



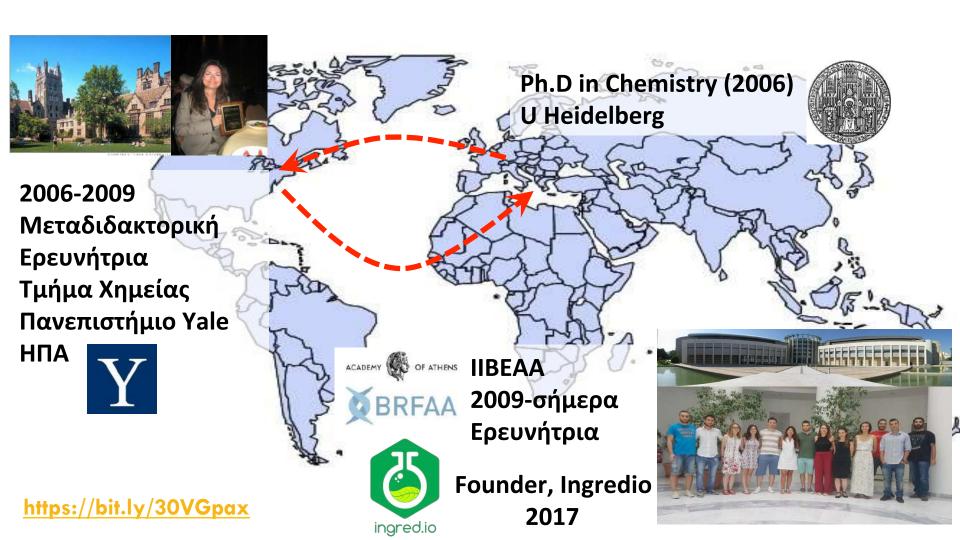
# Έρευνα και Επιχειρηματικότητα: από την Ιδέα στην Πράξη



zcournia@bioacademy.gr

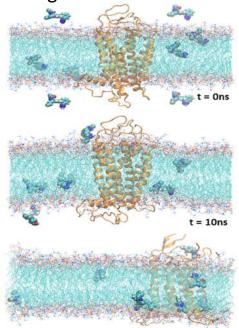
**GPSF** Career Month





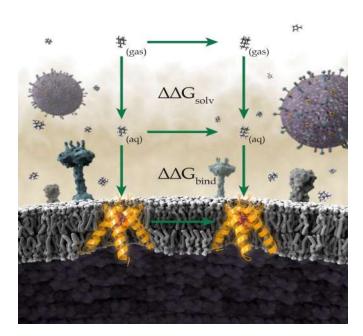
# Computational Drug Design Cournia Lab Lab LAPYMA IATPOBIOAOTIKON EPEYNON AKAAHMIAE ABHNON

Drugs for heart disease

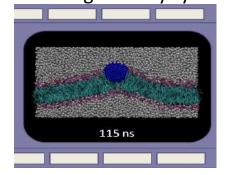


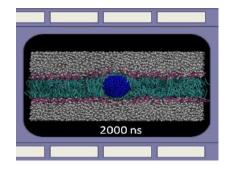
t = 577ns

Drugs against Influenza A



NPs as drug delivery systems

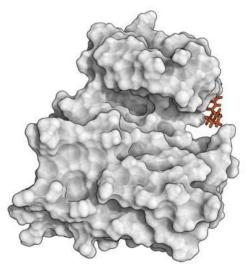


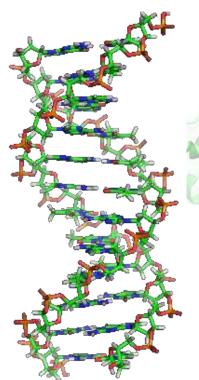


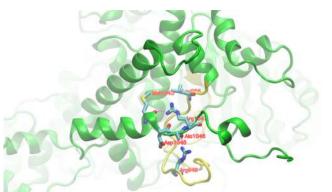
# Computational Drug Design Cournia Lab

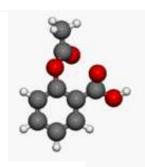


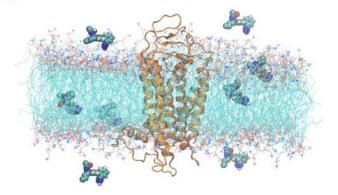
1 US patent3 deposited patents1.5M EUR funding



