



YASAR University STARTUP ACADEMY 17-21 September 2018

What is it?

It is a free entrepreneurship training programme for **University students** and **graduated students**

How does it work?

- ▶ **WORKSHOPS** – to train participants in the fields of entrepreneurship
- ▶ **MENTORING** – provided by experts willing to share their experience with the participants of the academy
- ▶ **TEAMWORK** – sessions of teamwork inside and “out on the streets”

What we offer

- ▶ Free training and consultancy services for your idea
- ▶ Free lunches & coffee breaks

The prize

- ▶ 3 months of pre-incubation to the best three teams
- ▶ Opportunity for 12 month incubation extension
- ▶ Free mentoring for financial support (government sponsored programs and/or business angels)

Key dates



The location

- ▶ **YASAR University** –Universite Cad.
No.37-39, Agacli Yol, Bornova, Izmir
C Building: C113-C114

How to subscribe?

- ▶ <https://www.f6s.com/izmiristart/apply>

More information:

Effi Staiou
Ayşe Şen
effi.staiou@yasar.edu.tr
ayse.sen@yasar.edu.tr
(232) 4708264-4707305

The Agenda

	17/09	18/09	19/09	20/09	21/09
09:30-11:00	Introduction Overview of the academy and IStart platform	Idea / business model validation Market segmentation Competitors	The market TAM SAM SOM	How to pitch	Pitching competition
11:00-11:15	Break				
11:15-12:00	Idea & personal skills presentation	Preparation for going out on the street	Feedback from the market. Teamwork & coaching	Teamwork & coaching	Best team selection
12:00-12:30	Team creation	Teamwork to test questions	Progress report presentation		Award ceremony and event closure
12:30-13:00		First pitch: the value proposition			
13:00-14:00	Free lunch included	-	Free lunch included	Free lunch included	Free lunch included
14:00-15:00	Value proposition	Idea testing out in the streets	Budgeting and forecasting / raising capital	Pitch dry run	-
15:00-16:00	Idea / business model validation Market segmentation Competitors		Teamwork & coaching		
16:00-16:30	Break		Break	Break	
16:30-16:45	Teamwork & coaching		Teamwork & coaching	Teamwork & coaching	
16:45-18:00					
Outcome	Teams with Ideas, Canvas and Desk Research	Refined Idea & Canvas	Idea Crash-Test (Pivoting) & Budgeting	Pitch deck	Pitches and Winners

Practical information

- ▶ The academy will be held in English
- ▶ We provide the tutors, you bring your laptop
- ▶ We accept already formed groups, students with ideas & students who want to work on other persons' ideas
- ▶ We will select max 30 participants based on skill & motivation

About iSTART

iSTART, "A Lean-Training, Innovative, Multidisciplinary Digital Entrepreneurship Platform" is an Erasmus+ KA2 Strategic Partnership project. (2016-1-TR01-KA203-034258) financed by Erasmus+ programme in the 2016 call.

The project aims to develop an innovative, evidence-based transnational framework that will markedly improve the knowledge and skills of academic institutions to produce more market/ startup oriented Digital Entrepreneurship Practice (DEP) curricula.

This is the forth iStart academy, the first took place in Thessaloniki (Greece), the second in Coimbra (Portugal) and the third in Lomazzo (Italy).

