



[EANET newsletter # 47](#)



**10 March 2017**

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**Upcoming events:**

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](mailto:eanet.dissemination@gmail.com)

Next issue: Friday 24 March

Copy can be sent before Wednesday 22 March



## Program Tempus EANET Strategy Workshop for Ministries, Partners, Entrepreneurship facilitators and Entrepreneurs

### Creating and Nurturing an Ecosystem for start up and scale up entrepreneurship Amsterdam, 20-21-22 March 2017

#### Representatives from:

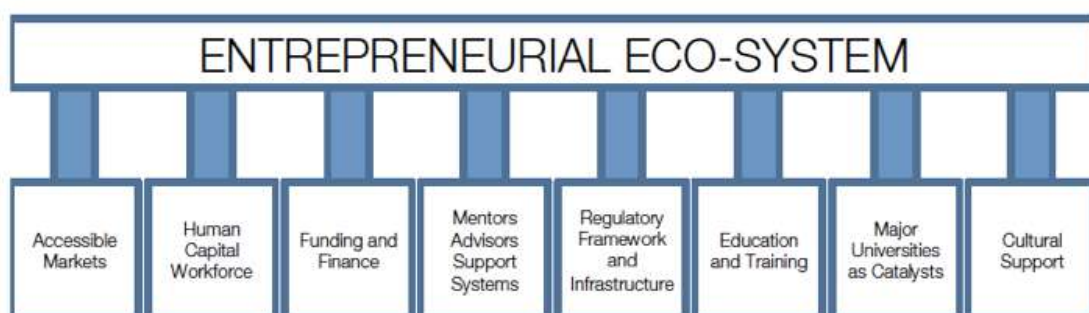
- Ministry of economic affairs the Netherlands
- Startup Amsterdam/Amsterdam City Council
- Ministry of Economic Development and Trade of Ukraine
- Ministry of Education and Science of Ukraine
- Ministry of Education and Science of Georgia
- Ministry of Education, Republic of Moldova
- Ministry of Economy from Moldova
- Ministry of Energy of Georgia
- Kharkiv City Council
- Kharkiv Regional State Administration
- Chamber of Commerce and Industry of Moldova
- International Foundation for Education Policy Research
- Universities from Ukraine, Moldova and Georgia (partners EANET)
- Businesses connected to the EANET partners

#### Objective:

Share knowledge, experience and insight in what it takes to stimulate the formation of an ecosystem for entrepreneurship that creates economic growth, innovation and jobs and that attracts talent and investment.

#### As preparation for the workshop, each participant is asked to prepare the following questions:

- How does your culture embrace entrepreneurship?
- What does your organisation do to stimulate entrepreneurship?
- What does your organisation need to stimulate entrepreneurship?
- What barriers to you experience in building an entrepreneurial ecosystem in your country/city?
- What should the training bring you? (lessons learnt/connections made)



## PROGRAM

### Day 1 Monday 20 March 2017

Government and University perspective

09.30-10.00 Welcome & Introductions by Michael Tuguntke & Willem Baumfalk, AUAS

10.00-10.15 Intro in building ecosystems for start-ups and scale ups

10.15-10.45 Break out sessions:

Round table discussion on the topic of creating favourable ecosystems for entrepreneurship.

- What does your country / city do (currently) to stimulate (start up) entrepreneurship?

- What does your university do to transfer technology and inventions to markets?

10.45-11.00 *Break*

11.00-11.45 Continued round table discussion (break-out sessions)

- If you were to have unlimited resources, what would you do to create your ideal start-up ecosystem?

11.45-12.30 What are the benefits of an attractive entrepreneurship climate for a city/nation? And what does it take to create one?

12.30-13.00 Science Park

13.00-14.00 Lunch at Oerknal, Science Park

14.00-14.45 What made Amsterdam one of Europe's start-up capitals? And how did government contribute to its success?

15.00-15.45 What is the role of technology transfer from universities to markets?

How can tech transfer be organized such that innovations do reach markets?

15.45-16.15 Tour Start up Village

16.15-17.00 What can university incubators contribute to tech transfer and a start up scene in general?

17.00-17.30 Meet the entrepreneurs at the incubator

### Evening programme

### Day 2 Tuesday 21 March 2017

Private and Corporate perspective

09.15 -10.15 How to facilitate the growth of start-ups by trainings program and investors?