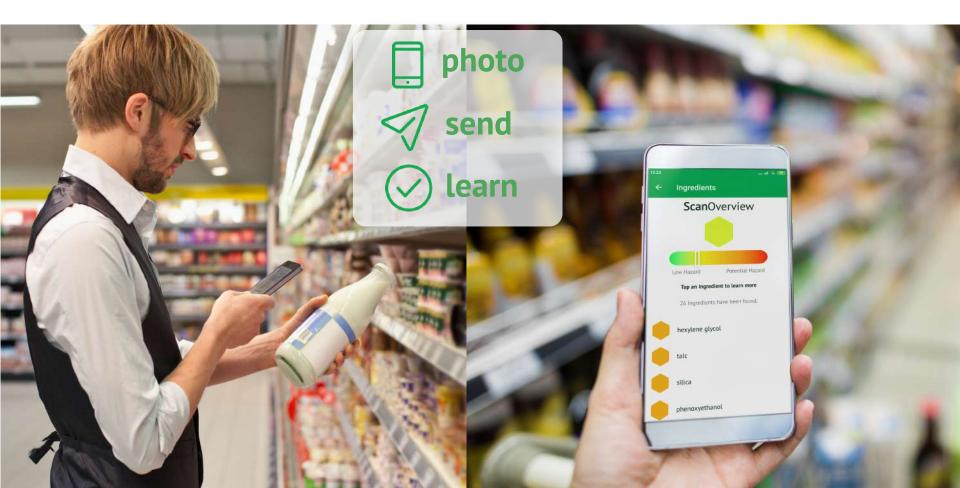








### Ingredio is an app that makes ingredients easy to understand





down upon click, showing

the relative information

Information sourced from institutional databases









Unique proprietary scientific algorithms & scoring function

#### **RESEARCH AWARDS & FUNDING**

#### **INGREDIO AWARDS & FUNDING**





































### Πώς μπορώ να κάνω την ιδέα μου προϊόν;

### 1. Η ιδέα πρέπει να αντιμετωπίζει ένα ΑΛΥΤΟ πρόβλημα της αγοράς

- ✓ Ερευνα Αγοράς
- ✓ Μελέτη Ανταγωνισμού
- ✓ Ποιοι είναι οι πελάτες
- √ Ομάδα
- ✓ Διεθνής προσέγγιση/Στόχευση αγοράς
- ✓ Καταλληλος επιχειρηματικός σχεδιαμός
- ✓ Ξεκάθαρο όραμα
- ✓ Πρώτες πραγματικές δοκιμές του προϊόντος



### Πώς μπορώ να κάνω την ιδέα μου προϊόν;

 Η ιδέα από μόνη της δεν έχει μεγαλη αξία όσο η σωστή υλοποίηση

- Υπομονή και Επιμονή
- Υποστήριξη
- 🗖 Ομάδα
- Ταλέντο
- 🗖 Γνώση
- 🔲 Πόροι

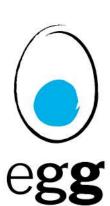


https://bit.ly/30VGpax

### Πώς μπορώ να κάνω την ιδέα μου προϊόν;

### 2. Πάρτε Υποστήριξη!

- ✓ Υπηρεσίες οικονομικών συμβουλών
- ✓ Λογιστική και εταιρική διαχείριση
- ✓ Γραφειακή υποδομή
- ✓ Δικτύωση
- ✓ Προβολή
- ✓ Συμβουλευτική
- ✓ Δημιουργία εταιρικής ταυτότητας και επικοινωνίας
- ✓ Ολοκληρωμένο πρόγραμμα επιχειρηματικής κατάρτισης, ειδικά προσαρμοσμένο για τις ανάγκες νεοσύστατων επιχειρήσεων.



enter · grow · go





# Θερμοκοιτίδες νεοφυών επιχειρήσεων



















https://bit.ly/30VGpax

## Θερμοκοιτίδες εξωτερικού











# 3. Χτίστε την Ομάδα σας

- Κοινό όραμα
- Δέσμευση
- Αξιοπιστία
- Δεξιότητες
- Backup να μπορούν να σας καλύπτουν
- Να περνάτε καλά

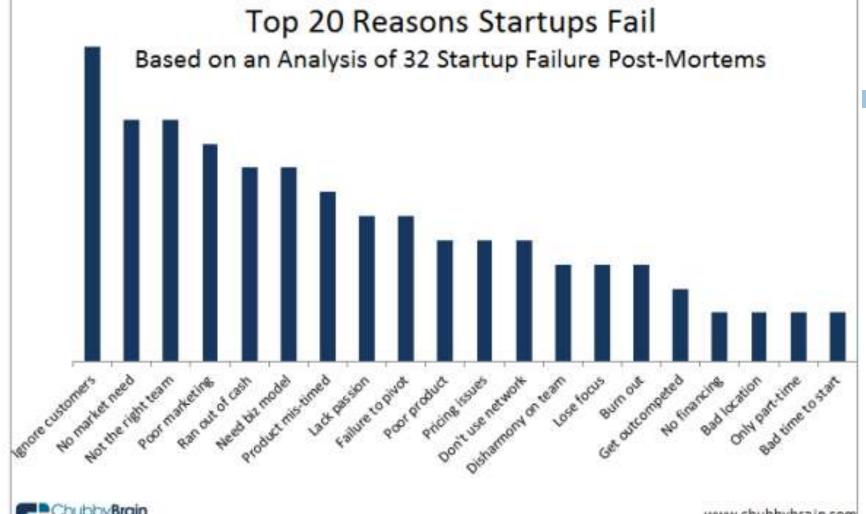


## 4. Χρηματοδότηση

- The 3Fs = Friends, Fool and Family
- Crowdfunding
- Business / Startup competitions / prizes



