



EANET newsletter # 50



26 May 2017

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- International Highlight Event a big success
- ENTREPRENEURS IN THE SPOTLIGHT
 - Anna Petrova and Dmytro Yaremko

Upcoming events:

26-28 June 2017	Sustainability Workshop for EANET Staff & Ministries	- GTU Tbilisi
04-05 Sept 2017	Steering Committee meeting PSC 6	- CHNU Chernivtsi

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

Next issue: Friday 9 June 2017

Copy to be sent before Wednesday 7 June

Highlight event EANET Tbilisi 15-16 May 2017

On Monday 15 and Tuesday 16 May the partners and participants of the Tempus EANET network came together to share their achievements and insights at the International Highlight Event, organized by Ilia State University in Tbilisi, Georgia.



After the official opening of the event by Michael Tuguntke, Giorgi Cherkezishvili, Deputy Minister of economy & sustainable development Georgia, is the first speakers at the event, talking about the importance of entrepreneurship. A knowledge driven economy is developing in Georgia. They need start-ups to Create spin-offs of the Knowledge created at the universities.



Ilia state university is important in this process. Incubators and accelerators are already made. Startup Georgia is one of the initiatives with VC's of Silicon Valley. The government gives grants to certain startup initiatives. No shares are bought by the government, but the company has to match with Capital of their own. Government gives loans to companies. Not only IT initiatives, but also local initiatives in for instance the tourist industry are funded. All kind of associations are started. Successes are booked and a T-shirt business started with 50k three years ago was sold this year for 2,5 million dollar. Training and coaching are important!



Achievements of the EANET Partners

All EANET partners present their Alumni Associations and the events they organized. Looking back at the past three years a lot has been done, many events organized for alumni entrepreneurs and frequent meetings between alumni entrepreneurs and students were organized to inspire the students of today to discover entrepreneurship. As we are reaching the end of the project, we are now exploring ways to make our efforts sustainable, for which the sharing of accomplishments today is an important anchorpoint.

One of the initiatives during this event is the agreement between the university of Tbilisi (Ilia State University, Business school) and Kharkiv (Karazin Kharkhiv National University business school) to work together. A bilateral agreement in which their cooperation is captured was signed during the event.

Keynote Networking

Dr Ingrid Wakkee (Lector Entrepreneurship, University of Amsterdam) talks about networking, the importance of networks, but also the downside. There is an ego network but also a larger network, do you know your position in this network? In early stage family and friends are important as they can offer you resources below market prices, so you can use your strong ties but also some weak ties need to be involved. They possess new information and they can help you with resources or legitimacy.

When your networking you have to know your position in the network and what you need and what you can share with your others. You can be

introduced by others to important resources. This is the upside of networking.

But there also is a dark Side: Networks can limit your possibilities. You can become depending on others and sometimes they can pull away your energy. So you have to find the right mix between strong and weak ties, to make your network work for you.



Photo: Dr Ingrid Wakkee

Workshops on Monday and Tuesday

During the highlight event more than ten workshops were facilitated. A couple of the topics were: Strategic Thinking, Supporting the development of start-ups, Stakeholder analyses, Public speaking and pitching, Intellectual property, Event management, Start-up creation in Life sciences, Failure, Funding, Build your personal brand and the role of international partnerships.

Anna Petrova and Dmytro Yaremkovych facilitated the workshops about failure and teams



Anna Petrova starts telling about her experience as an employee at Cisco and the fact that she learned that failure is important to make you grow. It is ok to fail

she told her audience. Therefore we need to develop our soft skills and this is something the university isn't helping the students with. You need to find your inner motivation to become an entrepreneur. She wanted to help people starting their own company in Ukraine and so she started www.startupukraine.com in 2010 and now they helped over 2000 people in Ukraine to start their own business.

Dmytro Yaremkovych of startup Ukraine advised the people at the workshop: " find your why, people don't buy what you do, they buy why you do it" He also gave important tips about teambuilding: "better have a hole in your team than an ashhole."

During the workshop a possibility of cooperation is appeared. Startup Ukraine and Alexander Machedon might work together. Alexander Machedon is the owner of Starnet (www.startnet.md) and one of the leading ICT companies in Moldova. He coordinated the construction of the first fiber network in Moldova and want's to create a platform for collaboration and want's to start his own University.

This is also one of the goals of Dmytro Yermkovych, by starting his own university he can start making changes in Ukraine to facilitate a better entrepreneurial ecosystem.



During the workshop there was a lot of group participation and discussion.

Evening program

We went to the Shadow of Metheki restaurant for the evening to dine together, listen to music and dance.



Day 2 – 16 May 2017

Nino Patareia (Ilia state university) opens the day

She emphasizes the importance of the new network developed within EANET and the new people she met by joining this project. In such little time she made many friends!

Lela Kelbakiani follows up

She is the founder of Kutaisi University in Georgia. She talks about the improvement of entrepreneurship, and how to stimulate an entrepreneurial ecosystem. Support entrepreneurs, not only high tech entrepreneurs, promote entrepreneurship among students and faculty, initiate contests for best ideas e.g. Universities need to partner with business. She forgets to tell that she is an excellent singer as well!

Vakho Vakhtangishvili is one of the workshop providers at the second day...

