

## OUR ALUMNI HEROES MADE RAISED THEIR FIRST ROUND OF SEED FUNDING

Excited to share that our alumni Heroes Made has raised their first round of seed funding in May. Heroes Made is a SaaS platform to teach and reinforce Social Emotional Learning (SEL). The seed funding was led by Nirvana Trust and Jiri Kulik and coordinated by Kinisis Ventures, a USA/CY business accelerator. The company has acquired the Cypriot Certificate of Innovative Enterprise and has agreements with local private schools for their upcoming launch in Sept 2022. The company plans to expand in the US primary schools and later open access to parents and other professionals working with children.



The front-end, a user-friendly platform for children and educators, makes the platform's content and tools available to educators by giving them access to a streamlined solution for SEL. The platform is designed so that educators can focus on helping children to develop self-awareness, self-management, social awareness, relationship skills, and responsible decision-making skills.

## VISIT OF ISRAEL IN CYPRUS AMBASSADOR

Great to welcome the Ambassador of Israel HE Oren Anolik. During the first visit at IDEA premises, we had the opportunity to discuss his fresh ideas on enhancing our cooperation with the Israeli ecosystem. Most importantly we exchanged views how to further build on what we Cypriots are best at, on our work, on the Cypriot ecosystem and most of all, on boosting the entrepreneurial spirit, mindset & culture amongst our youngsters.



## MODERATING THE 14TH CORPORATE SUSTAINABILITY & RESPONSIBILITY CONFERENCE

We were honoured to moderate the 14th Corporate Sustainability & Responsibility Conference. Organised by CSR Cyprus and IMH.

The event is a comprehensive annual gathering of organizations and businesses implementing CSR practices and develop strategy within ESG criteria. The agenda included the best practices of applying ESG criteria, a wide range of key CSR issues and analysis of the reasons responsible businesses are more attractive and enjoy long-term growth.



## STARTUP INNOVATION STORIES IN CYPRUS – CO-HOSTED EVENT

We proudly sponsored and co-hosted the “Startup Innovation Stories in Cyprus” within the framework of the European Youth Year 2022.

Participating in the round table discussions were our alumni startups Hegemonic and Picado. The great importance of startups to a country’s economy, the importance of leadership within us, the business mindset that leads to success, the great importance of the ‘Giving Back’ culture were a few of the central messages that arose from the round table discussion.

The event was organised by Junior Chamber International (JCI), the Cyprus Chamber of Commerce & Industry, the MBA Program of the University of Cyprus, the Centre for Entrepreneurship of University of Cyprus and Crowdbase. You can watch the live streaming of the event [here](#).





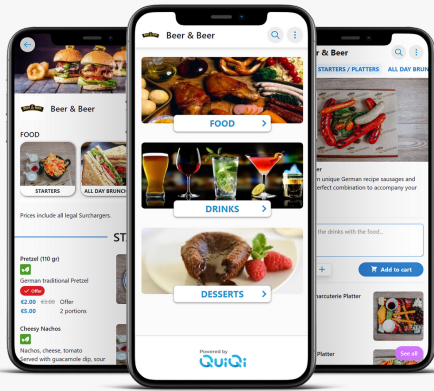
## ECONOMY TODAY FEATURES IDEA

IDEA's leading role as leaders in the Cypriot startup ecosystem was presented in the Economy Today June issue.

As our Manager, Ms Angela Panayiotou, highlighted in her interview, we are the largest, comprehensive, non-profit innovation centre in Cyprus, supported by a network of more than 120 partners creating the necessary 'critical mass'. IDEA's successful impact is showcased by the fact that 74% of our companies are active, while 60% have a turnover or profitability.

Ms Panayiotou also discussed the Ministry of Innovation supporting IDEA by co-funding IDEA companies, further contributing to the growth of the local economy.

Alongside IDEA, our alumni startups JoinMyWifi, Soft Surge, Heroes Made and Ascanio were also featured. Read the article [here](#).



## ALUMNI STARTUPS SYNDESEAS AND VERUM ET ACCURATUS AT POSIDONIA 2022

Our startups Syndeseas and Verum et Accuratus participated in the Posidonia International Shipping Exhibition 2022 in Athens. Both startups had the opportunity to meet with HE Cyprus Deputy Minister of Shipping Mr Vasilis Demetriades while there, enrich their international connections and establish strategic partnerships.

Both Syndeseas and Verum et Accuratus are environmental startups dealing with Greenhouse Emissions Monitoring.

Syndeseas, an IDEA alumni formed by a team of maritime professionals, showcased their achievements in their 5 years of active presence in the maritime market.

Verum et Accuratus, a current startup at IDEA, attracted the spotlight at the exhibition with its innovative sustainable solution for the aviation, shipping, and industrial sectors and was featured in [startupper.gr article](#).



## BUSINESS CREATION TRAINING PROGRAM

Our strong collaborative culture has resulted in a vast network of 120+ corporate and private partners and associates, that provide multifarious support to our startups, in addition to high quality training and mentoring.

The past weeks, as part of our Business Creation Training sessions, we welcomed our esteemed partners from Lellos Demetriades LLC, DeLeMa McCann, JCC Payment Systems, Powersoft and others that delivered engaging training in their respective fields to our 2022 entrepreneurs. Some of the sessions covered were Digital Marketing Strategy, Communication Strategy & Branding, Financing for startups, How to raise funds from investors, Cybersecurity for startups, Mock Investor Interview: Real Angel Investors.

Our startups also had an interesting Mock Angel Investor training session that provided great insights from experienced business-persons to our young entrepreneurs!



## PARTICIPATED AT WOMEN & POLITICS & LEADERSHIP

We participated in the "Women & Politics & Leadership" event organised by the Embassy of Israel. There were great insights and powerful life lessons from resourceful Einat Wilf, former Member of Israeli Parliament, Advisor to Shimon Perez that discussed the #GlassCliff that often causes the breaking of the #GlassCeiling!



## ATTENDED THE 10TH INVEST CYPRUS INTERNATIONAL INVESTMENT AWARDS



We celebrated the "10th Invest Cyprus International Investment Awards" as Board Members of the organisation, hosted at Parklane Hotel in Limassol. The event which was held under the auspices of the President of the Republic of Cyprus Mr. Nicos Anastasiades, rewarded international companies & institutional investors who entrusted our country as an ideal location in developing their business case for investment, contributing to the sustainable growth of the Cypriot economy.