

TOOLS 4 YOUR SUCCESS booklet



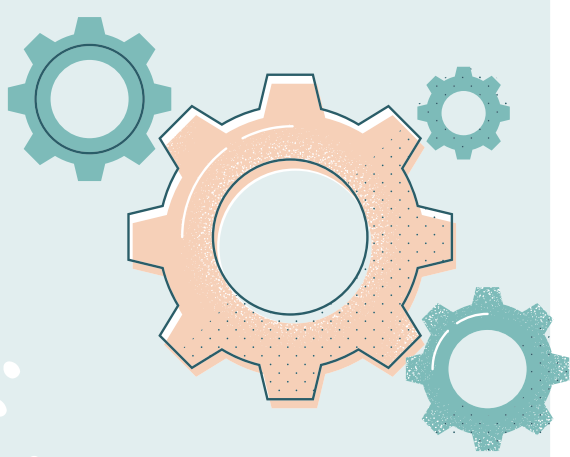
DEFINITION

Entrepreneurship is the activity of setting up a business taking on financial risks in the hope of profit

“The best way to predict the future is to create it”

TOOLS

- Policy and strategy
 - Resources
- Training and supporting teachers
 - Support for start-up
 - Partnerships
- Assessment and recognition



WHAT DO YOU NEED TO TAKE INTO CONSIDERATION AS AN ENTREPRENEUR?

- Customer
 - Market
- Products/ service
 - You

8 ADVANTAGES OF BECOMING AN ENTREPRENEUR

- Rewarding career
- Work life autonomy
- Leadership experience
- Work from anywhere
 - Company control
 - Flexible schedule
- Building a beneficial network
 - Pride and satisfaction





HOW TO "SURVIVE"

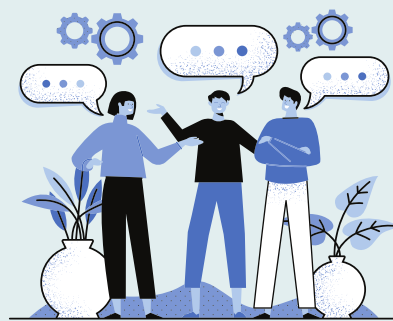
- Recognize
 - Utilize
- Catch up on a small tide
 - Capitalize or
- Disrupt (create a new tide)
- Establish a group of advisors
 - Invest wisely
- Build strategic alliances

ESTABLISH GROUP OF ADVISORS

- This can be a board of directors or an informal peer group.

Either is a way to either expand the pool of people with a vested interest in your success.

It's also a great way to exchange expertise without hiring consultants for advice on finances, human resources, contracts, marketing and other areas.



INVEST WISELY

- Avoid the temptation to overspend on luxury items, like office space, and try handling administrative tasks yourself if you are comfortable doing so. Look for opportunities to share the cost of tools and services. For example, I share a group subscription to databases and research services, which saves me hundreds of dollars each month.

BUILD STRATEGIC ALLIANCES

- This can expand the scope of your services and help keep you going even when your core avenue of business is slow.



Innovation, Creativity, Soft Skills

10 STEPS TO BECOME AN INNOVATOR

1. Live in the possibility of always finding a better solution
2. Always question what are you doing and why are you doing it
3. To innovate defy the beliefs they you've been having (be flexible)
4. Don't accept the first solution immediately (by taking your time you can find more effective ones)
5. Read and become an innovator (always keep updating you knowledge)
6. Fun and innovation go in hand (doing entertaining things makes you interested in what you're doing)
7. Meet people from different industries
8. Don't get stuck on one idea
9. Relax and rest: trust the process, ideas are still coming in your mind
10. Give your subconscious mind a challenge

SOFT SKILLS

Soft skills relate to how you work. Soft skills include interpersonal (people) skills, communication skills, listening skills, time management, and empathy, among others. In a team, each individual has some soft skills and lacks of other ones, but they complete eachother.

