



You are so far away and so often in my mind

Workshop “Family VS Business” by KROK

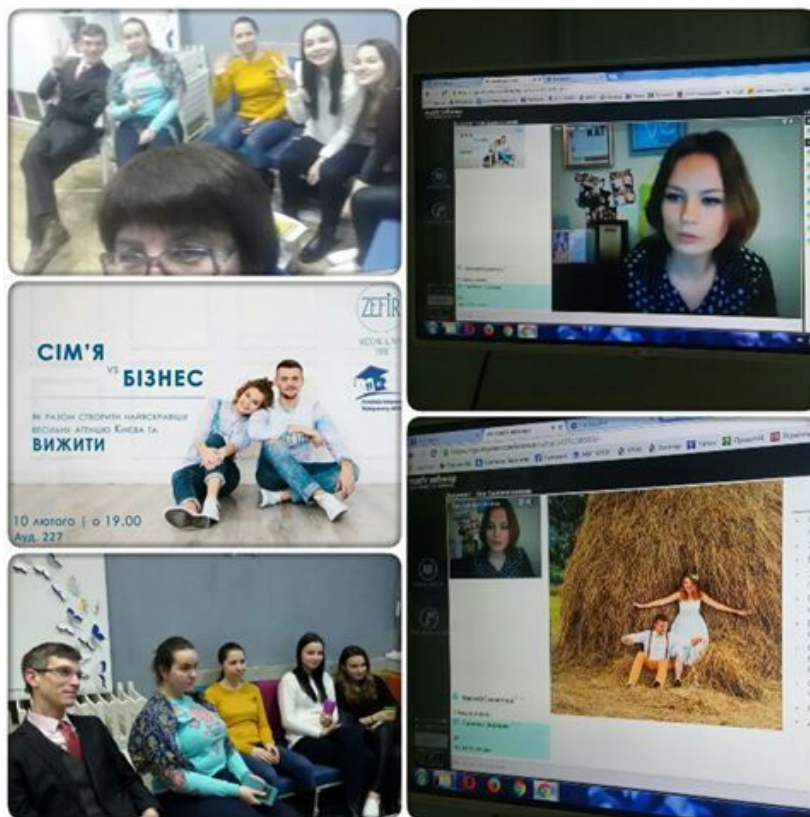
On 10th February 2016 the workshop-webinar “Family VS Business” was organized within Business League activities. Total amount of participants, who connected to the webinar equaled to 35, online broadcasting was also organized at the KROK UAA Headquarters attracting the visitors as well.

The topic is of great interest to entrepreneurs-alumni of KROK, as family business seems to be an attractive possibility. One can imagine only smiling faces of family members, solving difficulties together, fruitful work in a team, joint celebration of victories, always being a happy couple. But practically family business includes 2 different points of view, 2 different characters, 2 perceptions of the world, 2 tempos of life. Common view on some family and leisure issues does not guarantee sharing the same ideas in business and work. So, it can be not so easy and rosy as it seems.

Fortunately “KROK” has good example of such partnership– Yana Syromyatnykova and Maksim Panchenko , who were the speakers of the webinar – a couple, founders and owners of a successful start up, **Wedding Agency “Family Events Studio ZEFIR”** <http://www.m-zefir.com/>. Both Maksim and Yana are “KROK” University alumni, members of “KROK” UAA and “Business League”.

The issues of the workshop included the following:

1. Pros and cons of working together;
2. How to use advantages of being a couple in sales and marketing;
3. How not to spoil, but develop relations;
4. Positive emotions and funny stories from the world of weddings.



Maksim and Yana shared their own experience of doing family business. They started the company after their own wedding, that according to specialists` estimation was considered one of the best in Kyiv in 2014. Today Maksim and Yana are:

- Authors of 4 books on weddings, more than 60 articles and more than 20 videos with tips for brides;
- Organizers of unique events for brides, including exclusive private event "Breakfast for Brides";
- Certified trainers of authors programs at the Wedding School;
- Owners of the "Wedding Market"- first-class service of decoration selling and renting;
- Experts of the two portals and a top wedding bridal magazine "CITY of Love" ("GOROD Lyubvi");
- Authors and speakers of webinars for Wedding Professionals;
- Experienced organizers and coordinators of more than 80 events with 15 - 450 participants;
- Members of the International Wedding Federation.