- European Commission funding (H2020, Horizon Europe)
- National Funds (ΕΣΠΑ)
- Private Investors (equity)





# Πριν ξεκινήσετε χρειάζεστε απαντήσεις:

- Ποιο είναι το πρόβλημα που θα λύσετε με την ιδέα σας;
- Ποιο είναι το προϊόν που προσφέρει τη λύση;
- Ποια είναι η αγορά (οικονομικο μέγεθος);
- Ποιος είναι ο ανταγωνισμός και σε τι διαφέρετε;
- Πώς θα έχετε κέρδος;
- Ποια είναι τα πιθανά έσοδα, έξοδα, και κέρδη σε 5 ετη;
- Ποιο το υψος της χρηματοδότητης και ποιο το ROI?
- Έχετε παντετάρει την τεχνολογία σας?



### Πρώτα θέστε το στόχο και μετά την υλοποίηση

#### Postdoc Advancement: Marketing Your Value

By Alaina G. Levine August 22, 2013 Science Careers From the journal Science

The postdoctoral appointment is not only a time of exploration and hard work, but also a time to learn and hone critical skills that will enable you to move into a position of independent research. Skills such as leadership and management, teambuilding, communication, fundraising, and even marketing are required to advance, and one must be adept in all of

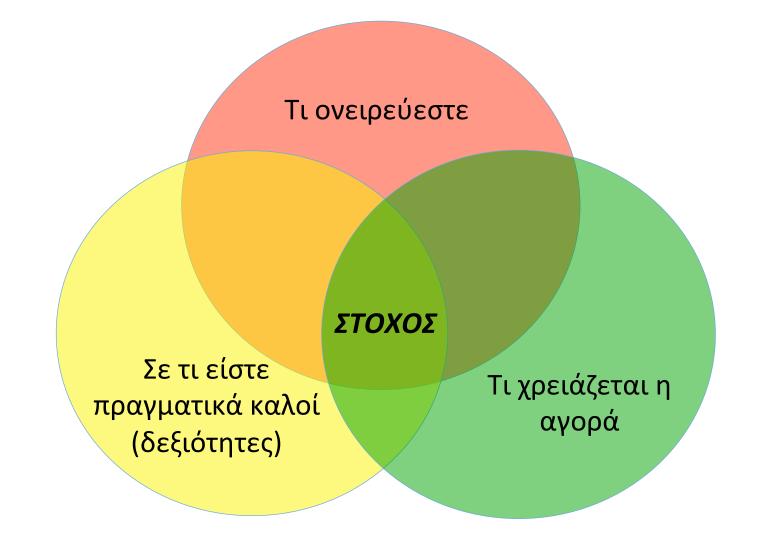
"You need to be focused on the science, but you also have to have a career perspective in mind. You need to know where you want to go."—Zoe Cournia

these areas to succeed in this highly competitive economic landscape. There are multiple opportunities for postdocs to not only gain these necessary abilities, but also demonstrate them to current and future employers. The key is keeping a watchful eye out for chances to learn and sharpen your talents and to articulate your value to decision-makers. By Alaina G. Levine

Zoe Cournia is a Greek chemist who received advanced training abroad and desired to return to her home nation for permanent employment as a researcher. After graduating with her Bachelor's degree in chemistry from the University of Athens, she pursued her Ph.D. at Heidelberg University, Germany and postdoctoral training at Yale University in New Haven, Connecticut. To stay connected to her country's academic community while away, she corresponded with her undergraduate mentors and asked for introductions to other scientists. Whenever she came home on holiday, she volunteered to give research talks at her alma mater and elsewhere. Pretty soon, she was receiving invitations from universities across the nation to give seminars. "I may have left the country physically, but I never left the Greek academic system," she says. After five years of notable research which included publishing, presenting, and mentoring combined with connecting with colleagues and lecturing activities in Greece, Cournia landed a job as an investigator (lecturer) in pharmacology and pharmacotechnology at the Biomedical Research

- Το πιο σημαντικό βήμα για την επιτυχία είναι να θέσετε ένα στόχο τον οποίο ονειρεύεστε.
- Δημιουργήστε ένα ρεαλιστικό πλάνο για τα επόμενα 5 και 10 χρόνια βασισμένοι στα προσωπικά σας
  - ο Όνειρα
  - Δεξιότητες
  - ο Ταλέντα
  - ο Αγορά

Foundation Academy of Athens, Greece. <a href="http://sciencecareers.sciencemag.org/career-magazine/previous-issues/articles/2013-08-22/science.opms.r1300135">http://sciencecareers.sciencemag.org/career-magazine/previous-issues/articles/2013-08-22/science.opms.r1300135</a>



### Ευρωπαϊκά και Εθνικά προγραμματα χρηματοδότησης







https://www.espa.gr/el/Pages/procsimsea.aspx

Εργαλειοθήκη Ανταγωνιστικότητας για Μικρές και Πολύ Μικρές Επιχειρήσεις

Αναμένεται

Η Δράση στοχεύει στην ενίσχυση υφιστάμενων μικρών και πολύ μικρών επιχειρήσεων, προκειμένου να αναβαθμίσουν και να βελτιώσουν την ανταγωνιστική τους θέση στην εσωτερική και εξωτερική αγορά, επενδύοντας στον εκσυγχρονισμό του παραγωγικού εξοπλισμού τους και στην πιστοποίηση των προϊόντων τους.