1. COMMUNICATION

- public speaking
- patience
- improvisation
- kindness
- charisma
- common language



2. TEAMWORK

- open-minded
- permissive
- friendly
- inclusive
- collaborative



3.TIME MANAGEMENT

- organised
- productive
- punctual
- set & respect dead-lines
- realistic goals



4. LEADERSHIP

- trustworthy
- role-model
- altruistic
- encouraging
- confident
- empathetic

5. PROBLEM SOLVING

- thinking outside the box
- persistent
- quick-thinking
- insightful
- logical

Programs of support, opportunities, ERASMUS+

PROGRAMS SUPORTED BY THE EU

Youth
Exchange

Mobility for
Youth
Workers

Erasmus
Internship

Erasmus for
young
entrepreneurs

PROGRAMS BY COUNTRIES



Start-up nation
Arhitectii Inovarii



Cámara de Comercio
Injuve



Business Innovation Greece
ESPA



Active citizens fond
"The Change"



Junior Achievement Latvia
Startup Association



Seavus
Accelerator
FITD
Swiss EP

INTERNATIONAL PROGRAMS

Global
Youth
Entrepreneurs

Youth
Business
International



Funding

Types of Funding

Friends, fools and family

They can be your first investors,



Funds

Money given by government.
(EQUITY FREE)



Loans

Money given in exchange for
repayment of the loan principle
amount + interest.



Crowdfunding

Money accumulated from various
individuals,



Business Angels

Private individual who invest in
business.



Venture Capital

Fund that gives money for equity.



Business Incubators/Accelerators

Growing business from IDEA!
And gives MONEY!



Stages of Funding

Pre-Seed

IDEA

Seed

PRODUCT
DEVELOPMENT

Series A

FOR GROWTH

Series B

STOCK MARKET LAUNCH

IPO



Opportunities

Country orientated opportunities and examples

LATVIA



*No matter what stage you have reached –
there is a support mechanism just for you!*

Latvia has **her own Startup Ecosystem, governmental support, Start-up Law, strap-Visa and more!**

400+ registered startups, a pool of institutional investors and business angels, a diverse range of modern co-working spaces, dozens of business incubators,

Riga hosts numerous annual Tech & Innovation conferences:
the iNovuss, Deep Tech Atelier, Riga Tech Girls, TechChill and others.

Business incubators :

- At the state level
“LIAA - Latvijas inovāciju un attīstības aģentūra”
- Opportunities at universities
LU/RTU/RSU student business incubator, Free-access pre-incubator programme,
- And other!

Acceleration Funds:

- **Buildit** focusing on hardware and the **internet of things startups.**
- **Commercialization Reactor** focusing on deep-tech startups.
- **Overkill Ventures** focusing on B2B software startups.
- **Startup Wise Guys** focusing on B2B Fintech startups.



SPAIN

*Not an only a good idea, good business plan or funding, but the
entrepreneurial attitude*

Several ways to start being an entrepreneur in Spain:

- Buscador de Puntos de Atención al Emprendedor (PAE). seek for help and mentoring program.



- **“Lánzate”** mentoring program
- **Single payment for unemployment**
- **Enisa** - participating in loans for young people
- **Business Support Program for Women**
- **ICO loans** (up to 12.5 million €)
- **SME portal** (searcher for financial investment)
- **SpainStartUpMap** - list of investors and tips
- **investment and crowdfunding**

BULGARIA



*Have an idea? You live in Bulgaria and don't know how to turn it into reality? You
need more information and/or funding?*

Here's how:

For better knowledge and understanding of the topic you can turn to:

- the National Youth Forum (NYF) and the Youth academies, the National meetings and the Leader academies they organize
- 9 Academy - it's paid but gives you a lot of knowledge of the entrepreneurship topic, raises your spirit and creates practical knowledge
- BEC - Bulgarian Entrepreneurship Center - encourages and supports young entrepreneurs, gives you skills

For funding:

- EU and government's funding
- "The Change"
- Active citizens fund
- Youth banks
- Municipality fundings
- PwC finances small and medium entrepreneurs
- European Bank for Reconstruction and Development

You want to gain knowledge abroad?

