



# 4<sup>th</sup> DEP Academy Report

## Izmir Academy Report

September 2018

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## Introduction

The Izmir iStart Academy (C6) was organized by YASAR UNIVERSITY (in the following YU). It was hosted in Selcuk Yasar Campus of YU in Izmir, Turkey from the **17<sup>th</sup> to the 21<sup>st</sup> of September 2018**. The Academy had **14 participants**.

The 4<sup>th</sup> iStart DEP Academy's Call of Interest emphasized on Agro-Business Value Chain Digital Applications. Nevertheless, ideas outside these field were accepted to the Academy.

The general structure focused on interactive lectures, teamwork and mentoring. The presentations were given in the early sessions of each day, allowing for the teams and the mentors to work with each other. The program was designed to guide the participants through the lean startup process (from ideation, to validation, to pivoting and pitching). For the teaching and mentoring aspects, two external collaborators were involved in the week, while the coaching to the teams was provided by project's partners attending the event, too.

All teams worked with specific tools (e.g. business model canvas, budget, idea deck) and presented their idea and team in front of an expert panel in the last day of the academy.



## Timeline

The Call of Interest was announced by Yasar University on iStart's web-site on the 25<sup>th</sup> of June 2018. The event was also promoted via emails sent to local stakeholders (all the other universities and Knowledge & Technology Transfer Offices (KTTO) located in the broader area of Izmir. The universities contacted were:

- Yaşar University
- Ege University (Izmir)
- Dokuz Eylul University (Izmir)
- Izmir Technological Institute
- Izmir University of Economics

As well as Anadolu University, Çukurova University, Hacettepe University and Celal Bayar University

The initial timeline was the following:

- 25/06/2018: Call of Interest
- 29/08/2018: Deadline for applications
- 30/08-04/09/2018: Participant applications evaluation
- 05/09/2018: Participant confirmation
- 17/09/2018: Start of the academy
- 21/09/2018: Final academy day – Evaluation and selection of the best teams

Due to the summer religious holiday in Izmir, an extension to the deadline for application was given until the 10/09/2018 and the participation confirmation was extended also to the 11/09/2018.

## Application and Selection Process

For the application process the F6S platform was used and for the surveys with the Academy participants google docs questionnaires were used because of their ease of use and effectiveness in collecting the survey answers.

The application process included personal, demographic and background data, such as the following:

- First Name
- Last Name
- City
- Country
- Date of birth
- Gender
- Nationality
- Phone number
- Your e-mail
- Have you attended any Startup training workshop/academy before? If so, which one?

Some educational data were also requested, such as the following:

- Academic/School Institution
- Expected Degree
- Field of study

Finally, motivation, entrepreneurial drive and business ideas were also requested:

- Why do you want to join the iStart Izmir Academy?
- Do you have a business idea that you would like to develop during the academy? (If yes idea description was needed)
- Could you tell us please how did you hear about iStart Izmir Academy (facebook, twitter, friend, university or high school, web browser...)

The organizers had an overall picture of the applicants, their profiles and their application, and, based on the available data selected the most promising candidates. **In total, there were 40 applicants.** The basic selection criteria were filling all required questions and finalizing the application, quality and richness of the data provided, motivation and entrepreneurial drive.

After the selection process, each selected candidate was called to check his/her availability in participating the academy. **30 students were selected**, and although their participation was verified only **14 actually attended** the academy.

