

#IDEAnews

Growing IDEAs Together

IN THIS ISSUE

NEW CALL: 9TH CYCLE FOR STARTUPS

#IDEAFAMILY GATHERING

NEW SERIES - THE IDEA JOURNEY

KINISIS VENTURE AT IDEA

DIGITAL TREE INVESTS IN ATOKES

FREYIA LABS' WINNING STREAK

CYEC 2023

INSAVIORAPP HOSTED EMPOWERING EVENT

HEGEMONY SHOWCASED

ATTENDED DIGITAL AGENDA

NEW CALL: 9TH CYCLE FOR STARTUPS

IDEA Innovation Center is thrilled to announce its 9th cycle for applications for new startups. If you have an innovative idea and the dedication to turn it into a successful business, then APPLY NOW! Selected startups receive €20,000 in seed capital, business-creation training, mentoring, and networking opportunities. **Deadline: 16 February 2024**

LET'S TURN YOUR IDEA INTO A BUSINESS

[9TH CYCLE]



#IDEAfamily Gathering

Our annual #IDEAfamily gathering was a huge success! It was a wonderful blend of community spirit, bringing together our esteemed alumni, dedicated partners and invaluable supporters. Filled with laughter, shared stories and new connections, it marked a joyful return to normalcy, celebrating our revamped Startup Program.

The event offered a fantastic opportunity to reconnect, network, and share experiences among a diverse group, including our Board Members, Trainers, Mentors, and alumni Entrepreneurs. It truly showcased the warmth and strength of our extended #IDEAfamily, fostering an atmosphere of togetherness and inspiration.



New Series - The IDEA Journey

We launched "The IDEA Journey", an engaging new series of video testimonials. These videos focus on showcasing the impact and success stories of our Startup Program to help inspire the next wave of innovative entrepreneurs.

The debut segment of the series, "[The IDEA Journey: Startup Testimonials](#)" is a testament to the remarkable growth achieved through IDEA.

Among the initial featured stories are those of [Hello Radius](#), a smart hiring platform powered by AI search technology, and [Freyia Labs](#), a healthy and sustainable food and beverage producer.

Click to watch the testimonials below ↴.

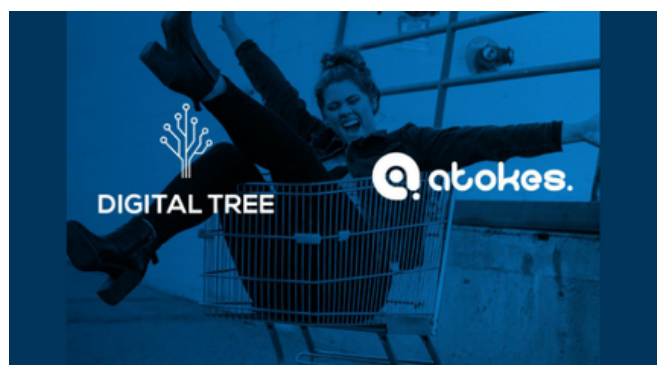


Kinisis Venture at IDEA: Navigating Startup Fundraising

Andreas Panayi of [Kinisis Ventures](#), served as the north star for IDEA startups. As a seasoned institutional investor (VC), he offered invaluable insights and practical tips to navigate the complexities of successfully raising seed and growth capital. This dynamic session was tailored for our Stage B startups that are close-to-launch or have achieved investor-readiness. It covered compelling pitching, investor expectations, and the fundraising process, as well as interactive Q&A format.



Digital Tree Invests in Atokes



Exciting development for our alumni [Atokes](#), as the Digital Tree Group expands its eCommerce and Innovation portfolio with a direct investment in this local startup. Atokes introduces 'Buy it, your way!'—a groundbreaking service allowing instalment purchases of over 4,000 products, revolutionizing online shopping in Cyprus. Phanos Demetriou, Digital Tree' CEO, expressed confidence in the startup's potential to reshape consumer habits, while Fotis Karkampoulas, Atokes Director, looks forward to synergizing with Digital Tree's innovative ethos.

