



Cofounders



Τράπεζα Κύπρου



VISITS /

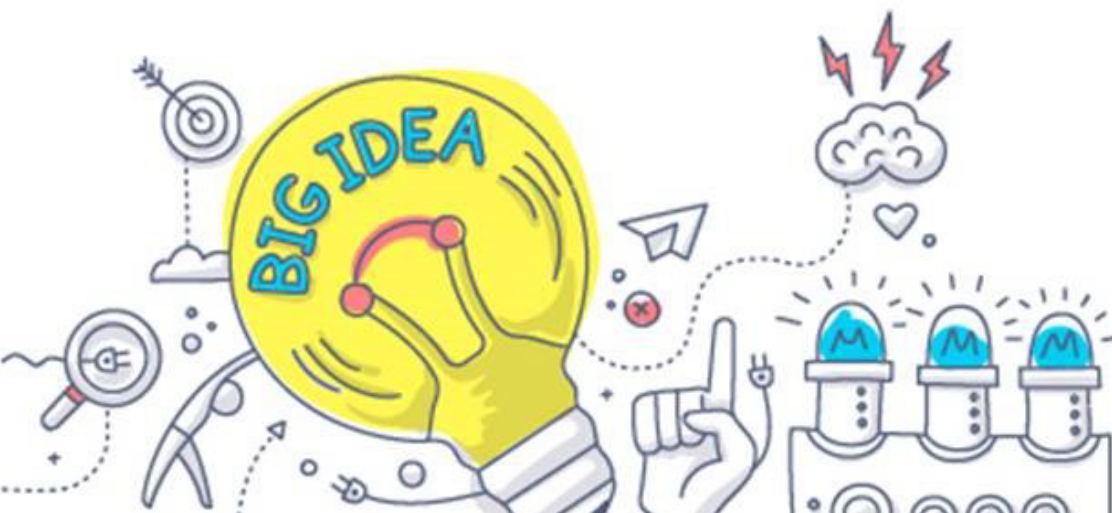
- EBRD representatives from the UK, visited Idea at their own initiative on the 18th, investigating the possibility of offer funding instruments to start-ups. Their visit was part of a series of visits to all start-up related institutions.
- Mr Manthos Mavrommatis, Chairman of the Board of the University of Cyprus, briefly visited IDEA on the 16th to get an insight.
- A very brief visit was also paid by Mr. Demetris Zoppos.
- Newly recruited employees of BoC visited IDEA premises for acquaintance purposes
- Many individuals that were interested in joining the program visited our premises to ask questions
- Representatives from the Human Resource Dept of the BoC visited to get a new insight



EVENTS /

- The Vasiloppita event was held on the 7th. 40 persons attended, including representatives from CIIM, Lellos P. Demetriades, Leo Burnett and Bank of Cyprus. The winner of the coin was Natalia from Bandster.
- A presentation from the Research Foundation – ΙΠΕ – regarding EU funding for startups, took place on 23rd, attended by approx. 30 people from all cities.
- The company all-day meeting of Hellas Direct was hosted on the 25th.
- A meeting with Loucas Ferekides, winner of Impossible Pitch, was held to discuss hosting of LeanStart seminars at Idea (28/6 – 5/7), involving a number of speakers (students / entrepreneurs) from Harvard, MIT, LSE, etc





GOT AN
JOIN IDEA

DEADLINE: 15.02
2017 APPLY NOW



PROMOTION OF NEW CALL 2017 /

Intense promotional efforts to advertise our new call took place in a large scale:

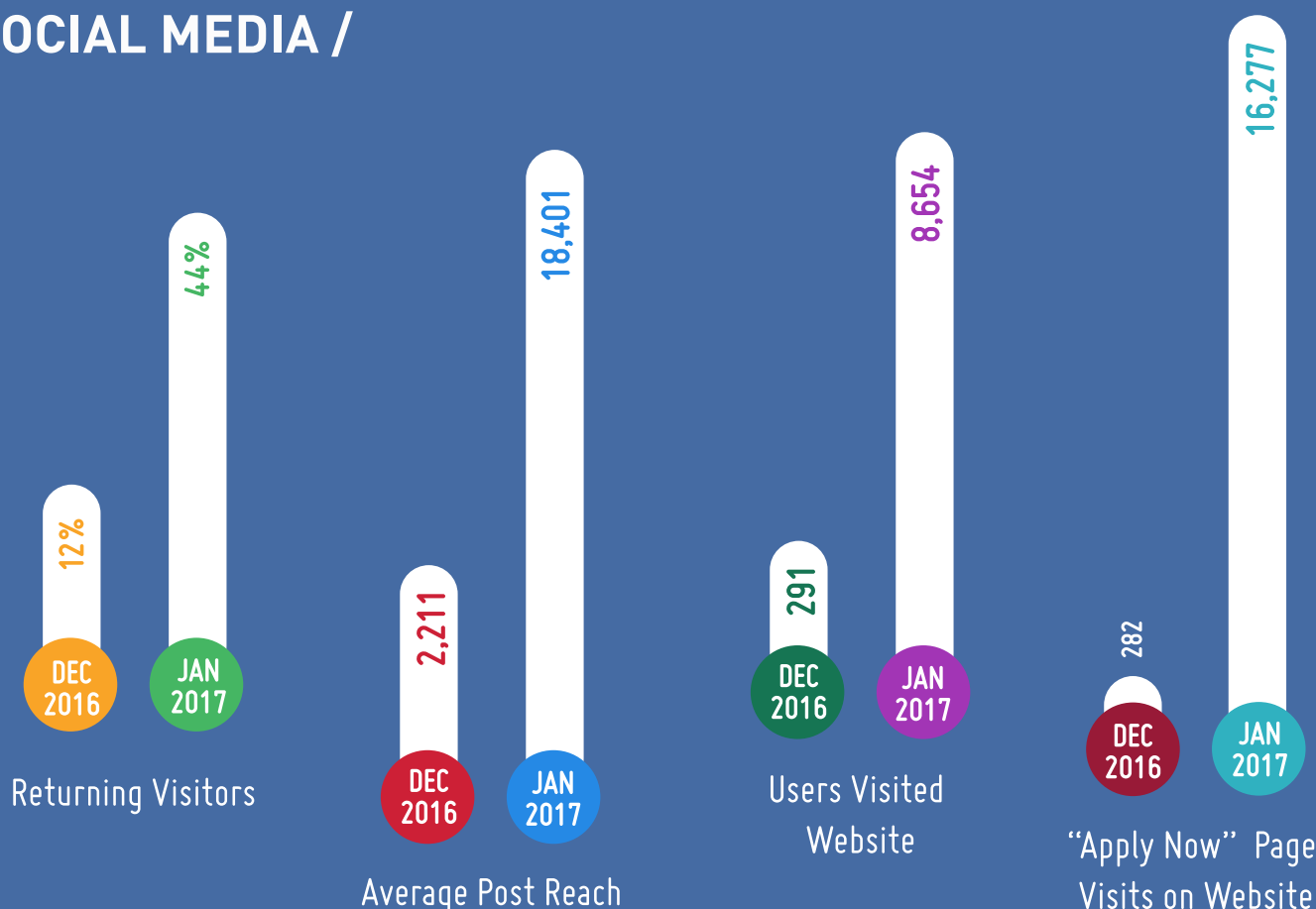
- Launched a Facebook (paid) campaign
- Contacted directly all Universities and especially their Computer Science depts, Institutes, Organizations and Societies to advertise the call
- Uploaded an invitation- banner on the Bank of Cyprus Employee Portal and Webpage

- Call was published on newsletters of KEBE, OEB, Global Shapers Nicosia, Disrupt Cyprus, CYTA, Cyprusyouth.org, Paideia-news.com, CEL, Start up Cyprus, InBusiness, Studentlife.com.cy, Youth Board and many others.

- Impossible Works heavily supported the operations of Idea

- 'Simerini' Newspaper hosted an interview given by the Manager Idea on the 29th on the matter.

SOCIAL MEDIA /



INTERNAL MANAGEMENT /

- Created a visitors log book
- Increased WiFi connectivity on each floor by adding additional access points. We now have 4 wifi lines of 50mbps plus 5 access points. Installed by CYTA at a monthly fee.
- Invited Maintenance & Technical Support Dept of the BoC, to discuss improvement at the building: Addition of 2 extra tables, installation of a reception desk and other changes to better accommodate the new teams
- The list of Access card holders started being reviewed to ensure proper documentation is in place for all.
- More improvements to the building are under study, i.e. the installation of multifunctional printers in each floor.