Επιχειρησιακό πρόγραμμα: ΕΠ Ανταγωνιστικότητα, Επιχειρηματικότητα και Καινοτομία

Περιοχή εφαρμογής: Όλη η Ελλάδα

Περίοδος υποβολής: 6/2/2019 έως εξαντλήσεως προϋπολογισμού

Προσθήκη στα Προγράμματά μου

### European Funding Opportunities for SMEs

- European Fund for Strategic Investments (Investment Plan for Europe): <a href="http://www.eib.org/efsi/">http://www.eib.org/efsi/</a>
- Horizon 2020: https://ec.europa.eu/programmes/horizon2020/
- COSME: https://ec.europa.eu/growth/smes/cosme\_en
- EU Health Programme: <a href="https://ec.europa.eu/health/funding/programme\_en">https://ec.europa.eu/health/funding/programme\_en</a>
- Consumer Programme: <a href="http://ec.europa.eu/chafea/consumers/">http://ec.europa.eu/chafea/consumers/</a>
- Customs 2020:

https://ec.europa.eu/taxation\_customs/business/customs-cooperation-programmes/customs-2020-programme\_en

European Investment Bank InnovFin: <a href="http://www.eib.org/en/products/blending/innovfin/index.htm">http://www.eib.org/en/products/blending/innovfin/index.htm</a>

### European Funding Opportunities for SMEs

- Fiscalis: https://ec.europa.eu/taxation\_customs/fiscalis-programme\_en
- Anti-Fraud Info System: <a href="https://ec.europa.eu/anti-fraud/home\_en">https://ec.europa.eu/anti-fraud/home\_en</a>
- EURES: https://ec.europa.eu/eures/public/homepage
- Employment and Social Innovation Programme:

http://ec.europa.eu/social/main.jsp?catId=1081

Implementation of single market for financial services:

https://ec.europa.eu/growth/single-market/services\_en

European statistical programme:
 <a href="http://ec.europa.eu/eurostat/web/ess/about-us/statistical-programmes">http://ec.europa.eu/eurostat/web/ess/about-us/statistical-programmes</a>

### European Funding Opportunities for SMEs

- Connecting Europe Facility (Energy Telecom Transport):
   https://ec.europa.eu/inea/en/connecting-europe-facility
- Digital Single Market support programme:

https://ec.europa.eu/commission/priorities/digital-single-market\_en

- EEEF (European energy efficiency fund): <a href="https://www.eeef.eu/home.html">https://www.eeef.eu/home.html</a>
- PF4EE (Private finance for energy efficiency):

http://www.eib.org/products/blending/pf4ee/index.htm

- ISA2 programme modernising the public sector: <a href="https://ec.europa.eu/isa2/home\_en">https://ec.europa.eu/isa2/home\_en</a>
- Enhancing consumers involvement in EU policy-making in the field of financial services:

https://ec.europa.eu/info/business-economy-euro/banking-and-finance/consumer-finance-and-payments/consumer-financial-services/increasing-consumer-involvement-financial-service-policy-making\_en

### Horizon 2020

EIC Accelerator (SME Instrument):

https://ec.europa.eu/easme/en/eic-accelerator

- Future Emerging Technologies: <a href="https://bit.ly/2rHrBe6">https://bit.ly/2rHrBe6</a>
- □ Fast track to Innovation:

  <a href="https://ec.europa.eu/easme/en/eic-fast-track-innovation-fti-0">https://ec.europa.eu/easme/en/eic-fast-track-innovation-fti-0</a>
- Soft blending:
   <a href="https://ec.europa.eu/europeaid/policies/innovative-financial-instruments-blending\_en">https://ec.europa.eu/europeaid/policies/innovative-financial-instruments-blending\_en</a>

### European Institute of Innovation & Technology















https://bit.ly/30VGpax

### European Institute of Innovation & Technology

#### Innovation Communities

- → What makes a successful Innovation Community?
- → EIT Innovation Hubs
- → Monitoring and assessment
- → EIT funding model
- → Contractual relations

#### Innovation

- → EIT Climate-KIC Model
- → EIT Digital Model
- → EIT Food Model
- → EIT Health Model
- → EIT InnoEnergy Model
- → EIT Raw Materials Model

