NEWSLETTER

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iSTART

iSTART
A Lean-Training, Innovative, Multidisciplinary Digital Entrepreneurship Platform (DEP)

1st DEP ACADEMY
Organized by SEERC and i4G

► *26TH-30TH JUNE 2017*, CITY College, The International Faculty of University of Sheffield, Thessaloniki

During the academy the students will have few theoretical lectures (~30 min each day) that will provide them a general knowledge about the instruments they will have to use to develop their idea (e.g. Business model canvas, presentation techniques, how to perform a rough market validation of the idea). The most of the 5 days will be dedicated to active work of the team with the continuous help of mentors and tutors (from SEERC, i4G and from the other project partners). The final event will consist in a pitching competition where the students will present the work they have done to a jury that will determine the best teams.

TIMELINE

2016	Nov 2016	Apr 2017	Jun 2017	Sep 2017	Dec 2017	2018
	Kick-off Meeting **Izmir, Turkey**	1st Trainers´Lab **Como, Italy**	1st DEP Academy **Thessaloniki, Greece**	2nd Trainers´Lab **Izmir, Turkey**	2nd DEP Academy **Coimbra, Portugal**	

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CONTACTS & SOCIAL MEDIA

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ACTIVITIES OVERVIEW

1st Trainer's Lab: 3th - 7th April 2017
organized by Sviluppo Como - ComoNExT, Italy

THE SPECIFIC PURPOSE OF THE FIRST TRAINERS' LAB WAS TO:

1. To study each partner's local training trends, needs and relevant communities aiming at facilitating entrepreneurship

2. To establish the Trainers' Laboratories as an effective mechanism manned by quadruple helix organizations' representatives

3. To create a blueprint/methodology for the academies that will guide their detailed design and facilitate their deployment

RESULTS OF THE FIRST TRAINERS' LAB

SCOPE

Identify Training Needs of future Digital Entrepreneurs at a country level (Turkey, Italy, Greece, Portugal) and create a methodology for engaging the quadruple-helix stakeholders in forming the DEP curriculum of the Academies.

TRAINING NEEDS ANALYSIS RESULTS

1. DESK BASED RESEARCH (BEST PRACTICE START-UP INCUBATORS & ACCELERATORS AROUND THE GLOBE)

Limited emphasis on active University students:
- University studies teach 'entrepreneurship'
- Incubators/accelerators train 'startups'

Focus on investment-ready ideas and solid teams:
- 'Startup for starters' is missing

Long-term (weeks/months of) training process:
- Short and intensive training is missing

2. ROUNDTABLE DISCUSSIONS (WITH QUADRUPLE HELIX STAKEHOLDERS: ACADEMIA, BUSINESS, GOVERNMENT, SOCIETY)

MAIN SUGGESTIONS: SKILLS
1. Closing the gap between an interesting idea and commercial success
2. Development of Team Building & Team Working skills
3. Being Flexible & Resilient

COUNTRY	CASES
Austria	2
Brazil	1
Bulgaria	2
Canada	3
Chile	1
Finland	5
Germany	3
India	4
Israel	7
Japan	2
Serbia	2
Singapore	2
Spain	3
Switzerland	5
The Netherlands	4
Tunisia	2
UK	3
USA	4
TOTAL	**55**

MAIN SUGGESTIONS: ONGOING COLLABORATION

1. Academia & Business world should enhance networking practices
2. Business world should provide the commercial validation
3. Academics should promote entrepreneurial activity

MAIN SUGGESTIONS: TECHNOLOGICAL TRENDS

- Internet of Things
- Big Data
- Social Networks
- Digital Health
- Mobiles
- Robotics & Automation

3. QUESTIONNAIRE BASED QUANTITATIVE SURVEY

In total 361 responses from students were received:

Skills	Necessary (%)	Familiar (%)
Opportunity Recognition	79,2	28,8
Problem Solving	78,9	50,4
Business Planning	72,6	33,8
Marketing	56,8	32,7
Financial Projections	59,3	25,2
Team building & Teamwork	75,1	57,6
Communication/Presentation Techniques	68,1	44,6
Networking Techniques	68,7	33,5
Collaboration& Empathy	65,1	57,9
Creative Thinking	75,3	46,3
Idea Generation	72,6	57,6
Flexibility	68,4	33,5
Stress Management & Resilience	63,7	57,9

The responses indicated that:
- Skills were rated according to importance and/or necessity for entrepreneurship
- A low level of familiarity with necessary skills has been identified

CONCLUSION

The result of the current Training Needs Analysis proves that stakeholders' views are in accordance with the majority of the findings of the students' survey. In response iSTART's 1st DEP Academy will cover the need to provide a shorter training program to potential entrepreneurs that don't have an investment ready idea or a formulated solid team.

NEXT
EVENT

1st DEP Academy, 26th - 30th June 2017, Thessaloniki, Greece

Recalling the concepts presented in the Training Need Analysis results, it is particularly interesting to point out that the Academy will have a practical answer to the skills the students feel they need but they are not familiar with (see following table).

SKILLS	SESSIONS
MANAGERIAL: opportunity recognition, problem solving, business planning, marketing, financial projections, pitching	Market/Product/Competition Analysis Idea/Business Model validation Market Segmentation How to Pitch Budgeting and Forecasting / Raising Capital
COMMUNICATION & RELATIONAL: Communication and Presentation techniques, **Team building and team working**, Networking techniques, and Collaboration and Empathy	Teamwork and Coaching Ideas Presentation /Teams Formation Out on the streets
PERSONAL: Creative Thinking, Idea Generation, Flexibility and Stress Management	Idea Crash-Test (Pivoting) Pitching Competition

MAIN FOCUS: URBAN SOLUTIONS

Combine contemporary urban problems (e.g. aging population, environmental regulations, transportation, refugees, etc.) with contemporary technologies (gamification, AI, VR, data analytics, etc.)

MENTORING & IMPLEMENTATION PROCESS
2-3 Resident Mentors
From day 1 to day 5
- Brief presentation of topics and on-going support to teams
- Guidance to form ideas and teams
- Assistance to fill requirements (e.g. canvas, pitch, etc.)
- Dedicated mentoring/teamwork sessions after brief presentations
- Maximum time for doing things and minimum for listening

INVITED SPEAKERS/PITCHING COMPETITION / MULTIPLIER EVENT
- Invited speakers will address the Academy
- Final day Pitching competition with an independent Jury Committee
- Multiplier Event with local quadruple-helix stakeholders