Freyia Labs' Winning Streak

Freyia Labs, our alumni startup, has had an impressive streak in recent months! Their journey to success began with securing top position in the Re-Start Project Competition. This triumph was followed by being named one of the winners of the Startups4Peace competition, alongside 23 other talented entrepreneurs from Cyprus. Part of their prize: an opportunity to showcase their innovative product at the prestigious Slush 2023 conference in Finland. Attending Slush 2023 proved to be a pivotal moment for the startup, exposing them to a broader audience and providing valuable networking opportunities.

These recent accomplishments have been recognised by ffwd.com.cy, which recently featured the startup in an article about their innovative work.

At the core of Freyia Labs' mission is the development of healthier alternatives grounded in scientific evidence.

Learn more here: [Startups4Peace](#) winner, [Slush 2023](#).

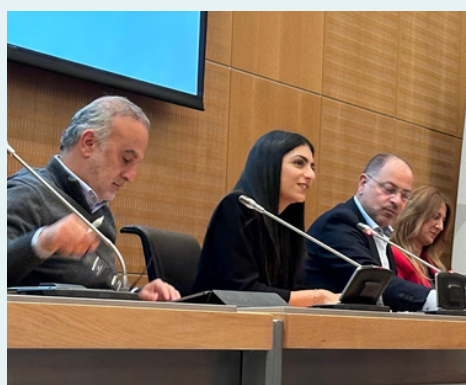


CyEC 2023 & 8th Innovation Forum Highlights

Joining forces with the Centre for Entrepreneurship - C4E, University of Cyprus, IDEA actively participated in the [Cyprus Entrepreneurship Competition 2023](#) (CyEC 2023) and the 8th Innovation and Entrepreneurship Forum. At CyEC, as part of the Jury Panel, IDEA, IDEA aimed to cultivate entrepreneurship, nurturing innovative concepts into viable startups. The competition serves as a platform for creative minds to transform ideas into sustainable business ventures.

Moreover, the [8th Innovation and Entrepreneurship Forum](#), hosted by C4E, focused on how artificial intelligence shapes the business landscape in Cyprus and the opportunities it presents for local industries. The insightful discussions centered around the necessary policy frameworks to support this technological advancement.

At the Forum, the CyEC 2023 Accelerator Program finalists showcased their ideas and the winner was announced, while teams from the Launchpad Program presented their startups to the audience. Among them were IDEA's startups Logistaras, Hello Radius, Freyia and Park in Town.



Insaviorapp Hosted Empowering Event for Women

Our alumni Insavior hosted a powerful event in honour of the International Day for the Elimination of Violence Against Women. Insavior is a mobile app designed to provide safety and support for women in danger. Their event featured various activities and discussions designed to broaden and strengthen the community while also celebrating and supporting women.

Supported by IDEA and Bank of Cyprus, the event was a testament to Insavior's commitment to making a positive impact in the lives of women in Cyprus. Through their innovative app and engaging events, they are helping to create a safer and more supportive community for all. Attendees praised the event for its ability to promote gender equality and empower women, and many left feeling inspired and empowered to make a difference in their own lives and communities.



Hegemony Showcased at Parliament Leader Meeting

Our alumni, Hegemonic Project Games, recently had a successful meeting with Mrs Annita Demetriou, President of the House of Representatives of Cyprus. The startup had the opportunity to showcase their innovative board game, "Hegemony: Lead Your Class to Victory", and discuss its educational value. Mrs. Demetriou emphasized the educational importance of Hegemony in contemporary society, and discussed with the startup's CEO the potential application of the game as an educational tool.



Attended Digital Agenda CY

IIDEA, alongside our entrepreneurs, participated in the insightful Digital Agenda CY event. Engaging with crucial local and regional topics under 'The New Normal' theme, the distinguished speakers explored AI, evolving work environments, and challenges in achieving energy self-sufficiency, all contributing to shaping a sustainable future.

