

NEWSLETTER

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NEXT EVENT

4rd DEP ACADEMY



Organized by Yasar University

► 17th - 21st **SEPTEMBER 2018**, Izmir, Turkey

This September, from Monday 17th until Friday 21st, YASAR University and iSTART project organize a five-day Startup Academy in Izmir, Turkey.

If you have an entrepreneurial interest in solving contemporary problems related to the **AGRO-BUSINESS VALUE CHAIN** (e.g. Logistics and transport, Warehouse Management, ICT use in Agro (Big Data & IoT), Agro-Business and Management, Industrial Design, etc.) with state-of-the-art technologies, we invite you to join us in the iStart Izmir Academy, organized by YASAR University!

See you in Izmir!

TIMELINE



Erasmus+



CONTACTS & SOCIAL MEDIA

<http://istart.yasar.edu.tr>

www.facebook.com/IStart-1322624397750355

www.linkedin.com/in/istart-project

ACTIVITIES OVERVIEW



3rd DEP ACADEMY: 21st - 15th May 2018
Sviluppo Como – ComoNExT, Lomazzo, Italy



FOCUS

INDUSTRY 4.0 AND DIGITAL ENVIRONMENT



MENTORS & COACHES:

The iStart ComoNExT Academy involved a professional mentor who was fully dedicated to the academy:

Marco Braga Pinheiro: Entrepreneur, investor and business consultant, with a Degree in Economics from the Universidade Nova de Lisboa and a Senior Executive Programme of the London Business School (SEP69). He also lectures Corporate and Public Finance at the European University Specialized in business strategy, capital markets, structured finance and financial modelling.

Coaching to the teams was provided also by the project partners who attended the event



6 TEAMS/IDEAS formed in total, tested in the **PITCHING COMPETITION** that was held in the last day of the academy.

The jury of the Pitching competition comprised three members representing the quadruple helix mix:

- **Mr. Emrah Tomur** – Yasar University – Director of the Knowledge and Technology Transfer Office and the Incubation Center.
- **Mr. Luca Ferrario** – Desktop Remoto srl – Entrepreneur, owner of Desktop Remoto srl a startup that grew in the past few years.
- **Mr. Fabrizio Trigila** – Digital promoter of the Como Chamber of Commerce; he has experience in the incubation and mentoring services.

All the member of the jury were impressed by the quality of the pitches, and the ability of the teams to summarize complex concepts in a few minutes.

THE TOP 3 ENTREPRENEUR PROJECTS WERE:

BOOKIE: An easy, fast application to organize ones Agenda and booking appointments.

BOOKME: A platform for students to buy their books in a fast, comfortable and filtered purchase, at competitive prices.

BREATHE: A biocompatible nanoclay-base additive to integrate fabric.

The best three teams were awarded with 3 months of pre incubation by ComoNExT.





5th MULTIPLIER EVENT: 24th May 2018 Sviluppo Como – ComoNExT, Lomazzo, Italy

MULTIDISCIPLINARY DIGITAL ENTREPRENEURSHIP PLATFORM



The aim of the multiplier event was to present the project and to collect feedbacks from the stakeholders regarding the outputs and the results achieved, and in particular about the iStart platform, a new teaching tool for the development of young entrepreneurs, giving support to the startup ideas definition.

THE EVENT HAD THE CONTRIBUTES FROM:

- Enrico Lironi, President of ComoNExT
- Stefano Soliano, General manager of ComoNExT
- Prof. Effi Staiou from Yasar University (project coordinator)
- Prof. Anna Pistoni (Management accounting), from Uninsubria University
- Prof. Raffaella Manzini, form LIUC University
- Prof. Alessandro Panno, from Insubria University
- Prof. Chiara Cantù, from Cattolica University
- Venture capital: Massimiliano Bancora, Matteo Bonfanti
- Students' feedback from Cattolica University and University of Insubria

The development of the platform is strictly connected with the implementation of four Academies, training weeks for students that the partners have been organizing in each country involved in the Project (Italy, Portugal, Greece and Turkey).

The iSTART Virtual Learning Environment platform can be accessed via our web-site <http://istart.yasar.edu.tr> where the user can create an account and register to use the platform.

The screenshot shows the iStart website homepage. At the top left is the iStart logo. To its right is a navigation menu with links for HOME, ABOUT, PROJECT PARTNERS, NEWS, and CONTACT, along with a search icon. The main content area features a large heading: "iSTART A Lean-Training, Innovative, Multidisciplinary Digital Entrepreneurship Platform". To the right of this heading is a login form titled "Log In to VLE" with fields for "username or email" and "password", a "SIGN IN" button, and links for "Register" and "Forgot your password?". Below the heading is a section titled "WHAT IS iSTART?" with a brief description of the project as an Erasmus+ KA2 Strategic Partnership project (2016-1-TR01-KA203-034258) and its aim to develop an innovative, evidence-based transnational framework. To the right of this section is another titled "iSTART IN NUMBERS" with a sub-heading "IMPLEMENTATION" and a list of statistics: "2 Trainer's Labs", "4 Digital Entrepreneurship Academies", and "7 Multiplier Events".

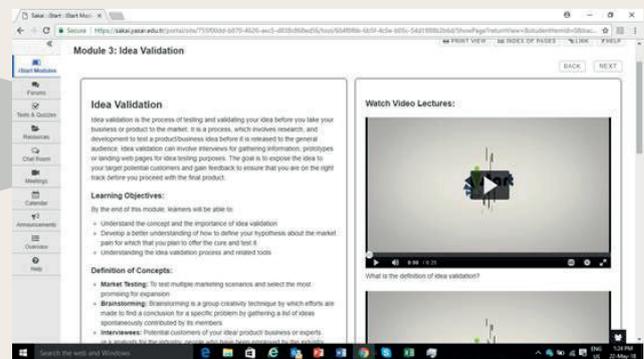


The entrepreneur course foresees different training modules about: start up approach, business model canvas, idea evaluation, pitching and so on.

Each module has a defined structure in order to support the learners and consists in a short introduction, then short videos (teasers about the topic), informative material including text, reference to further readings, and online discussions with comments and suggestions, that facilitate the knowledge sharing among learners.

There is a chat room and a discussion area, so that learners could share information and improve their knowledge from each other.

ComoNExT asked the stakeholders to test the platform in order to collect some feedbacks with the aim to improve the instrument and face the user needs.



THE FEEDBACK WAS VERY GOOD:

- Very useful the tool;
- Relevant contents well organized;
- A well-designed structure;
- Quality of videos provided;
- Flexible and customizable tool;
- Improve the quality of teaching;
- Promoting interaction between teachers and students;

AND THE SUGGESTIONS WERE VERY HELPFUL:

- Foresee modules dedicated to soft skills: usually young start uppers need to understand how to improve them, for example: how to set up a meeting, communication skills, interaction with management approach and so on.
- To improve the platform interaction with the introduction of a specific tool that can simulate the pitching event, with the opportunity of a tutor evaluation.
- Integration of the project tool with other university platforms that students use
- Video gives problems for IoT system