SHAREHOLDER'S AGREEMENT & SEED FUNDING /

- The shareholders' agreements were sent to each team (6) for their review, signatures and final disbursement of the seed funding
- Part of the seed funding is already paid to most teams that were eligible (having a legal entity in place)
- A cash prize of €10.000 was granted to Loucas Ferekidis for the LeanStart seminars, as the winner of the Impossible Pitch competition, in the context of supporting junior entrepreneurship.



HOSTED BY



IMPOSSIBLE PITCH

SPONSORSHIPS, PROMOTIONS & BRANDING /

- The Impossible Pitch competition concluded and the individual videos (5) are being released gradually. During January, the videos of Twosumm & Leanstart were released, showing Mr. John Hourican, Mr. Constantinos Petrides, Mr. Michalis Persianis and Dr. Charis Pouangare awarding the prize to Loucas Ferekides.
- Idea will be the main sponsor of the Global Shapers event: 'Stories of failure', that will take place in February
- Idea will host the LeanStart seminars in summer, within its aims of supporting young entrepreneurship, in direct collaboration with Corporate Affairs Dept of the BoC
- Idea branded pens were ordered and delivered, to be used in promotional activities.

STRATEGIC PARTNERS CONTRIBUTION /

- Bank of Cyprus has 'shared' Idea Call on its Facebook page and is constantly promoting it through sponsored advertisement, with its own budget
- BoC has worked with Admine to create 2 'catchy' banners and a video and is actively promoting them
- BoC is also promoting the Call at its Employees' Portal and its website
- The material was designed by Admine at no charge, as an offer to the Programme
- CIIM, Deloitte and Innovation Leo Burnett are promoting the Call on their facebook page
- An 100 coupon will be given to the Vasilopitta winner from MTN – Awaited

CO - FOUNDERS & PARTNERS

Bank of Cyprus



CYPRUS
INTERNATIONAL
INSTITUTE OF
MANAGEMENT

STRATEGIC PARTNERS



Deloitte.

Leo Burnett



LELLOS P. DEMETRIADES LAW OFFICE LLC

IDEA TEAM'S NEWS /



TWOSUMM

- Twosumm went to a conference in Brussels 24-27/1 sponsored by European Commission. Also, we have arranged for them a meeting with Open University Cyprus. The team is frequently invited as a speaker – presenter in various events of the start up ecosystem in Cyprus.

bandster

- Bandster has released their Beta version. Also, we arranged for them meetings with the Communication Dept and Press Office of the BoC to explore opportunities of cooperation and help them launch their product.



- iCheers applied to Cyban



- Prediti is in negotiations with another supermarket for cooperation
- All teams (except Materics) are said to have formed a legal entity

TEAM'S IN RESIDENCE /

- Twosumm & BiQ – entered as Mature

YUMBLES

- Yumbles – entrepreneur in residence

Bandster, iCheers, Materics, Prediti –
Are graduating on 8th of February.

DETAILS OF THE NEW PROGRAMME 2017 /

- Intensive work, mainly by CIIM is taking place on arranging the details of the design of the new accelerator programme
- Call evaluation procedure has been finalized. Upon the 1st stage evaluation, the shortlisted teams will be announced. Afterwards, the pitching stage will take place.
- The Accelerator training programme schedule, due to begin on April the 3rd is currently being prepared.



OTHER INITIATIVES IN THE ECOSYSTEM /

- 'Ideaodromio' – Business Idea Competition is actively promoted in social media. Initiative of CEDAR supported by KPMG, Gravity.Ventures, Presentations take place in all cities and cover all ages (a) high schools, (b) students and (c) entrepreneurs
- Limassol Grind – a new incubator and co-workspace in Limassol, recently launched and actively promoted in social media
- US embassy Idea competitions entrepreneurship competitions – Young transatlantic innovation leaders initiative
- GSEA (Global Student Entrepreneurs Awards) παγκόσμιος διαγωνισμός που βραβεύει φοιτητές με καινοτόμα επιχειρηματικά σχέδια.



THE WAY AHEAD /

- Alliances with other similar initiatives are pursued for the benefit of the start up ecosystem & for the relationship building of Idea within the society
- A meeting with Start-up Cyprus representatives took place (Mrs. S. Kofteros) to discuss closer cooperation for contribution to the ecosystem
- Efforts are being made to bring Internships for specific projects and provide young students valuable working experience
- Preparing intensively to accept new teams with an articulated, revamped programme
- Planning of even more events to support the ecosystem and educate

