

## CALL FOR NEW APPLICATIONS - 7TH CYCLE 2022

Our awarded by the European Commission Innovation Centre for the 7th year supports young entrepreneurs, who are determined to turn their innovative idea into a real business. We accept applications for new startups and we encourage anyone with an innovative idea and determination to bring to life, to apply.

The selected applicants will be offered a support package of services & cash up to €60.000 per startup, through a program dedicated to the commercialisation of their innovative idea. **APPLY NOW** <https://ideacy.net/how-to-apply/> to join IDEA and #start your own business! Deadline for applications 20.02.2022



7th Cycle  
**DO YOU HAVE AN INNOVATIVE IDEA?**  
 LET'S TURN IT TOGETHER INTO A BUSINESS!  
 APPLY NOW | [www.ideacy.net](http://www.ideacy.net)  
 Deadline for applications: 20/02/2022



## OUR STARTUP MALLOC OPENING IT'S NEW OFFICES AND HIRING!



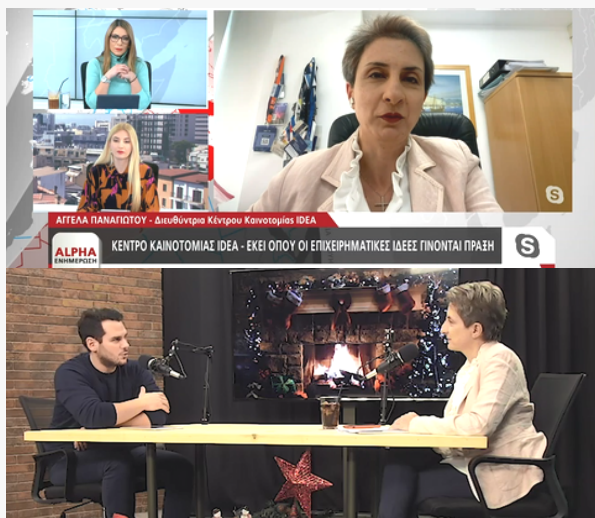
Our startup Malloc has established their own offices in Nicosia and held a party to celebrate their new home, yet another important milestone for them. During their successful 1-year journey, Malloc's app, Antistalker, has been downloaded on 300.000 Android devices so far, and were the first Cypriot startup to join Y Combinator in Silicon Valley securing significant investment from a US fund. Recently Malloc has grown their team to 5 people. We are excited for them and we are looking forward to celebrate many more successes with them.

## DEPUTY MINISTER OF TOURISM MEETS OUR STARTUP ABLEBOOK

We organised a meeting between the Honorable Deputy Minister of Tourism and our alumni startup Ablebook. Ablebook, that focuses on facilitating people with disabilities, presented its platform to the Minister and his team and discussed possible synergies and funding opportunities between the Ministry and Ablebook to promote social inclusion.



## IDEA AT ALPHA TV AND AT DIGITAL TV



We were hosted live at Alpha TV by Ms Katia Savva and Ms Konstantina Neophytou, sharing our latest startup success stories and informing interested applicants of how we can embrace and nurture their business ideas at IDEA 7th cycle of startups.

We also joined Michael Tyrimos for an episode of “Future Talks” at Digital TV. We provided insights on our new call for applications and how young entrepreneurs can be supported to turn their innovative ideas into viable businesses.

## CYPRUS ENTREPRENEURSHIP COMPETITION 2021 - UNIVERSITY OF CYPRUS

Exciting to watch aspiring entrepreneurs pitch their ideas to us during the Finals of the Cyprus Entrepreneurship Competition 2021. Our role is to always embrace their enthusiasm and hard work, to bring their ideas to life and eventually to the real economy.

IDEA is proud to have again for another year collaborated for this inspiring initiative of the Centre for Entrepreneurship – C4E as one of the Partners of the Competition and as part of the Jury Panel, along with other valued Partners of the ecosystem.

We congratulate the winners BolsterUp, Intellar and S3 as well as all participants for their great ideas and wish them all the best moving forward with their entrepreneurial plans.



## CONSULTANCY SESSIONS FOR STARTUPS



Our startups continue their bi-weekly meetings with our experienced Consultant over one-to-one sessions, just before the end of the IDEA 6th cycle. Few sessions are left to receive input on finalizing their products / services, overcoming difficulties they face and completing their future plans.

## MENTORING SESSIONS FOR STARTUPS

Our group mentoring sessions are on-going with our valued Mentor & Entrepreneur in Residence, coming to the last sessions before the end of the 6th cycle. Most of our startups are in the final stage of their MVP, thus the exchange of ideas and discussions are invaluable.



## SUPPORTING GENDER EQUALITY



IDEA reaffirmed its commitment to support female entrepreneurship by accepting the Research and Innovation Foundation (RIF) invitation to participate in the focus groups and closing meeting of the TARGET Project. The project aims to contribute to the advancement of gender equality in research and innovation. During the meeting the challenges faced by women in Research and Innovation in Cyprus were presented, as well as good practices from other countries to face these challenges.

## OEB INNOVATION AWARDS & RIF 'NEW RESEARCHER 2021' AWARDS

OEB & RIF innovation awards highlight the best and most innovative ideas and research work by Cypriot companies, organizations & individuals in the private and public sector. We highlight the awarding of talented Dr Marianna Prokopi Demetriades as “Young Researcher 2021” in the Life Sciences category, a real ROLE MODEL for young women in science: A renowned scientist, a biotechnologist, a researcher, a businesswoman, an innovator, a multi-awarded person.... At the same time, a young mother, well presented, and with a strong character of ‘giving back’... We extract the words of Marianna during the award: “...Research work must be transformed to solutions for the benefit of the society. The real happiness is for somebody to become useful to others...”Marianna was also awarded as the ‘Madame Figaro Woman of the Year 2020’ in the category ‘Bank of Cyprus Innovation’.



Marianna is skilled in Cancer nano therapeutics, personalised gene therapies, cardiovascular proteomics, ELISA, Real-Time Polymerase Chain Reaction (qPCR), Life Sciences, Genetics, and Cell Biology.

## HOLIDAY GREETINGS

We wish you a Joyful  
Holiday Season and a  
Wonderful New Year  
2022