#### Entrepreneurship

- → Women Entrepreneurship
- → EIT Community start-ups
- → EIT Climate-KIC's offer
- → EIT Digital's offer
- → EIT InnoEnergy's offer
- → EIT Health's offer
- → EIT Raw Materials' offer
- → EIT Food's offer

#### Education

- → EIT Label
- → EIT Label Call for Applications 2018
- → EIT Learning Outcomes
- → EIT Learning Concept
- → Innovation Community programmes
- → Master's Programmes
- → PhD Programmes
- → EIT Migrant Initiative

#### Outreach

→ EIT Regional Innovation Scheme (RIS)

#### EIT Awards

- → 2018 Awards
- → 2017 Awards
- → 2016 Awards
- → 2015 Awards
- → Winners
- → INNOVEIT

https://eit.europa.eu/activities

### European Institute of Innovation & Technology

- Innostars
- Business Idea Competition
- Starship Program

### Στόχοι:

- √ 165 Startup & 160 νέα προϊόντα
- ✓ 1.000.000 φοιτητές
- √ Incubation 340 νέων ιδεών

### Ανοικτά προγράμματα

Mentoring & Coaching Network (σε εξέλιξη)

<u>Investor Network</u> (σε εξέλιξη)

Crowdfunding (σε εξέλιξη)

Gold Track αναμένεται ανακοίνωση για τον 2ο κύκλο

https://innovation.ekt.gr/el/EITHealth



Γιώργος Μέγας megas@ekt.gr

### EIT Manufacturing



ΕΙΤ Manufacturing: Για πρώτη φορά ελληνικό πανεπιστήμιο είναι βασικός εταίρος και η μεγάλη ευκαιρία της Ελλάδας!

\*\*!

20

ΒΥ **ΓΙΏΡΓΟΣ ΚΟΥΡΚΟΥΤΆΣ** ON 28/01/2019

MUST-READ, NEWS, VIPNEWS

Πραγματοποιήθηκε την περασμένη Παρασκευή συνέντευξη τύπου στο Χίλτον με αφορμή την έναρξη της λειτουργίας του νέου – έβδομου κατά σειρά – κέντρου καινοτομίας του ΕΙΤ, ΕΙΤ Manufacturing. Για πρώτη φορά ένα ελληνικό πανεπιστήμιο και συγκεκριμένα το Πανεπιστήμιο Πατρών, είναι ο βασικός εταίρος του ΕΙΤ ενώ ηγείται μιας μεγάλης ευρωπαϊκής κοινοπραξίας με 50 συνεταίρους από 17 χώρες!



### Πού θα βρω πληροφορίες για χρηματοδότηση;

- Εθνικό Κέντρο Τεκμηρίωσης (ΕΚΤ)
- Δίκτυο PRAXI
- Γενική Γραμματεία Έρευνας και Τεχνολογίας (ΓΓΕΤ), ΕΣΠΑ
- RSS Feeds of News alerts of EU Research:
   <a href="http://ec.europa.eu/research/index.cfm?pg=morepress">http://ec.europa.eu/research/index.cfm?pg=morepress</a>
- Specialized clusters in Greece: Corallia, Hbio...
- Newsletters from incubators/accelerators in Greece and in Europe
- Epixeiro.gr
- Social Media (Twitter in particular)

## Connecting Platforms



### **EASME: Executive Agency for SMEs**

SME SUPPORT ()()

https://ec.europa.eu/easme/en

#### **SME Instrument** COSME COSME - the EU programme for the Competitiveness of Small Funding and support for innovative Small and Medium-sized Enterprises (SMEs) and Medium-sized Enterprises (SMEs) Your Europe Business Horizon 2020 SME Innovation Associate Practical guide to doing business in Europe Matching SMEs and talented researchers! **Enterprise Europe Network EIC Fast Track to Innovation (FTI)** Enterprise Europe Network helps small and medium-sized Fast Track to Innovation (FTI) supports close-to-the-market enterprises (SMEs) make the most of business opportunities in innovation activities the EU and beyond. Horizon 2020 INNOSUP Intellectual property EASME manages a number of intellectual property (IP) Enhancing SME innovation capacity by providing better innovation support initiatives including IP Helpdesks for supporting SMEs

### European IPR Helpdesk

- □ <a href="https://iprhelpdesk.eu">https://iprhelpdesk.eu</a>
- Training
- Library
- □ IP Highlights
- □ IP SME corner
- Ambassadors

### European Investment Fund (EquiFund) Greece



#### **Tech Transfer/Accelerator:**

Metavallon

Velocity.Partners

Uni-Fund

Big Pi

#### **Early Stage:**

Marathon

**Venture Friends** 

#### **Growth:**

EOS

Synergia Hellenic Fund IV Elikonos 2 Sicar

### Προετοιμασία για το EquiFund investors pitch

Πολύ ξεκάθαρο **επιχειρηματικό μοντέλο** & έτοιμο **proof of concept** 

**Quantify possible success scenarios** (Be prepared to explain your exit strategy): Value creation, timeline, likelihood, risks

