

Interreg 
EUROPEAN UNION
Balkan-Mediterranean
SMecoMP



NEWSLETTER 5

**A knowledge Alliance
in Eco-Innovation Entrepreneurship
to Boost SMEs Competitiveness.**

Project co-funded by the European Union
and National Funds of the participating countries



Pre - Incubator Program Counseling and Mentoring UKLO and APPRNM

UKLO and APPRNM started the pre-incubator program by inviting students and young entrepreneurs to attend it. After that, the selection of 15 students and young entrepreneurs was done, and counseling and mentoring started with an Introductory outdoor workshop because of Covid 19.

Introductory Workshop, Prilep 23 September 2020

mentors:

Vesna Ivanoska, general manager at Seavus Education And Development Center & Program, Manager Seavus Accelerator, Skopje

Makedonka Dimitrova, Researcher at Entrepreneurship and Leadership Development Institute, University American College, Skopje

Topics covered:

- Introduction to innovation, eco-innovation, sustainable businesses, and circular economy (Game: Mindmapping)
- Creativity and business idea development (Case Study: The Irish Bag Levy)
- Design Thinking & Customer Centered Product Design
- Business idea testing, pitching and reflection by the participants, mentoring
- Business Model Canvas: Explained + Exercise
- Introduction into Startups: What makes startups different from traditional business and
- Introduction into Macedonian Startup Eco-System: Community, Platforms and Financing and Frameworks



02.10.2020, EIE Laboratory, Faculty of Economics - Prilep
Generating eco-innovative ideas and their self-assessment

Counseling and mentoring - first group session



08.10.2020, EIE Laboratory, Faculty of Economics – Prilep

Counseling and Mentoring second group sessions





Individual Counseling and Mentoring

Development of an excellent student's green business idea to the green business concept

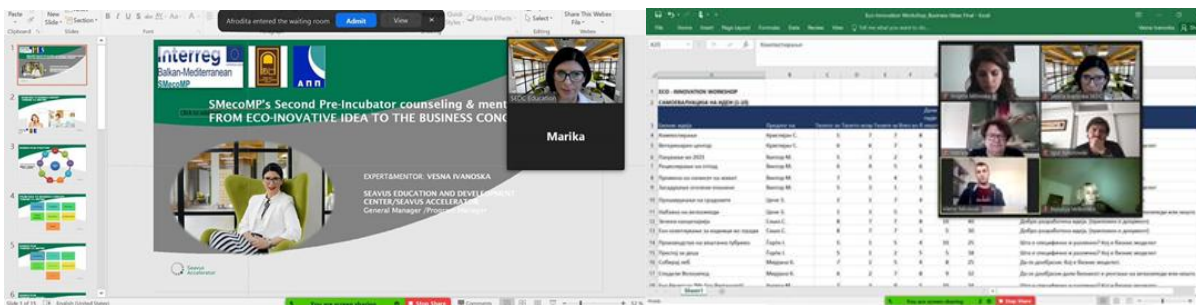
After the Introductory session and a few group sessions, participants had an opportunity to start working on their eco-innovative ideas and gradually turn them into a Business concept and Business Plan. These students and young entrepreneurs worked on transforming their ideas into feasible plans and dive deeper into the process of launching their very first business strategy and business plan.

SMecoMP Pre-incubator Second Workshop (UKLO and APPRNM)

Because of the Covid 19 pandemic, the program continued on a platform with an online discussion of the selected eco-innovation ideas.

Thursday, 22.10.2020, 14:00, Host Mentor: Vesna Ivanoska, Seavus Accelerator

The team of experts: Makedonka Dimitrova, Researcher, University American College, Skopje, Vesna Ivanoska Program Manager of Seavus Accelerator, Saso Koceski, Associate Professor at Faculty of Computer Sciences, University Goce Delcev and Igor Nikolovski, General Manager at Symphony.is



Topics covered:

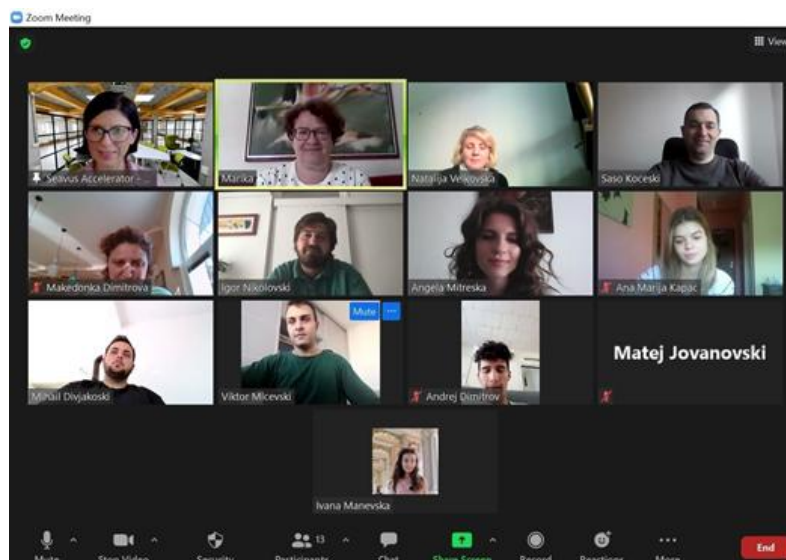
- Business logic and Business plan development: From idea to a Business concept - Thinking vs. Writing
- Business Strategy and Business Plan Structure
- Business Model Canvas
- Business Summary
- Business Ideas Review (Presentation and Group discussion)

SMecoMP Pre-incubator Third Workshop (UKLO and APPRNM) Pitch Deck Preparation

Tuesday, 10.11.2020, 14:00, Host: prof. Saso Koceski



The session gave the participants-entrepreneurs deep insight into what makes a pitch deck successful and how to effectively design and deliver their own.



Meanwhile and after this meeting, six teams of students and young entrepreneurs with six business ideas were working with mentors individually. They prepared presentations of their results on PPT and presented them at the Final Workshop organized on 25.11.2020.

Final pre-incubator workshop

- Presentation of the students and young entrepreneurs' business concepts
- 6 green ideas counseled and mentored by 4 experts were transformed into promising green business concepts

Experts: Vesna Ivanoska, Makedonka Dimitrova, Igor Nikolovski and Sasho Koceski

