



AGENDA OF ENTREPRENEURSHIP BOOTCAMP AND PITCHING COMPETITION

11/6/2018–16/6/2018

ENTREPRENEURSHIP BOOTCAMP TRAINING

Day 1

11/6/2017

Meeting Place: Microsoft Innovation Center, New Building, 1st floor

Training Room: Amphitheater Delta, New Building, 1st floor

- 09:00 - 09:10** Welcome Speech by Prof. Kostas Gouliamos, Rector European University Cyprus and Dr. Simona Mihai-Yiannaki Project Coordinator and EUC-PEAK Director
- 09:10 - 09:30** Ice Breaking Activity: get to know each other! The SHADOWS PROJECT E-PLATFORM
- 09:30 - 10:50** Module 1. Introduction to CCI entrepreneurship | Dr. Pieris Chourides and Dr. Simona Mihai Yiannaki, EUC
- 10:50 - 11:10** Coffee break at OMEGA ROOM
- 11:10 - 13:00** Module 1. Introduction to CCI entrepreneurship Dr. Pieris Chourides | Dr. Pieris Chourides, EUC
- 13:00 - 14:00** Lunch break at the Cafeteria
- 14:00 - 16:00** Module 2. Business Model Generation | Natasa Christou, CEO Tellalis.com
- 16:00 - 16:10** Coffee break at OMEGA ROOM
- 16:10 - 17:40** Guest Speaker Module 2. Business Model Generation- The Creative Canvas | Natasa Christou, CEO Tellalis.com



Day 2

12/6/2017

Training Room: Omega, New Building, 1st floor

- 08:30 - 10:30** Module 3. Conducting Marketing Research | Dr. Lycourgos Hadjiphanis, EUC-PEAK
- 10:30 - 10:45** Coffee break at OMEGA ROOM
- 10:45 - 13:00** Module 4. Online Marketing and Selling | Dr. Myria Ioannou, EUC-PEAK
- 13:00 - 14:00** Lunch break at the Cafeteria
- 14:00 - 15:00** Guest Speaker input on Module 4. Social Media Technologies in Art and Business
Loucas Charalambides, COO BYTE, Master Imperial College
- 15:00 - 15:10** Coffee break at OMEGA ROOM
- 15:10 - 17:00** Guest Speaker Module 3 and Module 4 Activities | Angelos Kleanthous, CEO, Co-Founder MaSquare



Day 3

13/6/2017

Training Room: Omega, New Building, 1st floor

- 08:30 - 10:30** Module 5. Creative Thinking and Adaptability | Dr. Despina Varnava- Marouchou, EUC-PEAK
- 10:30 - 10:45** Coffee break at OMEGA ROOM
- 10:45 - 13:00** Module 6. Idea Generation and Evaluation | Dr. Simona Mihai-Yiannaki, EUC-PEAK
- 13:00 - 14:00** Lunch break at the Cafeteria
- 14:00 - 15:00** Guest Speaker on Module 5 | Filios Savvides, Co-Founder Materia Group
- 15:00 - 15:10** Coffee break at OMEGA ROOM
- 15:10 - 17:00** Guest Speaker Module 5 and Module 6 Activities | Natasa Christou, CEO and Founder



Day 4

14/6/2017

Training Room: Omega, New Building, 1st floor

- 08:30 - 10:30** Module 7. Core Business Management Skills | **Costas Ellinas, EUC**
- 10:30 - 10:45** **Coffee Break at OMEGA ROOM**
- 10:45 - 13:00** Module 8. Core Financial Management and Accounting Skills | **Dr. Simona Mihai Yiannaki, EUC-PEAK**
- 13:00 - 14:00** **Light Lunch at Cafeteria**
- 14:00 - 15:00** Guest Speakers Impossible Works | **Mrs Natasa Savva- social media expert**
- 15:00 - 15:10** **Coffee Break at OMEGA ROOM**
- 15:10 - 17:00** Guest Speakers Impossible Works | **Mr George Alexandrou- branding expert & Ms. Peggy Spineli-press and media relationship building**



Day 5

15/6/2017

Meeting Place: OMEGA, New Building, 1st floor

- 08:30 - 10:30** Module 9. Presenting your business Idea (Pitching your idea) | **Dr. Elmos Konis, EUC-PEAK**
- 10:30 - 10:45** **Coffee break at OMEGA ROOM**
- 10:45 - 13:00** Module 10. Internationalizing your Business | **Dr. Cathrin Lazarou, EUC-PEAK**
- 13:00 - 14:00** **Lunch break at Cafeteria**
- 14:00 - 15:00** Guest Speaker on Module 9. 'From Idea into something with Value' | **Argyris Argyrou, Founder foody.com.cy, Ideas2life**
- 15:00 - 15:10** **Coffee break at OMEGA ROOM**
- 15:10 - 17:00** Activities on Module 9 and 10. And practice on Pitching your business idea | **Dr. Elmos Konis, and Dr. Simona Mihai Yiannaki, EUC-PEAK** | Guest Speaker HJS INSURANCE **Andreas Hadjisophocleous, Director**



Day 6

16/6/2017

Meeting Place: Microsoft Innovation Center, New Building, 1st floor

Welcome Speech by the Prof. George Boustras, Dean School of business Administration

Jury Presentation by: Dr. Simona Mihai Yiannaki, EUC-PEAK Director and Coordinator SHADOWS for CYPRUS
Prof. George Papageorgiou, EUC

- 09:30 - 10:00** Microsoft Innovation Center
Angelos Kleanthous - MASquare
Angela Panayiotou- IDEA- Bank of Cyprus
Monica Ioannidou- ARIS Innovation& Entrepreneurship Center of Deloitte
Xenia Xenofontos-Impossible Works
Christos Christou, CYTA Innovation and Entrepreneurship Center
Michael Oikonomou, Founder - Ideas2life
Panis Pieris, Growth Hacker and Tech & Startup Blogger - RiseTech Media
- 10:00 - 11:30** Pitching Competition of selected groups
- 11:30 - 11:45** **Coffee Break at OMEGA ROOM**
- 11:45 - 12:30** Feedback and Announcement of results **AWARDING 3 WINNING PRIZES**
- 12:30 - 13:30** **Cocktail party, OMEGA ROOM**



Under the Support of SHADOWS project



**Supporting entrepreneurs
in the cultural and creative
industry sector**



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