**Benchmark your pricing** (letters of intent do help!)

Clear focus for immediate future & ensure that customer proposition is solid

Thorough analysis of competition

Be ready to defend your competitive advantage

https://bit.ly/30VGpax

### Beyond funding: In-kind contributions

- Participate in start-up accelerators
- Network
- Bootcamps
- Business plan development
- Intellectual property assistance
- Exhibition/travel funding
- Developing soft skills (negotiation skills, lab management, marketing)



Digital Energy
Food Raw Materials



Personalized nutrition for the future



### Πώς θα γράψω μία πρόταση χρηματοδότησης;

- Identifying the call
- Having a great idea that will solve a real-life problem
- Innovative but realistic need to be at least TRL7
- Finding the right partners
- 1. Follow the directions of the call
- 2. Start early
- 3. Contact the program officer
- 4. Engage in clear and persuasive writing
- 5. Think like a reviewer

Apply Project Management procedures during the preparation of the project

**Assign clear roles and duties between partners**, by focusing of related explicit know-how and expertise, per partner.

Fulfilling the corresponding requirements of the Call, with detailed, exact -but also simple and easy-to understand- argumentation.

Relevance to the specific objectives of the Call

Coverage of all necessary requirements by providing dedicated text for this purpose, especially to explain relevance to the EC Work Programme.

Detailed description of the current state-of-the-art as of existing technology — How will the project contribute to growth and via which specific methodology, per case?

Define clear and explicit objectives as well as detailed motivation.

**Promote a reliable methodology and a detailed concept,** by focusing on technology, market requirements, business aspects, regulation, social issues, etc.

> Credibility of the proposed methodology

Emphasize on expected impacts with measurable KPIs

**Demonstrate innovation potential** 

#### Good exploitation policy, by all involved actors in order to:

- assure innovation capacity
- create new market opportunities
- strengthen competitiveness and growth of companies, bring benefits for the market and the end-users

Reliable dissemination and communication plans, by all involved actors and targeting a variety of potential recipients

Emphasis on IPRs management (knowledge management and protection), where relevant

**Exact Work Plan,** with appropriate WPs complementing one each other – Quality and Effectiveness

Detailed and homogeneous analysis of each WP with appropriate

- Tasks
- Deliverables
- Milestones

Good timing for all expected Tasks

Balanced justification of all requested costs and/or resources.

Suitable risk and innovation management - Contigency planning

**Professional Project Management framework** 

Process and methodology for appropriate internal governing of the project consortium, to assure achievements of all expected aims in due-time

Clear roles for the involved partners/actors (a leader should be assigned to each WP)

Assurance for continuous and dynamic management and overview of all actions

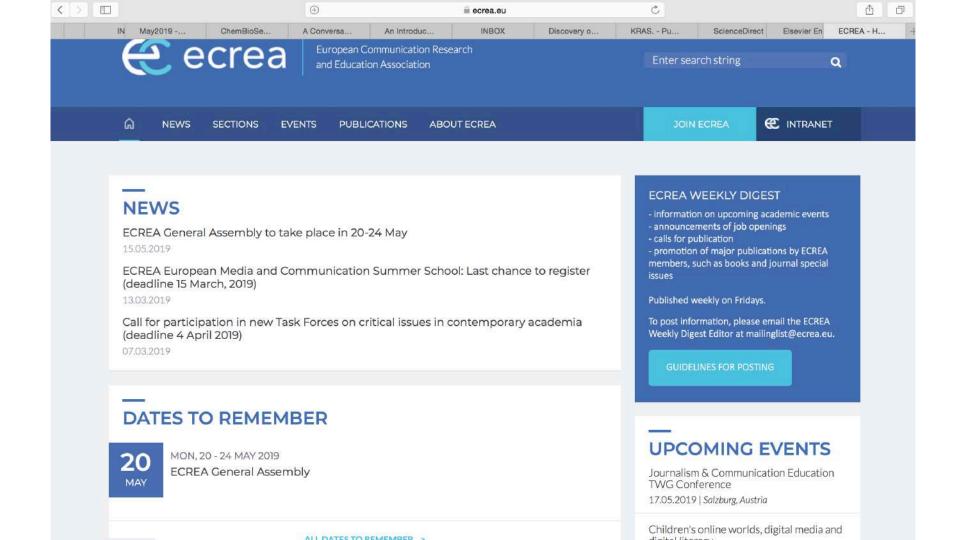
## Funding to go abroad: IAESTE, AIESEC, AEGEE