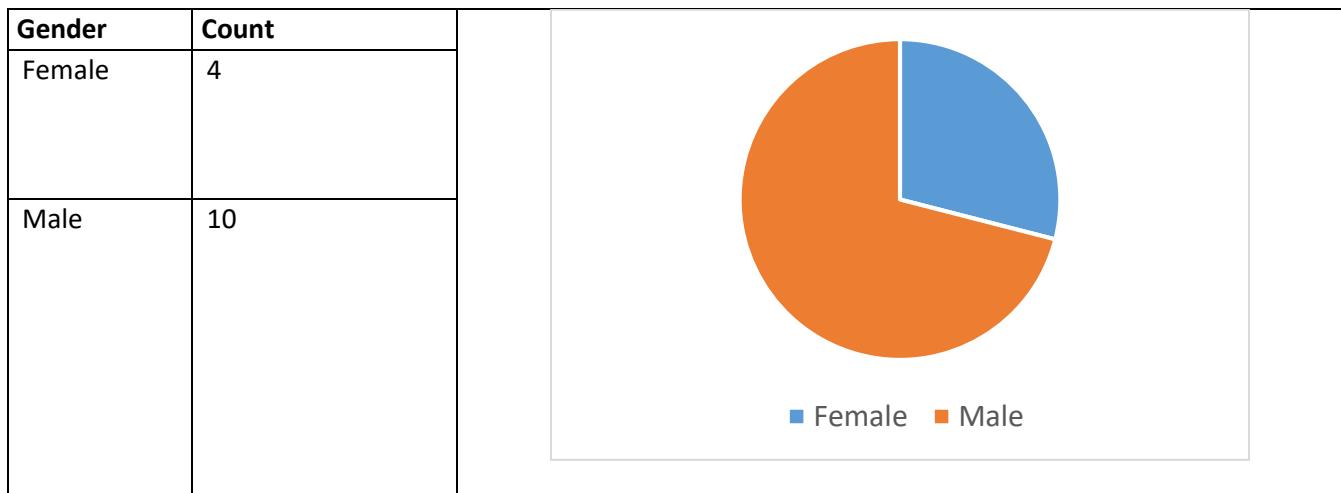
## Participants

The iStart Izmir Academy hosted 14 participants in total.

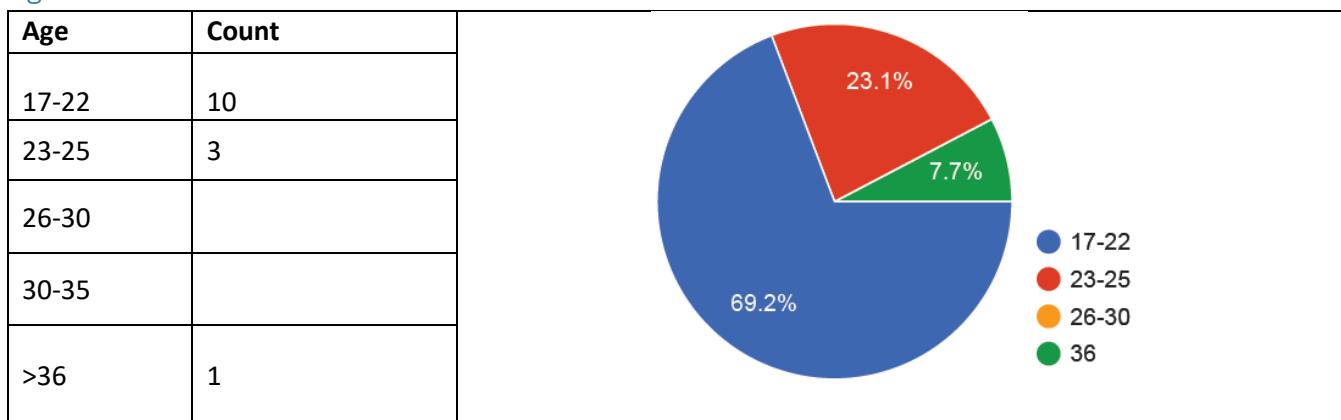
All students (100%) were Turkish and were living and studying in the universities of Ege Region, in Turkey. Also, all students (100%) were studying for an undergraduate Bachelor's degree.

More information about the participating students' characteristics can be found, in the pie charts below:

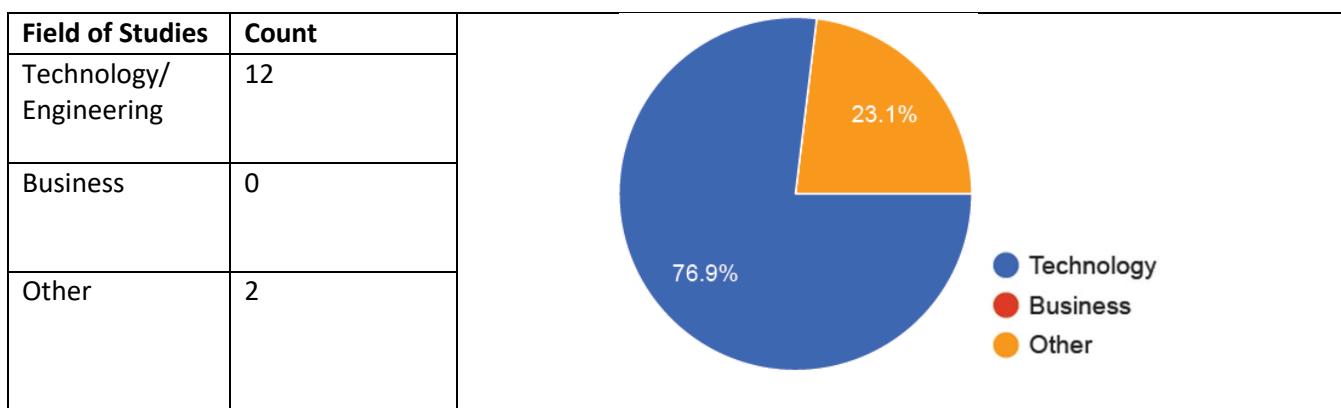
### Gender balance



### Age cohort distribution



### Level of education



## Premises

The 4th DEP Academy in Izmir was hosted in YASAR UNIVERSITY's premises. The Academy was hosted in two connected classrooms in C Building, at Selcuk Yasar Campus, opportunely arranged for the event, so students can work in groups. Additionally, smaller classrooms were available to the students for their pitching preparations.





## Agenda

**The first day** of the Academy started with a brief introduction of the Academy focusing on the relevant procedures and the overall schedule. During the morning, the teams formed organically and the whole process was mediated by the professional mentors of the Academy, **Mrs Neşen Yücel and Mr Patrick Bosteels**. The teams played games and followed the presentation of a case study, a young entrepreneur presented his own startup MENTAL SEGMENT and answered questions and discussed with the students his personal experiences.

By the same afternoon, **6 teams were formed** and started working in developing their startup ideas.

In the afternoon, iStart's VLE platform was shortly presented to the participants, by the project coordinator. Dr. Effi Staiou explained how the VLE platform could be used during the academy. The participants were asked to test the platform and provide their feedback during the following days, as well as during the event that would take place on Thursday 21/9/2019, for presenting the platform to the broader audience of the quadruple-helix stakeholders of Izmir.

The same afternoon, the mentors explained the concept of value proposition and the use of business model canvas; after the theoretical part the teams worked to pitch their value proposition in 3 minutes to the assembly.

The day completed with the teams formed and the initial ideas documented.

**The second day** started with a presentation from the Academy's mentors on the process of moving from the IDEA to VALIDATION to MARKET level. The focus was to lead the participants to think about the feasibility (technical, business, legal, etc.) of their business idea and initiate a design process (e.g. what is the problem they are solving, who are the customers, who are the users, etc). The goal was to guide the teams to hit the streets and get feedback

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on their ideas. Validation happens in practice. After the theoretical lesson of business idea formation and validation, the students worked in pairs to test their hypothesis and the questions to ask to have the market feedback.

In the afternoon the students were free to choose whether to go to out of the building and in the city to test their ideas, or to ask people on campus about their projects, or use the web and apps to do research depending on their specific business ideas.

Second day ended with refined ideas and canvas.

**The third day** was focused on updating of previous materials: idea description, lean canvas, idea validation and business concept. The theoretical lesson focused on the definition on the market. Some teams pivoted their idea during the Academy and as the competition day was approaching, they had to update the previous material and align them with the newest business focus.

Another theoretical lesson was done about pitching in order to have all the teams ready to test their pitches on Thursday.

In the afternoon the theoretical lesson focused on the financing aspects (how to draw a budget, how to finance a startup), then the groups worked on their financials with the help of the mentors and coaches.

The day ended with eventually pivoted ideas and budgeting done.

**The fourth day** was focused only on pitching. The day begun with all the teams doing their pitches to the other participants with Q&A session after each pitch. The standard required to all the groups was to have the whole pitch in 3 minutes time.

After this common moment, every group began working to update their pitches / refine the work, while the mentors worked with every group to have a private pitch session to provide comments and suggestion. This cycle was performed 3/4 times during the day.

The day ended with the final pitches ready for the final event.

