



10 February 2017

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Upcoming events:

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|------------------|--|-----------------|
| 20-22 March 2017 | Strategy Workshop for Ministries | - HvA Amsterdam |
| 3 - 5 April 2017 | PSC 6 Meeting for EANET Partners | - Chernivtsi |
| 15-17 May 2017 | International Highlight Event | - ISU Tbilisi |
| 26-28 June 2017 | Sustainability Workshop for EANET Staff & Ministries | - ISU Tbilisi |

Do you have an interesting story to share with (other) alumni entrepreneurs and EANET partners?
Please send it to us at eanet.dissemination@gmail.com

Sustainability Training at FUB

By Teona Chubinidze

In the project Tempus EANET the Freie Universität Berlin together with Hogeschool van Amsterdam is responsible for the work package “Knowledge mobilization & Training Programs”. Within the project period, FUB has initiated and conducted two training courses for EAN association staff:

- **Training for Tempus EANET staff in Berlin (4.3)**, including the following topics: Member acquisition, coordinating an entrepreneur Alumni network, creating effective incentives, activating members’ participation.
- **Sustainability Training (4.7)**, including following topics: Fundraising structures, developing a strategy for each EAN association in regards to ensure its sustainability and creating a strong bond between partners’ EAN associations with respect to affirm the future collaboration with each other.

The Sustainability Training took part in the period between 23-26th January 2017 at the Profund Innovation. The aim of the training was to ensure the existence of already created EANs and their activities among the 11 partner countries beyond the project period. In regards to this, the training program included fundraising structures and workshop units targeted on developing the individual strategies of sustainability concept for each EAN association.

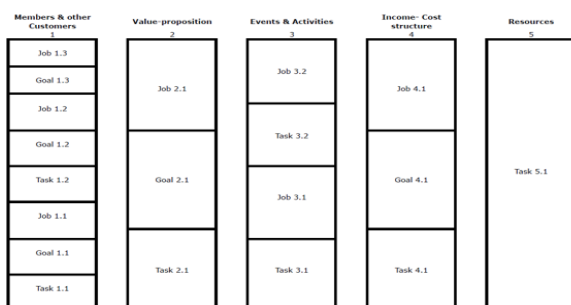
On the first day of the training, each Partner had to present its own strategy of sustainability concept of the EAN. Based upon this, Participants were trained on improving the action plan of achieving the better sustainability concept by means of *barometer of success* containing value-proposition method,

member acquisition, income & cost structure, events & other activities and resources.

On the second day of the training, the partners with the highest results were in charge to support the partners with the lowest deliveries. This workshop unit, called World Café helped them to share the experience among each other and to connect the activities of their EANs in future. In the second half of the day, the participants were introduced to the structures of fundraising. This workshop included the following topics: target groups of potential sponsors of fundraising at universities, motives of sponsoring, difference between donation & sponsoring, goals of working together with companies, steps for structured sponsoring, acquisition conversations, rules for acquisition etc. In the end of the day, participants had a chance to become acquainted with the good practice examples from Germany. Specifically, with the “Netzwerk Unternehmertum der Freien Universität Berlin”; „LMU Entrepreneurship Lab“and „B!Innovation Hub”. Following to this, NUFUB hosted the participants on their monthly event *Business & Beer*, which took place at the incubator of FUB founders.

On the third day of the training, the participants had to rework on their presentations in terms to update their strategies they presented on the first day with the knowledge & experience they got during the training period. As a follow up, each partner was requested to deliver one pager of its action plan.

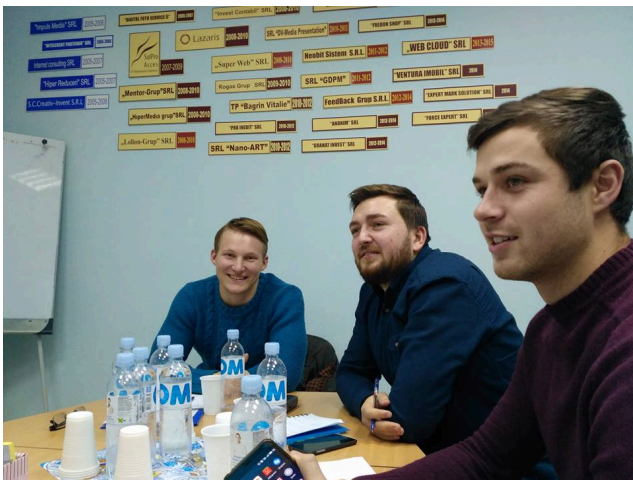
In order to get the feedback from the participants on the training, the questionnaire was developed and evaluated. A Handbook will be written with the purpose of supplying all the participants/EAN staff with the teaching materials, provided during the training period.



