse logistics sector.

ANINDYA
SAHA

EAE INVIERTE



CAROLINE SCHOBBER

MASTER IN INTERNATIONAL BUSINESS - OCT 2020

CO-FOUNDER AND CEO OF NEWBORN

“The EAE Entrepreneur experience was incredible. It gave me the confidence I needed to start my own business. It showed me the fundamental aspects of entrepreneurship and gave me a set of skills that I could use not only in my company, but which also help me in the business world in general. The hardest part is the start, taking the first step. But the fantastic team at EAE Entrepreneur make it seem easier and fun throughout the journey. I recommend this Master to anybody who is or wants to be more creative, who has a thirst for life and is keen to gain a practical perspective of the world of business”.

Entrepreneurship & Innovation

Achievements that show our position as leaders in the entrepreneurial ecosystem

Since 2019, EAE Business School has been strengthening its presence in the ecosystem of Spanish innovation and entrepreneurship, taking a proactive role and the lead in several important projects.

We have worked on open innovation projects with companies and have attracted professionals from leading companies in the innovation ecosystem to our incubation laboratory. Here are some of the highlights of the last year.



“We feel very pleased and honoured to have made it this far. The process has involved a great deal of effort and learning as a team. We want to make the Vassie project a reality and we will keep working to achieve this goal. Moreover, we would like to thank EAE Business School and Babson College for their support and for putting their faith in our project”.

“As a team, we are really proud of this international recognition. The project originated from this competition and it encourages us to keep on getting stronger.”

TEAM VASSIE

“InPower is less than 90 days old and it has already managed to take second place in a competition with other incredible projects from lots of different countries. We believe that this competition is simply the start of something bigger and we are working to create a world in which inclusivity in the workplace is really promoted. We are currently taking part in a Design Sprint to overcome the initial challenges that have come up in the development of InPower with mentors from EAE Entrepreneur, as well as holding team meetings every to turn this project into a reality as soon as possible.”

TEAM INPOWER

EAE Impact Awards at 4YFN

These awards are given in recognition of entrepreneurs who are developing business models that help us work towards achieving the SDGs and accelerate progress towards a more sustainable, fair and inclusive world. In the last edition of these awards for entrepreneurial talent from all over the world, startups from 11 different countries took part. The grand final is held each year on the Discovery Stage of 4YFN, the event run by Mobile World Congress at which EAE always has stand where it organizes activities and boosts the visibility of projects characterized by a remarkable degree of innovation.



EAE Barcelona receives the La Razón Award for supporting entrepreneurship and innovation

The award is given in recognition of the School's work to support our entrepreneurial students, our local promotion of female entrepreneurship and our commitment to scientific and social development.

Invited to iNNpulsa, building the best country for entrepreneurs in Latin America

This event held in Bogotá welcomed the participation of the President of the Republic, Iván Duque, and the Minister of Trade, Industry and Tourism, María Ximena Lombana. The Director of Entrepreneurship at the Madrid Campus, Santiago Tobón, was invited as an expert on entrepreneurship, as well as chairing one of the discussion panels.

EAE Business School Barcelona creates a ranking of the Top 10 female entrepreneurs in Catalonia

An initiative of the new Diversity and Gender Commission, within the framework of the School's Sustainability Plan and the Women Initiative to boost the visibility of and empower the entrepreneurial ventures headed by women in Catalonia.

A total of 25 projects were evaluated by a jury of 45 professionals from the Catalan entrepreneurship and innovation ecosystem. The winners received study grants for their team members and other prizes, as well as a meeting with specialist investors and business angels.

EAE T10P Mujeres emprendedoras de Cataluña

EAE Wi Women Initiative

Entrepreneurs from EAE Business School reach the final of the Babson Challenge

Two projects created by entrepreneurs from EAE Business School took part in the Collaborative Global Student Challenge run by Babson College, widely considered to be the best university in the world in the field of entrepreneurship. The projects were runners-up in the prestigious competition. The finalist projects were Vassie, from the Barcelona Campus, which makes consumption habits more sustainable through the use of reusable glasses, and InPower, from the Madrid Campus, which reduces discrimination against people with a disability in the professional sphere.



This is how we strive
to change things and,
above all, people's lives.

How about you?
Do you want to start
changing yours?



“I learned to adapt and gain a professional understanding of the changes that take place day after day, analysing these changes and their effects on companies and their strategies. Keeping up-to-date is a task that requires effort every day in the times we live in”.

Alejandrina Méndez
EAE graduate

EAE Business School
Barcelona

We would like to thank all the members of the EAE Community, current and former students, faculty members and staff who have helped to make this brochure possible. A group of people who represent the philosophy and values that guide us on our exciting journey. **We make it happen.**

Barcelona Campus

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