10.30-10.45 Coffee at TQ

10.45-11.15 Attracting investment to an entrepreneurial ecosystem & crowdfunding

11.15-12.00 Creating a vibe that attracts entrepreneurs and talented staff for start up companies

12.00-13.00 Lunch at TQ

13.00-13.30 Role of Chamber of Commerce in supporting start up scene

13.30-15.30 Break out session in countries: Discussion how EANET partners and delegates present can help each other build and/or strengthen their entrepreneurial ecosystem(s)

15.30-16.00 Meet the entrepreneurs at TQ

16.00 Wrap up sessions (per country): new insights, new questions, new actions, how to embed lessons learnt in EANET project, preparing for International Highlight event in Tbilisi

17.00 Pick up by boat to Pont13 for dinner



### Day 3 Wed 22 March 2017

10.00-12.00 Networking and Round table discussion with trade advisors at Dutch Ministry of Economic Affairs; Netherlands Enterprise Agency (<http://english.rvo.nl/>) - in The Hague.

12.00 Travel back to Amsterdam  
End of Programme





## The week of the career and innovative entrepreneurship

By Valentina PRITCAN, USB

During the period February 27- March 3, 2017, Alecu Russo Balti State University organized **“The week of the career and innovative entrepreneurship”** (part one) for students and graduates, in order to enhance the entrepreneurial skills of USB students as well as to strengthen the relationships with Alumni Entrepreneurs.

The week of the career and innovative entrepreneurship is challenging the students to face the difficulties in their career and helps to discover the entrepreneurial environment. Through this event, USB aims to help students and graduates to validate their studies on the labour market as well as to be informed about the career innovations due to constant and development of their own business.

The week of the career and innovative entrepreneurship has contributed to the active implication of the students, graduates and academic staff during the discussions, analysis, reflections during the round table meetings as well as during workshops, trainings and meetings with successful entrepreneurs.

The event It was organized by EANET team from USB in partnership with the Innovative Career

Development SYSLAB Centre from Balti, Charity Foundation of Moldova, A.O. „Service for Peace ’, Cluster „Innovations for social cooperation”, Territorial Labor Agency, student-entrepreneurs, Alumni entrepreneurs.

The week of career and innovative entrepreneurship included 5 interactive workshops:

- The strengthening of the entrepreneur capacities through valuing strong relationships with entrepreneurs (students and USB Alumni);
- Volunteerism - a chance to earn experience and get information for the future career;
- Interview of success - How can you impress people during an interview?
- Innovative entrepreneurship;
- Labour market: trends and challenges.

The event page can be found at this link:

<https://www.facebook.com/events/1838574629716226/>



**Multiplying experiences and exploration of innovations for career through volunteering.**

One of the workshops during the “week of Innovative entrepreneurship” was dedicated to volunteering as a chance to acquire experience / exchange experiences and exploration of innovations for the future career.

The event was organized by the EANET USB team in partnership with the Moldovan Charity Foundation A.O. „Service for Peace”, Pro-social cluster „Innovations for Social Cooperation”.



Cecilia GRAUR, President of the Charity Foundation and USB Alumni, highlighted the correlation between volunteering and assertiveness career. She presented several successful practices of the students’ involvement in social entrepreneurship, showing the benefits for multiplication of experiences and exploration of innovations for the future career. The concrete volunteering experiences were presented by the student from the Faculty of Philology, Marionela LISNIC.

The correlation between social entrepreneurship and opportunities for personal and professional growth were presented by Liviu MORARU, the President of A.O. „Serviciu pentru Pace/ Services for Piece”, the Coordinator of the national project „Festivalul Voluntarilor/ the Festival of Volunteering”, Executive Director of the Pro-social Cluster „Inovații pentru Cooperări Sociale/ Inovation for Social Cooperation”. The participants of the event have presented the benefits of volunteering, the opportunities of volunteering involvement, and the financing instruments of the social entrepreneurship.



## ENTREPRENEUR ALUMNI IN THE SPOTLIGHT

### Kolchina Alla Vladimirovna

Entrepreneur, designer

#### MY PROFESSIONAL STORY

Now I am engaged in the design of residential and commercial premises, interior and exterior design. In addition to this, I have a school in which I teach everything that I can do myself. My professional experience I got on my own, because I decided to try to work for myself. By the desire to be the best among the competitors I was motivated to professional growth.

There was a period (in 2008), when I panicked and decided to go to work for a large company. But after 8 months I realized - having worked for myself, there is no way back. I resigned, having gained invaluable experience and connections. At this time I decided that we should look for something that is interesting to people at the time of the money restriction. It turned out that many people want to learn how to do a design on their own to save money. Moreover many people want to change their profession. So there were my first students and I realized that my new activity brings me even more pleasure than the previous one. Education consists of several different stages and everyone can choose what he is interested in - this is a 3D drawing, or theory, or drawings, or maybe all together.

I did not engage in legal activities for a long time. But everything that I studied was useful. Many people who turn to a designer are concerned about professionalism, honesty, speed of the designer. Then a well-written contract comes to aid, where all the rights and obligations of the parties are provided.