- IAESTE:
- Opportunities for STEM undergraduates to gain work experience in Europe
- iaeste@central.ntua.gr ή Γραφείο του Τμήματος Ανταλλαγής Φοιτητών I.A.E.S.T.E (Πολυτεχνειούπολη Ζωγράφου, Κτίριο Διοίκησης, Όροφος 2ος, Γραφείο 201)
- https://iaeste.org/ or https://www.facebook.com/laesteAthens/
- AIESEC:
- Exchange program in Marketing, Business Administration, Informatics
- Global Volunteer (NGOs) / Global Talent (companies) / Global Entrepreneur (startups)
- https://aiesec.org or https://www.facebook.com/AIESEC.Greece/
- <a href="https://www.aueb.gr/el/content/πρόγραμμα-διεθνούς-πρακτικής-άσκησης-aiesec">https://www.aueb.gr/el/content/πρόγραμμα-διεθνούς-πρακτικής-άσκησης-aiesec</a>
- AEGEE
- Intercultural student exchanges in Europe, <a href="http://www.aegee-athina.gr">http://www.aegee-athina.gr</a>

# European Research Council (ERC)

- Priority to support <u>young researchers in the early career</u> (**Starting Grants**), to make the transition to independence
- Can participate by presenting research projects during the annual calls
- Open to ALL thematic projects
- ERC Executive Agency (ERCEA see next slide) provides Job Opportunities for Young People:
  - 1,300 Blue Book Trainees (5-month in-service training for young university graduates)
  - Interim ECREA positions
  - Spontaneous applications

http://bit.do/Cournia



## Marie Sklodowska-Curie Actions

- The <u>Marie Sklodowska-Curie</u> activities support the training, mobility and qualifications of researchers and research infrastructures.
- They offer <u>research positions inside and outside the EU</u>, regardless of nationality and belonging to all stages of the researcher's career.
- If you are a researcher interested in doing
   research in Spain you can find offers host (expressions of interest) of Spanish
   authorities in the Spanish Portal of the Horizon 2020 program
- The strategy LEADERSHIP INDUSTRIAL offers opportunities for SMEs and young entrepreneurs (<u>SME Instrument</u>)

## **EURAXESS Job Portal**

Network of information services and support to researchers from the European Commission who wish to pursue their research careers in Europe and partner countries.

- Job offers in the Portal
- <u>EURAXESS Career Development Centres</u>
- Training for Researchers
- Training to Enhance Researcher Skills
- Doctoral Training Principles



# WHILLION



**PEOPLE** 



HIGHER EDUCATION STUDENTS 4 400 000



YOUTH EXCHANGES 1 400 000



VOCATIONAL TRAINING LEARNERS 1 300 000



EDUCATION STAFF AND YOUTH WORKERS 1 800 000



EUROPEAN VOLUNTEERS 100 000



ERASMUS MUNDUS STUDENTS AND STAFF 100 000



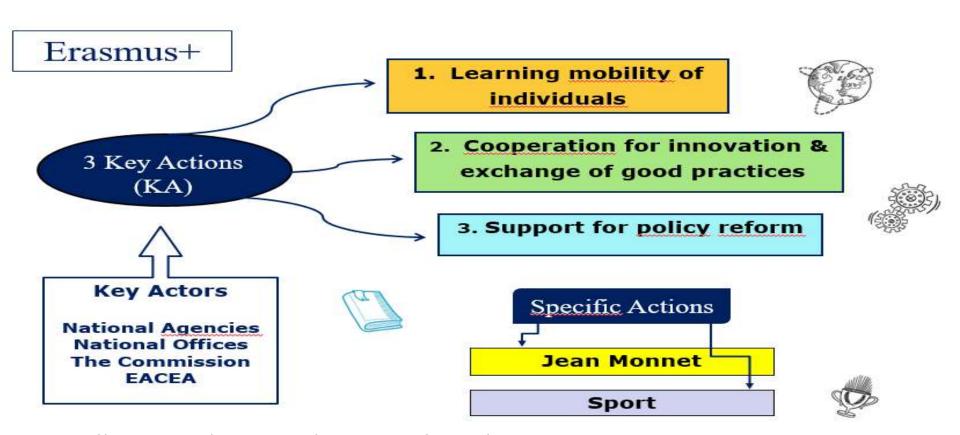
# Erasmus+

The EU programme for

Education, Training, Youth and Sport in Europe



2014-2020



#### **DID YOU KNOW THAT...?**

... More and more young people are using Erasmus+ exchanges to gain valuable work experience abroad

... Since the start of Erasmus+ (2014), over 2 million people have participated in the programme

#### Erasmus+

... 1 in 3 Erasmus+ trainees are offered a position by the company they trained in ... Five years after graduation, the unemployment rate of young people who studied or trained abroad is 23% lower than that of their non-mobile peers

... 1 in 3 youth mobility participants comes from a disadvantaged background

... Erasmus+ is helping to address match-fixing and doping in sports

http://ec.europa.eu/erasmus-plus



europa.eu/solidarity-corps



#### Who?

Young people aged 18-30

#### What?

Volunteering, traineeships and jobs in areas such as social work and integration, environment, culture, education and other

