



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: Auditorium Alpha, 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, European University Cyprus
- 10:50 - 11:10** Coffee break at Auditorium Alpha
- 11:10 - 13:00** Module 1. Introduction to CCI entrepreneurship Dr. Pieris Chourides | Dr. Pieris Chourides, European University Cyprus
- 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 Auditorium Alpha
- 16:10 - 17:40** Guest Speaker Module 2. Business Model Generation- The Creative Canvas | Natasa Christou, CEO Tellalis.com

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Day 2

12/6/2017

Training Room: Auditorium Alpha, 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 Auditorium Alpha
- 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 Auditorium Alpha
- 15:10 - 17:00** Guest Speaker Module 3 and Module 4 Activities | Angelos Kleanthous, CEO, Co-Founder MaSquare

BVTE

**THE DIGITAL
AGENCY**



Day 3

13/6/2017

Training Room: Auditorium Alpha, 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 Auditorium Alpha
- 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 Auditorium Alpha
- 15:10 - 17:00** Guest Speaker Module 5 and Module 6 Activities | Natasa Christou, CEO and Founder

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Training Room: Auditorium Alpha, New Building, 1st floor

- 08:30 - 10:30** Module 7. Core Business Management Skills | **Costas Ellinas, European University Cyprus**
10:30 - 10:45 **Coffee Break at Auditorium Alpha**
10:45 - 13:00 Module 8. Core Financial Management and Accounting Skills | **Dr. Simona Mihai Yiannaki, EUC-PEAK** | **Andreas Hadjisophocleous, Director of HJS Insurance**
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 Auditorium Alpha**
15:10 - 17:00 Guest Speakers Impossible Works | **Mr George Alexandrou- branding expert & Ms. Peggy Spineli-press and media relationship building**



Meeting Place: Auditorium Alpha, 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 Auditorium Alpha**
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 Auditorium Alpha**
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**



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, European University Cyprus

- 09:00 - 09:30** Registration
09:30 - 10:00 H.E. Frances Galatia Lanitou - Minister Plenipotentiary, Ministry of Foreign Affairs Cyprus
 Antigoni Heraclidou - Nicosia Chamber of Commerce and Industry- Sponsor of the 2nd Prize
 Theodoros Kringou- Infocredit Group 'The Prize for the most innovative business idea'
 Michalis Georgiou- Microsoft Innovation Center- Sponsor of the 3rd prize
 Angelos Kleanthous - MASquare
 Angela Panayiotou - IDEA Incubator - Accelerator
 Monica Ioannidou - ARIS & Deloitte Innovation and Entrepreneurship Centre
 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 Auditorium Alpha, European University Cyprus**
11:45 - 12:30 Feedback and Announcement of results **AWARDING 3 WINNING PRIZES**
12:30 - 13:30 **Cocktail party, Auditorium Alpha, European University Cyprus**



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ΕΥΡΩΠΑΪΚΟ ΕΣΤΙΟΝ

Under the Support of SHADOWS project



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



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