I am glad that at one time I got to this university, because in other institutions, they worked on another "Soviet" system. I had to attend lectures with my friends. So boring! But we had it interesting. Also we

#### ALMA MATER - "KROK" IN LIFE

were provided with very useful practice after training. In particular, I went to the Supreme Court.

Useful in the educational process, these are well-chosen teachers. I want to thank all of them without exception, beginning with the teachers, thanks to which the educational institution was created, and continuing with the teachers. Unfortunately, I do not remember all the names. Some of us no longer exist ... And I am grateful to everyone who studied with me, because we can still communicate and cooperate!

Today I maintain contacts with the University through the Association of Graduates of the KROK and I am proud that I have joined as a designer to create the headquarters of the Association, in which now graduates are happy to meet. In addition to this, my husband receives a second higher education at the University, and my two sons study at the Kiev Lyceum of Business.

#### What am I proud of & What inspires me

All I wanted in life – I have reached: there is a job that I love, a big family. Now it remains to cherish what I have, and learn new things. I would say that teaching is my hobby. I enjoy the fact that I can share my experiences, and I also learn a lot from the students!

P.S.

There is simple advice for modern and future "KROK-people" - do not be afraid to constantly change life and move! It is not necessary to work on the acquired specialty, but remember that all knowledge will be useful, all people in our life are not accidental. Everything that you do will return to you twice.



## 7 TIPS FOR YOUNG ENTREPRENEURS FROM ANDREI RUDOI – ASEM GRADUATE ENTREPRENEUR

By Tatiana Bucos



**Andrei Rudoi** is a young entrepreneur who started his first business while being a high-school student. “Because” is the first company founded by Andrei, specialized in producing frameless furniture – bean bag. Besides “Because”, at the age of 22 years, Andrei is the founder of 5 other business projects.

Taking into account the experience he has gained so far, Andrei has the following recommendations for young entrepreneurs:

### # 1. THE SOONER YOU START DOING BUSSINES, THE BETTER

I believe it is extremely difficult to start a business after 30 years, when you are married, have children, house rent, leasing, etc. At this age the fear that you will not succeed becomes a significant barrier to start a business. In addition, the risk of losing the invested money does not allow you to think freely and to give the maximum out of you. I started my business as a student, and for me, a monthly profit of MDL 500 was enough, as accommodation, maintenance, food etc. were all provided by my parents. Having no financial responsibilities towards other people, I had enormous freedom to make mistakes. I was not put in the situation to take the right decision – I tried everything, because I had nothing to lose.

### # 2. YOU ARE THE CAUSE OF YOUR BUSINESS FAILURES, NOT THE STATE

If you want to do business, find a simple business idea that does not require major investments, develop a model for your business and implement it. If you do not do business because you think the state is corrupt, that taxes are too high, because you do not have enough money for investment ... you are simply not yet ready to do business.

### # 3. FIRST BUSINESSES SHOULD NOT BE BIG

The first businesses are meant to teach you how to "make things happen". Your first business will teach you how to make a business concept, how to interact with the customer, how to manage a team, a sum of money. Once you become a good manager and develop an entrepreneurial mindset, you can start a business worth investing large sums of money.



### # 4. DO YOU REALLY WANT TO DO BUSINESS?

An ordinary idea can turn into a business success, while a brilliant idea can be a failure. The important thing is who makes them and how. There are people in Moldova who start a business just because their

neighbor has a similar one, which is going very well or because they saw an idea on a social network that they find easy to implement. In order to have a successful business idea you need to know how to implement it, to be better than your neighbor who already has similar businesses.



#### # 5. DO NOT INVEST TOO MUCH IN A NEW BUSINESS CONCEPT, YOU RISK TO LOOSE YOUR MONEY

Before you invest large sums of money, test the business on a small segment. Even if you have money, do not invest it in business before testing the product or the market. Any product niche can be tested before making a considerable investment. First you have to see whether or not your product is demanded, see how people react to what you offer, and, most important, see if you like to take care of this business.



#### # 6. DO NOT MANAGE LARGE AMOUNTS OF MONEY UNLESS YOU ARE PREPARED

You should manage the amount of money you can handle to. Imagine you have MDL 5,000 per month and the next month you get MDL 100,000. You will panic and will not be able to manage it appropriately, and, eventually, there is a big probability to lose it just because you do not know how to spend and how to invest it properly.

#### # 7. TEST AND EXPERIMENT

You have to experiment and give the customer only the best. We have tested more than 20 models of bean bags, and ended up with only 5. We quit uncomfortable models that were not time proof. We offer our clients just what we have tested and we know it is good.