**The fifth and final day** was focused on the pitch competition. The jury consisted of 5 members and for evaluating purposes the same criteria were used, as in the previous Academies. The jury members were given a print-out of the special sheet and they were marking each one of the teams after the pitch and the QA session that followed. The teams completed their pitches in front of the audience and after all marks have been compiled the winners were announced and the Certificates of Attendance were handed to each one of the participants in a closing ceremony.

The full 5 days agenda is presented below:

iStart : Izmir Academy 2018 - YASAR University					
	MONDAY. SEPTEMBER 17th	TUESDAY. SEPTEMBER 18th	WEDNESDAY. SEPTEMBER 19th	THURSDAY. SEPTEMBER 20th	FRIDAY. SEPTEMBER 21st
9.30 - 11.00	INTRODUCTION OVERVIEW OF THE ACADEMY ISTART PLATFORM	Idea/Business Model validation Market Segmentation Competitors	THE MARKET TAM SAM SOM.	HOW TO PITCH	PITCHING COMPETITION
<b>BREAK</b>					
11.15 - 12.00	IDEAS PRESENTATION & PERSONAL SKILLS PRESENTATION	HOW TO GO OUT ON THE STREETS. THE MOM'S TEST	FEEDBACK FROM THE MARKET. TEAMWORK AND COACHING	Teamwork and Coaching	BEST TEAM SELECTION
12.00 - 12.30	TEAM CREATION	WORK IN PAIRS TO TEST QUESTIONS			AWARDS CEREMONY AND EVENT CLOSURE
12.30 - 13.00		FIRST PITCH. VALUE PROPOSITION	Progress Report Presentation		
LUNCHTIME	Lunch included		Lunch included	Lunch included	Lunch included
14.00 - 15.00	VALUE PROPOSITION	OUT IN THE STREETS	Budgeting and Forecasting / Raising Capital	Pitch dry run	
15.00 - 16.00	Idea/Business Model validation Market Segmentation Competitors		Teamwork and Coaching	Teamwork and Coaching	
16.00 - 16.30	<b>BREAK</b>		Teamwork and Coaching	Teamwork and Coaching	
16.45 - 18.00	Teamwork and Coaching				
OUTCOME OF THE DAY	Teams with Ideas, Canvas and Desk Research	Refined Idea & Canvas	Idea Crash-Test (Pivoting) & Budgeting	Pitch deck	Pitches and Winners
			15.00 - 16.30 MULTIPLIER EVENT focus on VLE PLATFORM PRESENTATION	EVALUATION COMMISSION	

## Mentors

The 4th DEP Academy in Izmir involved two professional mentors who were fully dedicated to the academy.

The mentors were chosen based on their previous experience in the field of entrepreneurship trainings and startups mentoring. The short CVs of the mentors can be found below:

**Neşen Yücel** is a mentor, consultant and an entrepreneur herself, with a BA in Translation & Interpretation from Bosphorus University and a MBA from State University of West Georgia, USA. Neşen has a great experience in the banking sector of Turkey, where she has specialized in product management, marketing and communications. She is the founder of Minerva Marketing Design & Consultancy, focused on marketing, communications, and localization of international projects. Also she is the co-founder of Stage-Co, a community builder for startups and investors, organizing Startup Weekends, Hackathons and offering a wide scale of workshops.

**Patrick Bosteels** is a chief connector, senior consultant and enabler as well as a serial entrepreneur. Being a passionate creator, Patrick never tasted corporate life. A product of the Academy of Fine Arts in Gent, Belgium to become a photographer, cineaste and screen printer. Patrick spent his first professional years as a free-lancer working for video-productions and television. Followed very soon by his first company and many more to come in the next 30 years. Landed in Istanbul, Turkey; where he found his roots and the challenges he awaited for by co-founding Stage-Co, with a focus on mentoring and giving workshops for start-ups, business and VCs.

During the Academy, besides the mentors, the experts from the project partners' who attended the event, worked with the student teams and offered them coaching and mentoring advise throughout the whole process.