How long?
Up to 12 months

#### How?

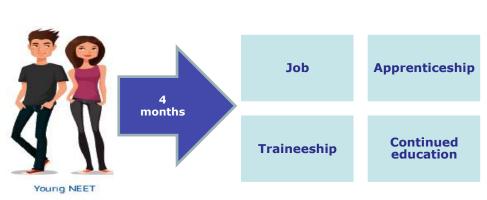
- √ Young people register
- ✓ Organisations search for suitable candidates
- √ Young people can apply for advertised opportunities

Register at: europa.eu/solidarity-corps

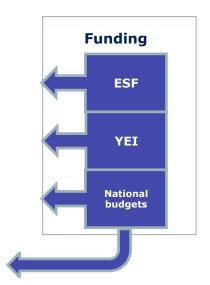


#### **Youth Guarantee**

Member States have committed to ensure that all young people up to the age of 25 receive (within four months of becoming unemployed or leaving education) a good quality offer of:



Youth Guarantee Implementation Plans





## **The Youth Employment Initiative**



2014 - 2015 € 6,4 billion

2017 - 2020 € 2,4 billion

For the regions with 25% youth unemployment



# 2. Job opportunities Your first EURES job



Age group:18–35 years

Watch the video



eures.europa.eu/droppin

How does it work?





#### 4. Skills for the future

https://ec.europa.eu/digital-single-market/en/digital-opportunity-traineeships-boosting-digital-skills-job



For students and recent graduates, incl. teachers





About the programme - Your local contact point Frequently Asked Questions

Apply now



#### The European exchange programme for Entrepreneurs

Erasmus for Young Entrepreneurs is a cross-border exchange programme which gives new or aspiring entrepreneurs the chance to learn from experienced entrepreneurs running small businesses in other Participating Countries.

#### Who can participate?

New entrepreneurs, firmly planning to set up their own business or have already started one within the last three years

Experienced entrepreneurs who













EU-funded exchange programme for entrepreneurs from the EU members states and 11 additional countries

1-6 months exchange for new entrepreneur with experienced entrepreneur abroad

Opportunity to exchange knowledge, business ideas, contacts and experiences



## Five steps exchange programme



Country where the New Entrepreneur stays	Lump Sum per month in €
Denmark	1100
United Kingdom, Ireland	1000
Finland, Sweden	950
Austria, France, Italy, Iceland	900
Belgium, Germany, Luxembourg, Netherlands, Spain	830
Cyprus, Greece, Portugal	780
Turkey	750
Croatia, Malta, Slovenia	720
Estonia, Hungary	670
Czech Republic, Latvia, Poland, Slovakia, Armenia	610
BiZ, Bulgaria, FYROM, Lithuania, Montenegro, Romania, Serbia, Kosovo	560
Albania, Moldova, Ukraine	530
Outermost Regions of EU, OCTs and Entrepreneurs with special needs	1100



### **Benefits for Host & New Entrepreneurs**



- Access new skills and innovative knowledge
- Work with a fresh mind contributing new ideas
- Gain 'intelligence' about foreign markets
- Establish new business partnerships with entrepreneurs from other countries

I would like to expand my company, but I need some fresh ideas. I would like to start my own business, but there are so many risks involved. I need some guidance. (NE) New Entrepreneur

- Get experience & advice from seasoned entrepreneur
- Develop international contacts
- Get knowledge about foreign markets

Providers, clients, co-venturing opportunities



Thave developed my business and I am also ready to explore other European markets.

Host Entrepreneur

I now have the knowledge to set up my own business!

**New Entrepreneur** 





# Thank you!

www.erasmus-entrepreneurs.eu





# Some things money can't buy...

- Σκληρή δουλειά και δημιουργία ενός μοναδικού προϊόντος που λύνει ένα πραγματικό πρόβλημα
- Καλά καθορισμένος στόχος να ξέρετε τι θέλετε να πετύχετε
- Να είστε ενθουσιασμένοι και να το δείχνετε
- Πάρτε Ρίσκο!
- Εξασκήστε soft skills (marketing, networking...)
- Εξασκήστε το γραπτό λόγο
- Αναπτύξτε ηγετικές ικανότητες
- Υψηλή ανοχή στην αποτυχία και στην εποικοδομητική κριτική



# Take Home Messages

- **Αναζητήστε μέντορες που μπορούν να σας συμβουλεύσουν**
- ❖ Να ρωτάτε πολλές ερωτήσεις και feedback για το προϊόν
- Μην φοβάστε να κάνετε λάθη
- ❖ Να είστε πάντα αξιόπιστοι και συνεπείς
- ❖ Αν κάτι δε δουλεύει, προχωρήστε με εναλλακτικές λύσεις
- ❖ Δουλέψτε ομαδικά Ακούστε την ομάδα σας και τους συνεργάτες σας
- ❖ Εμπιστευθείτε το ένστικτό σας



# Thank you!

**Zoe Cournia** 

zcournia@bioacademy.gr

https://bit.ly/30VGpax



Twitter: zoecournia