

Accelerator training progress

IDEA teams have now officially started the Accelerator phase and have covered the following topics so far:

- ✚ Introduction to entrepreneurship
- ✚ Business planning
- ✚ Developing and testing
- ✚ Research dimensions and business strategy

The workshops are tailored to meet the needs of the startups and interactive in order to apply the theoretical frameworks in their actual business planning and execution. The IDEA management is strict in terms of their attendance; therefore at least a member of each team is attending each workshop. General feedback for the sessions so far is positive, as the members find them really useful and relevant, even though many have MBA's or other business degrees.

There are set milestones that are strictly requested and gathered from each team.

There is a great need for feedback to teams based on the sessions delivered and their associated deliverables.



Mentors and Startup-gurus visits



On the 20th of April, we were delighted to host two major visits from internationally known professionals from the entrepreneurship world:

Michalis Stangos (ID-GC Hellas),
Christian Kemp-Griffin (France),

John Vlachogiannis (USA) and Adonis Yiangou, came to meet the new teams, where each team gave a 60-second pitch. A challenging Q&A session followed, where valuable feedback to the teams was provided.

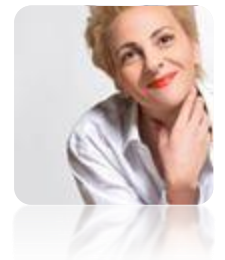


Following this amazing experience, Idea hosted Panos Lamprakos, Google Head of Finance & Gaming for Greece, Cyprus and Malta. Pano's presentation highlighted the free services and applications which Google can offer to any company that runs a website or an app based enterprise, and how these can further contribute into creating new effective methods as well as improving the existing ones. Later on, Panos answered questions about Google. The discussion was held around the areas of Google Analytics, Google Tags Manager, Google Trends and Adwords.



Impossible Works publication

The IDEA management met with Peggy Spinelly, reporter and content writer of Impossible Works, to discuss about ways of cooperation between the two parties to promote the work and teams of Idea. Peggy asked to provide the profiles of all Idea teams, in order to publish them in their portal. Taking this opportunity, a short, initial profile was created and submitted to her, within our strategy to raise awareness and expose our startups to the outside world from the very beginning. You may find this short edition attached.



Meetings



IDEA met with Startup Cyprus to discuss ways of cooperation and find ways to join forces and contribute together towards the local startup community.

As a first step, Idea is sponsoring a series of startup related videos-interviews from entrepreneurship experts and other well respected business persons. The 12 videos are to be released on a weekly basis. Mr. John Hourican is included in the portfolio!

On the 4th of April we had the pleasure to welcome the Ambassador of Chile, Mrs Pia Busta, accompanied by Dr. Theodore Panayiotou. The Ambassador expressed her strong interest in young entrepreneurship and had the opportunity to be informed about IDEA's mission and have a chat with some of our new teams to have joined the program.



CIPA in cooperation with Research Promotion Foundation (ΙΡΕ) invited Idea and the other leading innovation parties of the ecosystem, in a meeting to organize a mini-startup competition. The awards will be 15 free tickets (participation only) to Cypriot startups in the famous annual Websummit that takes place in Lisbon.

After discussion, it was agreed that the evaluation committee will consist of representatives from: Chrysalis leap, Cyban, Gravity, CEL, Startup Cyprus and IDEA. The evaluation committee of the mini pitching competition will select the teams that have the potential to attend and benefit from the conference.

In addition to this, the revision of the terms of the Startup Visa was also brought to the table. Startup Cyprus and IDEA gave jointly specific recommendations, and stressed the importance of this Visa as well as its positive outcomes to the current teams that have members from abroad.

Officially IDEA partners, iCheers!

The Shareholder's Agreement was signed between Idea and its new official partners, iCheers, being Marina Pambi and Panayiotis Theodorou. The team is intensively continuing its business efforts towards success and is in frequent communication with the Programme for updates and assistance.



Events

Startup and Entrepreneurship conference

One of the largest events of the Cyprus ecosystem took place on the 20th of April at the Bank of Cyprus Headquarters. Distinguished professionals, business advisors and managers from a variety of market sectors shared their experiences and



explained how to successfully create and develop a new business with the best possible future prospects.



ONE innovation award to Avocarrot, by the President of the Republic

We have participated to the ceremony of “Βραβείσεις ONE”, where the startup business Avocarrot was awarded for their innovative mobile advertising platform with the specialization in native advertisement.

Partners and Mentors Contribution

- ✚ Simos from Yumbles offered valuable advisory to the Programme and ad hoc support to teams. Also, played a facilitating and mentoring role in the two major pitching events of the month.
- ✚ Twosumm provides continuous support to the teams by giving them feedback and sharing their startup experiences that eventually aid the new teams in their decision making.
- ✚ Lellos P. Demetriadis Law office had meetings with LNG and Scientini to discuss their matters.
- ✚ LNG and Scientini received advice from Deloitte in several cases.
- ✚ Leo Burnett provided support to the Programme in several occasions.

Other ecosystem initiatives

Chrysalis Leap

‘Green business idea competition’ supported by Launchpad.org and Climate-KIC by EIT as a body from the EU. To enter the competition participants need to submit an idea or innovation that can make environmental impact. There’s also assistance on how to get funding and launch the idea. The top 3 winners of each national competition will go on to compete in the Grand Final. The competition is open to participants based in several countries.



Call for Applications!

Connecting Cypriot Business Leaders and Innovators with Cypriot Entrepreneurs Island-Wide



As part of the Bi-Communal Startup Mentorship Programme, you will get access to:

- Skype Sessions
- Email Exchange
- Marketing & Promotion

Meet our mentors and apply at: cyprusinno.com/mentorship-programme



CyprusInno

A digital platform that connects startups, entrepreneurs and innovators and provides a bi-communal startup mentorship programme. The call is open to Greek Cypriot and Turkish Cypriot entrepreneurs from the idea stage to the launch stage. There will be six mentors, Greek Cypriot and Turkish Cypriot entrepreneurs and business leaders representing both communities. Six teams will be selected for the programme, each paired with one of six mentors, and will have access to 1-hour Skype sessions per week for 3 months with their mentor, email exchange with their mentor, and marketing and promotion with spotlight features on CyprusInno’s website and social media channels.