- **Join Erasmus for young entrepreneurs!**
- And whenever you are ready, take the leap!

1. Prepare the documents - your statute and your mission, vision and purposes
2. Open a corporate bank account for your new business
3. Register at the Bulgarian Trade Registry

... And keep the entrepreneur's spirit high!

Good luck!

GREECE



STARTUP GREECE

Startup-Greece.org

EPortal aimed to bring young people from Greece closer to innovation .
Launched in 2011 by the Greek ministry for Development competitiveness
and shipping .

Primary intention is to promote entrepreneurship and information exchange
both inside and outside Greece .
The platform works in English and Greek.

Step by step

Website --> a structure/assistance in building a business

Register --> Create a profile with saved info and preferences-> Submit an
idea/project --> Automatically creates connections with venture promoters and
established startups, experts etc. --> connect the profile to products they wish
to introduce to the market in a form of a webpage.

Who has an access:

Entrepreneurs and other members (students, young people,
business experts, members of entrepreneurship related bodies ,
unions ,associations)

Investors and executives of financial organisations
Executives of Government or Public bodies executives

Content:

Info required to start a business , knowledge that covers funding support, law, research,
recommended practices and motivational material

Social media updates- connections with entrepreneurs ,initiatives and organisations public and
private , investments,partnerships.

Feedback from citizens

Tools needed to manage online democracy , citizen engagement and accountability targets which will
encourage citizen participation and the public sector's transparency

Events /workshops/seminars to attend



ROMANIA

STARTUP NATION - financing program for start-ups from the
Romanian government

Its mission is to offer support to the small and medium businesses
with non-reimbursable funds and consultancy services

Funds are checked whether they are spent responsibly. The
expenditure could be for equipment, computers, software
licenses and maintenance, staff courses, consultancy and
other essential stuff

Applications are accepted from firms which have no debt,
create at least one job and whose associates didn't apply
before to Startup Nation

MACEDONIA



WHY?

- close to European markets
- the level of talent is high
- cost of living is below 500 eur
- 18% VAT 10% corporate tax
- fast 50 MBPS internet
- variety of accelerator
programs
- and cool coworking spaces

HOW?

- 1.Pick a company name
- 2.Provide an adress
- 3.Initial capital entry (5k deposited in a local
bank account)
- 4.Choose a CEO or equal members who have
equity when making decisions
- 5.Find authorized agent (attorney at law or
accountant) to submit your application

Once you have a registered company you can get
your WORK PERMIT within 15 days. The documents
you need to submit are a working contract, scanned
passport, education diploma and proof of no criminal
record and health insurance

SUPPORTING ORGANIZATIONS:

- Seavus Accelerator
- X Factor Accelerator
- #MK Startups SPACE
- CEED Hub Skopje

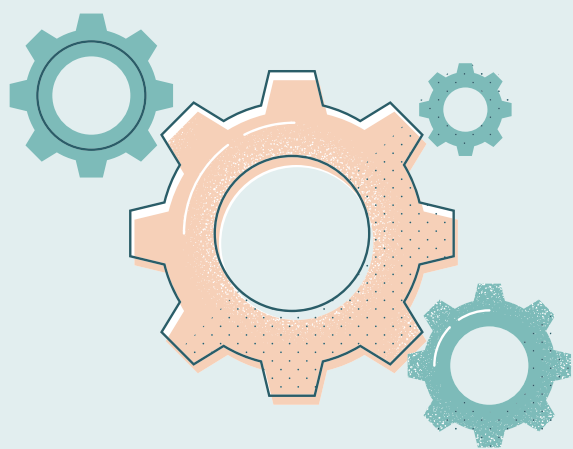
INVESTORS:

- South Central Ventures
- CEED BA club
- Fund for innovation and technology development

ACTIVE YOUTH FOR EUROPE



PROJECT TOOLS 4 YOUR SUCCESS



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