

VISIT OF ISRAEL AMBASSADOR AT IDEA

Creating a Strong Network for Strong Results



IDEA had the great honor to welcome the Ambassador of Israel in Cyprus, H.E Shmuel Revel, and his delegation and introduce to them our teams and our mission

On June 27th we had the pleasure to present our teams and their products / services to the Ambassador of Israel and his delegation. This was a great opportunity to identify possible cooperation between Cyprus and Israeli startups and find synergies that can benefit both. We are very happy to be participating in the arena of cross nation cooperation, and we are expecting great results from such initiatives.



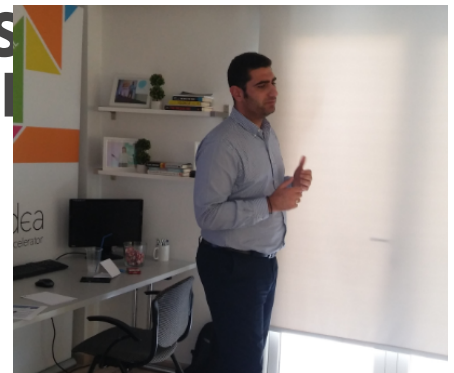
ENERGY AND INSPIRATION AT IDEA

The wonderful Valentina Kislaya founder of Phoenix Leaders Ltd, visited IDEA to do an incredible seminar and workshop for our teams **"The positive impact of Leadership within your startup"**. Amazing energy, great workshop with critical information. Thank you Valentina Kislaya!



"Inspire" translates to "in spirit." Inspiration comes from within. The root word of "Motivate" is "motive," which is an external force that causes us to take action. When we are inspired we are being pulled to our goals and all external forces are not as important any more! Inspiration is the key!

TRAINING SESSIONS CONTINUE



Learning from those who have walked in our shoes before is a unique benefit we offer to our startups. Inviting well known instructors to guide us and answer questions is proven to be a very powerful method to understand the startup process and make less mistakes. Some of the sessions we covered in June included Communication and Pitching Skills, Digital Marketing and Business Plan Completion

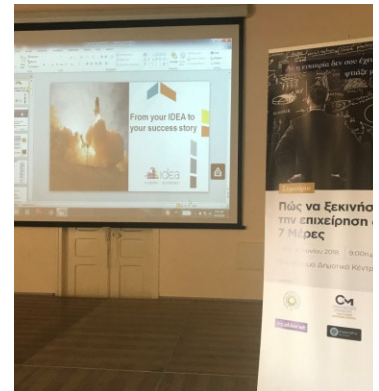
MENTORING SESSIONS CONTINUE



Mentoring sessions continue once a week. **Renos Phodiates**, *Business Analyst Change Delivery Department, BOC*, provided exceptional 'Financial training to all the startups. Renos has done group and one-on-one sessions to assist in the throughout understanding of how to draw correct projections that help with the evaluation process. In addition, this month we had an incredible mock investor session to help our startups prepare for the 'real thing'! High value mentoring from world-class experts for IDEA new startups! We had the pleasure to have with us for a 3-hour session, **Jeanette Britt Carlsoon**, *CEO newmedia2.0 UK; Founder Tech Nordic Advocates Denmark*, and **Malcolm Love**, *Media Producer, Public Communication Skills Coach, Trainer, UK*. Both experts listened carefully each team pitching and provided their valuable feedback and advice! Thank you Jeanette! Thank you Malcolm! Thank you Renos!

Workshop on How to Start Your Business in 7 Days

IdeaCy and MyBook Heroes had a wonderful opportunity to give lectures at the workshop organised by **Nicosia Municipality, Bank of Cyprus and THE CYPRUS INSTITUTE OF MARKETING**. An energetic environment filled with ambitious, curious and positive people of all ages who are looking for ways to begin their new adventures in entrepreneurship! IDEA Manager, Angela Panayiotou discussed in an interactive manner what it takes to get started! Maria Lavithi, Founder of MyBook Heroes described her own experience so far, as a new startup founder.



Other initiatives – Local and Abroad

EUC – PEAK Competition

IDEA attended the EUC-PEAK Innovation Center Competition as a guest speaker and judge on June 16th. The center aims to research, support and accelerate efforts of entrepreneurship, business innovation and knowledge transfer. Vibrant teams competed presenting their innovative ideas. The teams had worked intensely for one week, attending seminars and workshops. As always, hard works brings great results.



Cyprus Business Show 2018

IDEA was a speaker at the IMH Cyprus Business Show which took place on June 8th and 9th at the Hilton Park Nicosia. The event attracted many international speakers and a large, lively audience who showed great interest in entrepreneurship matters. The subject matter covered by Mrs. Angela Panayiotou included:

- The important ingredients to check before starting
- Why is it almost certain that problems will arise
- Some of the most common internal and external issues faced by startups
- Some of the best practices to deal with issues



Startups4Peace

IDEA had the pleasure to attend **Startups4Peace** Event in June. The Embassy of Finland and Startup Cyprus hosted the Event. The program provides motivation, knowledge and the means to build and grow new business ventures.



Reception at USA Embassy

The Deputy Chief of Mission of the Embassy of the United States of America Nathaniel P. Dean held a reception with the participation of many business people and stakeholders.



Digital Championship 2017-2018

IDEA attended the Digital Championship (PSP), a Contest Digital Innovation [1] which aims to promote the concept of digital innovation to students and other individuals / groups, startups, startups and SMEs and the development of competitive innovative digital products and services are in line with the priorities of the Digital Agenda [2] while promoting social entrepreneurship issues.



2018 Independence Day Reception Celebrating 242nd USA Anniversary

IDEA was invited by the Ambassador of the United States of America Kathleen A. Doherty to celebrate the 242nd Independence Day. The Ambassador gave an incredibly inspirational speech. We are quoting a part of it here: " In 1965, during a university commencement speech, King remarked: Whatever affects one directly, affects all indirectly. I can never be what I ought to be until you are what you ought to be."



Special Thank You



Special thanks to all our partners for making it all possible.

This month our special gratitude goes to **Mr. Demetris Nicolaou**, *Manager Digital Transformation, BOC*, **Mrs. Theodora Taoushani**, from *Lellos P. Demetriades Law Office LLC*, and **Mrs. Eliza Loucaidou**, *Innovation and Entrepreneurship Center, Deloitte*, for their generous contribution to guide our startups and assist in their respective fields. Thank you, we value your assistance and we hope to see you again soon.