

FIELD TRIP TO TEL-AVIV



DLD Tel-Aviv Innovation Festival

Idea Teams had the opportunity to travel all the way to Tel Aviv to attend the DLD Tel Aviv Innovation Festival. Teams had the chance to join a group of innovative minds around the world, to get new knowledge, explore synergies, engage into networking and introduce themselves to companies that would be interested to invest.

First Day.

From Tel-Aviv Stock Exchange finding out that there are more than 6000 thousand startups within a 50-mile radius (!!!!) to SOSA following by The Floor and then the FinTech-Aviv and finally to a fun night out! It is hard to capture the entirety of the vast amount of events happening but the Barclays Accelerator pitch event was amazing! So were all the Google Events and of course the Amazon.com booths!

It is hard to capture the entirety of the vast amount of events happening but the Barclays Accelerator pitch event was amazing! So were all the Google Events and of course the Amazon.com booths! We all had numerous meetings with key people in our respective industries and made wonderful contacts! Hearing people speak about new 'upgraded models' of work culture as we have not experienced it yet, and seeing how this nation climb to stand on top of the innovation ladder is extremely valuable for any startup.



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Second Day

First stop was at the HAC - Herzliya Accelerator Center. Then off to monday.com where we met the amazing startup. They shared with us their story of failure and success (and what a story!). They have an incredible company culture! Then off to Bank Leumi Innovation Center for an amazing meeting. IdeaCy teams had the incredible pleasure to visit the Embassy of the Republic of Cyprus in the State of Israel for some constructive conversation on further collaboration with Israel Innovation and possible steps we need to take as a nation to push our innovation gene to the surface. We closed the day meeting with IdealityRoads and learning about their exciting story of training nations on how to replicate the model adopted from Israel to make it an Innovation Leader. We all had an opportunity to present our startups for some on-point feedback from the experts! And of course, we met with Pick A Pier, which is the first startup we established a formal cooperation with through a bilateral proposal!

Third day

Last day at DLD Tel Aviv Innovation Festival! Full day for all of our startups. We were so busy but we did our best to take a moment to capture a few pictures. We kicked off the day with the Investor Q and A event / panel where investors from various industries answered questions on trends, outlining Do's and Don'ts. Then off to a visit at the Barclays Accelerator Powered by Techstars Tel Aviv. Followed by an inspirational speech from the amazing CEO of Israel Innovation Authority, or otherwise as 'Chief Scientist'. Moving on for some EdTech and Gaming events, and closing this spectacular conference with the Pitch the Investor 'speed dating event' where we get 5 minutes to go from investor to investor and try to network as efficiently as possible. We owe a big 'thank you' to the **Bank of Cyprus, Embassy of the Republic of Cyprus** in the State of Israel and to the **Embassy of Israel in Cyprus** for their great support!



HOSTING SEEWBAN SEMINARS TO OUR PREMISES



We are very excited to deliver the Seewban training on our premises in cooperation with Eurosuccess Consulting! We started with two sessions with coaches Valentinos Evripidou and Mazzy L Howard (Maria Lavithi). We concluded the Seewban training with Eurosuccess Consulting and we watched an amazing transformation in all participants! The ideas were well thought out, the pitch was being perfected, the knowledge on how to put together teams, companies and business models has been passed on to more aspiring startups, and we truly look forward to seeing every single project unfold into a successful company! We enjoyed the results on the 28th of September where all the women presented their ideas in front of a very prestigious crowd comprised by International Angel Investors. A wonderful cocktail party followed the event and this allowed everyone the opportunity to enjoy one-on-one conversations. We hope some great success stories were born that night.

VISIT FROM MINISTRY OF COMMERCE, INDUSTRY, ENERGY AND TOURISM



Mr. Christos Photiades, Senior Commerce and Industry Officer at the Ministry of Commerce, Industry, Energy and Tourism and Mrs. Annita Shiakalli, Trade and Industry Officer, visited our premises where we had a much-needed opportunity to introduce IDEA further to them and discuss what can be done from their end to help the local ecosystem. We are very happy to see the **public sector** coming closer with the **private sector** to strengthen our startup community.

VISIT FROM OUR PARTNERS CYTA



Our partner CYTA visited IDEA for some quality time with our startups. Together we discussed ways to help our startups scale and solve technical obstacles they might be facing. We are extremely happy to see our partners coming together with us to push for higher ground!

Signing of Shareholder's Agreement with Ppissis.com.cy

This September the Shareholder's Agreement with the Team Ppissis.com.cy was signed, making our relationship long-term and official.

Thank you Ppissis.com.cy



In-house mentoring continues

Practical advice in every stage continues systematically. We hold regular sessions with our entrepreneur in Residence, Mr. Simos Kitiris and we often invite additional mentors. Every session starts with a specific theme and then all other current issues of each team are brought in.

Contribution from IDEA Partners

Great thanks to all our partners for their valuable contribution.

Bank of Cyprus



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