From: **KROK (by Galina Bogachenko)**

News from regional workshop - meeting in ChNU

Association of alumni-entrepreneurs of Chernivtsi University BUKEANA together with the Department of Education and Science of Chernivtsi Oblast State Administration and Bukovina Junior Academy of Sciences organized and held a regional workshop-meeting.

The Chernivtsi University alumni from all regions of Bukovina were involved to participate: Storozhynets Region, Kitsman Region, Vyzhnytsya Region, Putyla Region, Kelmentsi Region, Sokyriany Region, Novoselytsya Region and Chernivtsi City.

The subjects of the regional workshop dealt with the following issues:

1. Purpose, objectives and prospects for a Bukovinian network of university graduates (prof. O.H. Ushenko).
2. Main possibilities of BUKEANA association members for the implementation of cooperation with economic structures of Chernivtsi University (Vice-Rector, Prof . P.M. Fochuk).
3. Cooperation with regional government (leading specialist of the Department of Education and Science O.L. Sakriyer).
4. Formation of work packages of startups training within the BUKEANA association and Bukovinian Junior Academy of Sciences (director M.K. Triska).



The representatives from all regions of Bukovina participated at the workshop. In their reports they highlighted the main problems of innovative entrepreneurship.

As a result of the discussions, teams of graduates-teachers of Chernivtsi University were formed that will work towards forming key economic and other areas of cooperation with entrepreneurs and scientists.

On this basis, in the BUKEANA association Chernivtsi University thematic departments for encouraging economic, technical, IT- and socio-humanitarian activities were created.

From: ChNU (by Oleksandr Ushenko)



Interview of the manager of TEMPUS EANET project to “Molodyi Bukovynets” newspaper

In the framework of the international project TEMPUS EANET, which is being implemented at Yuriy Fedkovych Chernivtsi National University, a meeting of Professor Oleksandr Ushenko and the journalist of “Molodyi Bukovynets” took place recently.

The purpose of the interview was to highlight the complex relationship of the main areas of application of scientific achievements at Yuriy Fedkovych Chernivtsi National University and mechanisms for their implementation.

Professor Oleksandr Ushenko highlighted the informational, applied engineering, biomedical and computer areas of such projects. Special attention was paid to the creation of mechanisms for their implementation. In particular, the creation of venture capital funds, start-up companies and alumni associations, which will provide feedback between the business environment, scientific and educational potential of Yuriy Fedkovych Chernivtsi National University were analyzed.



From: ChNU (by Oleksandr Ushenko)

How to create your first company investment

Learning by doing is one of the leading motto's at the HVA Entrepreneurship program. Some student-entrepreneurs can finance their first start-up costs themselves but most of them need to gain money from elsewhere. Some student-entrepreneurs take too much time to go the “the market” and find out if their product or service is wanted. At HvA we combined those 2 situations and created a solution.

We give them a sales challenge, a product, a good story and a task: “Sell as much as possible”. You can keep the profit for your start-up company.

EUNET newsletter # 28

The product: a water bottle



The story: <https://youtu.be/zhvDrKUnyEQ>



In the picture above you see Suzanne van Reek. She was part of the team that won the previous version of this sales challenge. Their price was: about € 5.000,- profit from their own sales and a trip to Gambia, one of the beneficiary countries of the BOGO bottle. How do you stimulate your student-entrepreneurs to go out and achieve something instead of writing business plans...?

From: HvA (by Michael Tuguntke)



Upcoming events

- **April 2016: PSC4 meeting in Moldova April 3,4,5 and 6 th at ASEM (The highlight event is postponed)**

Appendix

Send your small articles to eanetnewsletter@gmail.com

Send copy until	Edition	Send date
02/03/2016	29	03/03/2016
16/03/2016	30	17/03/2016
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