## Pitching Competition

At the last day of the academy a Pitching Competition was organized and teams were asked to present their entrepreneurial projects. The jury comprised of five members representing the quadruple helix mix:

- As a representative from the Academy organizer, Yasar University, the Vice Rector for Entrepreneurship and Innovation
- An Incubation expert from Yasar University's, Miverva Incubation Center of Yasar University.
- An Assistant Professor of Industrial Engineering Department, Yasar University and Entrepreneur.
- An Incubator and Start up Director
- A Project Manager of technology projects

The criteria against which the jury marked the pitching teams, consistent with the previous academies, were the following (0-5 scale)

1. Is there a strong or weak business model?
2. Is there a weak or strong competitive advantage?
3. Is there a substantial market size to be addressed?
4. From the technical point of view, is it the product/solution feasible?
5. Does the team background and skills match with the development of the business project?
6. What is the potential of the project to be financially viable?
7. How is the quality of the presentation?

The teams were given a pitch structure and were assisted to fill it appropriately. Each team presented their idea for 3 minutes approximately while the Q&A session from the jury lasted around 5 minutes per team. Each jury member had to mark each team according to the seven criteria with marks from 0 to 5. All the marks were selected and transferred to an excel sheet. The marks were double-checked by the organizers and the best 3 teams were selected and announced.

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 teams were:

- **4YOU:** an application helping you learn anything you need to know in your new place of leaving.
- **Carg.Opps.App:** a warehouse and logistics management application for social-commerce companies.
- **Let's Talk:** a platform for connecting mentors/investors with mentees/entrepreneurs aiming at supporting.
- **TickTown:** an application to explore the cultural events near you, track and follow your favorite artists and find the cheapest tickets from 10+ different vendors entrepreneurship.

- **TheSollutionTree:** an app for offering free industrial engineering consulting services for production companies.
- **EcoElectricVehicle:** A startup for converting fossil-fuelled vehicles already in use, to 100% electric vehicles, in an economic way.





The top 3 entrepreneurial ideas were, **TickTown**, **EcoElectricVehicle** and **Carg.Opps.App**. The awards offered by YASAR University's Incubation Center to all three winning teams were:

- 3 months of pre-incubation
- the opportunity for 12 month incubation extension, and
- free mentoring for financial support (government sponsored programs and/or business angels)





## Annex I: Jury Overall Grade

Jury Overall Grade								
Team Name	Criterion 1	Criterion 2	Criterion 3	Criterion 4	Criterion 5	Criterion 6	Criterion 7	Sum
	<i>Is there a strong or weak business model?</i> 0= weak; 5=strong	<i>Is there a weak or strong USP (Unique Selling Proposition)?</i> 0= weak; 5=strong	<i>What is the relevant market size?</i> 0= weak; 5=strong	<i>From the technical point of view, is it the product/solution feasible?</i> 0= weak; 5=strong	<i>Does the team background and skills match with the development of the business project?</i> 0= weak; 5=strong	<i>Are the team members ready to commit full-time to develop the project?</i> 0= weak; 5=strong	<i>How is the quality of the presentation?</i> 0= weak; 5=strong	
<b>4YOU</b>	3.4	2.6	3.9	3.4	2.8	2.8	3.5	112
<b>Let's Talk</b>	3.2	4	2.7	4.3	2.8	2.8	2.4	111
<b>Carg.Opps.App</b>	3.8	3.4	3.9	3.7	3.3	3.7	3.6	127
<b>TheSollutionTree</b>	1.8	2	2.4	2.4	3.4	2.8	1.4	81
<b>EcoElectricVehicle</b>	3.6	3.6	4.2	3.6	3.6	4.2	3	129
<b>TickTown</b>	3.8	3.8	4.4	4.6	4.6	4.8	4.4	152

## Annex II – Academy Poster and Flyer



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

25 June - 29 Aug	30 Aug - 05 Sept	17 Sept - 21 Sept
Subscriptions	Participant selection and confirmation	Academy

### The location

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

### How to subscribe?

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

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**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
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<b>The Agenda</b>					
	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			<b>Break</b>		
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	First pitch: the value proposition Progress report presentation		Award ceremony and event closure
12:30-13:00					
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	Teamwork & coaching	
16:00-16:30				Break	
16:30-16:45	Break			Break	
16:45-18:00	Teamwork & coaching		Teamwork & coaching	Teamwork & coaching	
<b>Outcome</b>	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).