Vakho is the founder of Leavingstone in 2008 and now his company employs 98 people over 8 special units. He has partners like google and Facebook. He works

together with the innovationlab in Tbilisi Geolab. He is an alumni of the business school in Tbilisi. He started working as a copywriter, but was always dreaming to become a Magician. He told us he was impressed by the possibilities of Virtual reality and so he learned a lot about how to program and develop virtual realities.

Having a philosophy is important and his vision of becoming a magician helped him to develop a way to teleport people. It was really amazing to see how he realized this.

You can watch it yourself at: https://youtu.be/3R5J8Je2j_4

When you believe it can happen, you can make it happen.

100% REAL VIRTUAL REALITY

BACKGROUND
Fied up with exaggerated advertising slogans, Georgian beer drinkers are extremely skeptical about what brands promise them:
Beer #1: "Explore true Czech flavour"
Beer #2: "Real Bavarian Legend"
Beer #3: "Get a taste of German life"
Beer #4: "Discover the real taste of Ireland"
Beer #5: "Feel the power of wild meat"
Beer #6: "Discover real aroma of mountains"
Old Irish - a new craft beer with a really unique Irish recipe, but a catchphrase the audience has heard million times before.

INSIGHT
Promises need to be real.

STRATEGY
To prove to beer lovers Old Irish really means what it says, we demonstrated true meaning behind our promise - "discover the real taste of Ireland" and made these words 100% real.

RESULTS
1 million views in record 72 hours.
515'698 liters sold during the first month.
more than 50% of Internet Users in Georgia.
2x more sales than planned after launch.

EXECUTION
1. We offered ordinary people to take a virtual tour of Ireland.
2. While they explored the nature, streets of Dublin and a typical Irish bar virtually.
3. We built a real Irish bar around them, full of real Irish spirit.

That's us

TAKE GLASSES OFF

REAL LIFE

OLD IRISH

The rest of the second day

In the afternoon we left the facility at Tech Park to visit one of the locations picked by Sandro Kandelaki(manager of Fablab in Ilia State University), Geolab(a mobile and web application laboratory), Vere Loft (A co-working space in the center of Tbilisi) or Impact hub (a co-working space for social entrepreneurs).

The evening was spent a Wine making company near Tbilisi were we had dinner together and Yuriy Ushenko was our toast master that evening and made us toast to fruitful cooperation in the future. The day ended with dancing and a perfect French song by Christine Restakyan "une vie d'amour" by

Charles Aznavour. These were two days to remember!



ENTREPRENEUR ALUMNI IN THE SPOTLIGHT



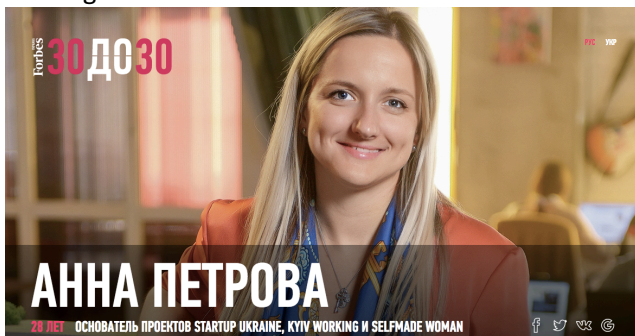
Anna Petrova & Dmytro Yaremkovych
Founder & CEO Start Up Ukraine

Start up Ukraine (low-tech start up supporter)

Is an educational centre for entrepreneurs founded by Anna 5 years ago, when entrepreneurship was not a theme in Ukraine. With an initial budget of only USD 1000 she managed to build a center that to date has served as many as 13.700 clients and reached an audience of 60.000(!) people.

Anna asks: “Failures and success: What are the best teachers”?

Her own answer: Business is always ‘stuff’ but when it is your own business it is experiences. Failure is considered bad. It is what keeps people from starting a business.”



Anna made Forbes Magazine in Oct 2015 – Forbes list top 30 under 30 (year old entrepreneurs). With 8 years of work experience, she strongly believed (and still believes) that entrepreneurs are changing the world. As the founder of Start up Ukraine, Business Camp Made in Ukraine and Selfmade women network, Kyivworking, she is a fantastic rolemodel for (female) entrepreneurs and

EANET is proud to have her as a member of the network!

The world is changing fast, so fast that people need to be flexible. Flexibility Anna and Dmytro consider to be the main skill entrepreneurs need. They see that mindset changes from a linear process towards flexibility to pivot and change at various points of the venture development. GANTT Charts they claim, are a waste of time 😊. Setting milestones at quarterly level instead of a year or more ahead, start each milestone with a sprint of a month and evaluate after a month against the milestone objective(s) is the way to go. Meeting with the core team once a week in what they call ‘a stand up meeting’, in which each participant gets 2 minutes to present results and to do’s for the week.



Dmytro refers to the Business Model Canvas as the tool to design and test your business, giving it the flexibility you need as an entrepreneur to modify your business so that it matches customer needs and market dynamics.

Golden Tip from Anna and Dmytri is assemble a winning team to build a successful business:

Every team has 3 levels of players:

Level 1: Doing the Basics: Do the things or get fired
Level 2: Take responsibility and do solid work – being proactive (B players)

Level 3: A Players -> Highly effective in execution, talented and develop competences, loves what they do, find opportunities, attract other a-players

B Players are good in execution, they work well because of competencies but are not the real talents

C players don’t love what they do, are toxic, lazy. Every team has them..... FIRE THEM!