ASEM alumni are trainers in the project BusinessLab

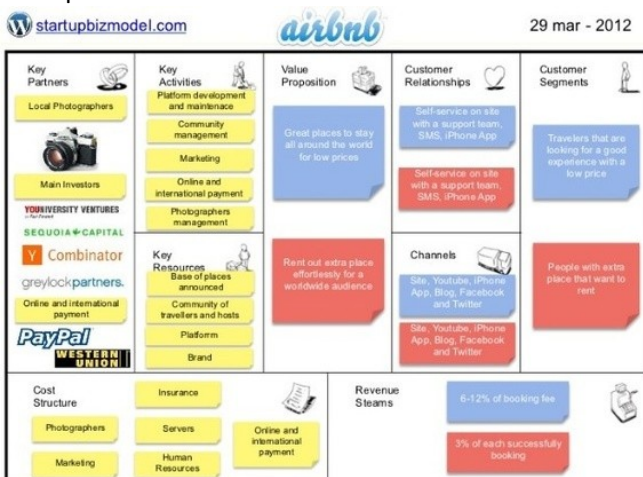
By Tatiana Bucos

During December and January participants of the ASEM project BusinessLab, have developed and tested business models that can be applied on the Moldovan market. Olesea Fortuna, ASEM alumni has helped the project participants to develop business projects, identifying problems and formulating unique value propositions for they customers.



Applying Lean Canvas technology has allowed project participants to link the solutions offered by young entrepreneurs with appropriate distribution channels, costs and future revenues.

Example of Lean Canvas:



Drawing on the experience in entrepreneurship education and the building of communities of entrepreneurs, Olesea put the foundations of an online communication platforms of the project participants. In the secret Facebook group

BusinessLab, project participants exchange opinions, are looking for solutions to problems related to the operation of the business models, discuss useful publications in the development of entrepreneurial skills.

Another graduate ASEM was actively involved in educating young entrepreneurs is Artur Mija. Even if recently graduated ASEM Artur has extensive experience in marketing. In the training delivered by Artur project participants learned how to establish properly prices for goods and services, how to differentiate themselves from other competitors in the market, what channels to use to promote business on the stage of start-up.



Participating graduates with experience in training young entrepreneurs, makes the project BusinessLab to contribute to strengthening the link between ASEM students and graduates.

Kharkov National Automobile and Highway University, Ukraine, hosted the meeting of the Board of the Association of alumni entrepreneurs

By Prof Tokhtat G. - KhNAHU



Kharkov National Automobile and Highway University, Ukraine, hosted the meeting of the Board of the Association of alumni entrepreneurs within the framework of EANET project on 18 January 2017. The Board consists of 20 alumni of several generations, who had graduated from the university at different years, different faculties and specialties, scientists and lecturers of the university. The Board considered topical issues in terms of the extension of the Association and attracting new members to it, the programme of activities and the formation of the budget for 2017 as well as the issue of the re-registration of the Association in the light of a new Register of Public Organizations in Ukraine.

Special attention was paid to the interaction between alumni entrepreneurs and the university's students of all courses and specialties. A separate programme was formed to increase the motivation of students in addition to the quality of students' training, including the lessons of entrepreneurship for students; their involvement in both research, starting from the first year, and scientific students' conferences; having professional competitions and Olympiads for students together with alumni entrepreneurs; training, master-classes, consultations, meetings etc. At the end of the meeting, the Association Board faced a number of original innovations (start-ups) of the university's Department of Automobile Electronics in the field of energy saving technologies

in transport. The issue of finance raising for its realization was actively discussed.



The Marathon of Business Ideas held in Chernivtsi...

by Aleksandr Ushenko, ChNU

The public organization "Society of scientists and intellectual youth", Yuriy Fedkovych Chernivtsi National University and BUKEANA association announced the regional competition "The Marathon of Business Ideas".

Within the project took place public discussion and the protection of business ideas by contestants. The participants will expect rewards and prizes. [The prize fund is over 100 000 UAH.](#)

The jury consisted of leading experts in economics, representatives of public organizations and government, entrepreneurs, bankers and scientists. Within the project held a public debate on the topic "Financial support of small business" and art events, flash interviews, sociological surveys, and more.

Associate Professor of Finance and Economics faculty of ChNU Evgen Tkach said that the project involved the youth, mainly students of different educational institutions in the region of different departments and specialties.

The marathon drew many participants, bringing in innovative new ideas for businesses.

Winners of the event were:

- I Place – Kozak Nazar and Pilipiuk Marian (Вермиферма)
- II Place – Dybinska Anna («Десятка»)
- III Place – Veretiannikova Maria (Биогазова установка)
- IV Place – Kyrpatiy Artur and Slivka Vadeem («TheStarlight»)
- V Place – Feniuk Dianna («...Litost...»)

HvA prepares for Ministry Training in Amsterdam

By Anoesjka Timmermans

From March 20 to March 22, 2017 a 3 day training session is being organized for representatives of the ministries of Economics and Education, of municipalities, of entrepreneur networks and businesses as well as the representatives of the partner universities of the Tempus EANET project. The central theme of the training is the creation / facilitation of (potentially) internationally attractive ecosystems for start-ups, attracting entrepreneurs, ideas, talent and capital from within and outside the country.

During the training the participants will share their experiences with regard to building such networks with each other and guests from the Amsterdam and the Berlin start-up scenes. During the first 2 days the agenda contains a series of round table discussions and key note presentations, sight visits to incubators and start-up accelerator in the city of Amsterdam and an enjoyable social program. On day 3 a visit to the Dutch agency for entrepreneurship (<http://english.rvo.nl/>) is planned to meet with experts who stimulate internationalization of Dutch companies towards Ukraine, Moldova and Georgia.

Next issue will appear on Friday 24 February 2017

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