

# BUSINESS IDEA DEVELOPMENT ON-LINE COURSE

15<sup>th</sup> and 16<sup>th</sup> of September

 This activity has received funding from the European Institute of Innovation and Technology (EIT), a body of the European Union, under the Horizon 2020, the EU Framework Programme for Research and Innovation



WE'RE MOVING ON-LINE!



HUP

We invite you to join **the Business Idea Development Course**, organised by RC ADRIA Hub, supported by the Croatian Employers' Association (CEA) and financed by EIT RawMaterials. The event is focusing on the development of innovative ideas, bringing them to the level of structured business innovations, in the sector of primary and secondary production of raw materials.

Three best rated business ideas generated at the Course will be selected to be included in the Jumpstarter 2021 - EIT RawMaterials programme aimed at entrepreneurs, enabling further development of the quantitative business model and market entry strategies, competition assessments etc., also including financial rewards for successful ideas!

**Due to the COVID-19 restrictive measures,  
the course will be held as an on-line event,  
from 15<sup>th</sup> to 16<sup>th</sup> September 2020!**

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### What does the Course include?

- Two days of intense training
- Materials in digital form (design thinking, pitch preparation, business model, info about the industry challenges, etc.)
- Forming and mentoring teams, defining innovative ideas for inclusion in the EIT RawMaterials programme
- Design thinking workshop - a structured method of innovation
- Organizing the pitch section with the COSTAR method
- Information on available EIT RawMaterials programs
- Recommendations of the mentoring team for the next steps in the innovation process.

### What are the expected results?

Three best rated structured business ideas generated at the two planned Business Idea Development courses will be selected for the inclusion in the EIT RawMaterials Jumpstarter 2021 programme for entrepreneurs, followed by the quantitative business model and market entry strategy development, competition assessment etc., with financial rewards for successful ideas. The selection of the Jumpstarter participants will be based on the strength of the entrepreneurial idea, the impact on the sector and the growth potential. The implementation of the final market solution is possible through a successful project or a successful start-up with co-financing through the programmes such as EIT Raw materials KAVA Call, Start-up or an SME Booster and RawMaterials Accelerator. Also, the ideas will be presented at the Adria Innovation Day event in Slovenia.

### What are the priorities of the EIT RawMaterials?

- Exploration and raw materials resource assessment
- Mining in challenging environments
- Increased resource efficiency in mineral and metallurgical processes
- Recycling and material chain optimisation for end-of-life products

- Substitution of critical and toxic materials in products and for optimised performance
- Design of products and services for the circular economy.

### Start-ups portfolio financed by the EIT RawMaterials

#### **Mining (20)**

[https://eitrawmaterials.eu/startups-portfolio/?sfm\\_thematic\\_fields=Mining](https://eitrawmaterials.eu/startups-portfolio/?sfm_thematic_fields=Mining)

#### **Exploration (5)**

[https://eitrawmaterials.eu/startups-portfolio/?sfm\\_thematic\\_fields=Exploration](https://eitrawmaterials.eu/startups-portfolio/?sfm_thematic_fields=Exploration)

#### **Processing (22)**

[https://eitrawmaterials.eu/startups-portfolio/?sfm\\_thematic\\_fields=Processing](https://eitrawmaterials.eu/startups-portfolio/?sfm_thematic_fields=Processing)

#### **Circular economy (16)**

[https://eitrawmaterials.eu/startups-portfolio/?sfm\\_thematic\\_fields=Circular%20Economy](https://eitrawmaterials.eu/startups-portfolio/?sfm_thematic_fields=Circular%20Economy)

#### **Recycling (17)**

[https://eitrawmaterials.eu/startups-portfolio/?sfm\\_thematic\\_fields=Recycling](https://eitrawmaterials.eu/startups-portfolio/?sfm_thematic_fields=Recycling)

#### **Supstitution (18)**

[https://eitrawmaterials.eu/startups-portfolio/?sfm\\_thematic\\_fields=Substitution](https://eitrawmaterials.eu/startups-portfolio/?sfm_thematic_fields=Substitution)

### Requirements and target groups:

**The course is held without registration fee for the participants.**

Participants are holders of innovative ideas in the sector of production of primary or secondary non-energy minerals (industry experts, scientists, students...) from ADRIA countries (Albania, Bosnia and Herzegovina, Montenegro, Croatia, Kosovo, Northern Macedonia, Slovenia, Serbia).

### Number of participants:

- max 20 participants, work in smaller teams

### How to apply:

Applications are received until 10th of September 2020 via:

<https://forms.gle/JKkXZef2iYdyQgbUA>



## Whom to ask additional information?

### **Petra Grgasović**

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## About the mentors

**IVANA ČULJAK** - for years actively involved in business coaching and mentoring, initiating incubators and accelerators. As a manager of the Zagreb Innovation Centre (ZICER) - an incubator for high technologies, Ivana has mentored more than 100 start-ups. She was also responsible for the development of a 10,000 m<sup>2</sup> technology infrastructural project and the improvement of support to start-ups by developing new supporting measures. She previously worked on the implementation of more than 100 innovation projects (contract value over EUR 19 million) in the Croatian Agency for Small Business, Innovation and Investment (HAMAG - BICRO). Now, as a COO of INVENTO company, she works on various programs that support students and entrepreneurs, developing ideas, accelerating businesses and commercializing products on the international market.

**IVANA ŽORŽ** - experienced in managing EU / World Bank funded projects / programmes, including project implementation, monitoring and impact assessment. As a member of INVENTO, she is responsible for projects such as Danube Energy +, addressing the need for adjusting regional ecosystems to increase the potential of young innovators. Working as a Director of the Customers' Development Support Sector at the Croatian Agency for Innovation and Investment in Small Enterprises, she managed schemes in the field of regional competitiveness and innovation policy, that includes design,

creation and maintenance of an innovation-based enterprise system aimed at developing a stimulating ecosystem that promotes sustainable development.

**URŠKA JEŽ** - a serial entrepreneur with more than 20 years of experience abroad and in Slovenia. She is an engineer who founded, co-founded or launched several companies, including ABC Accelerator for start-ups. She dedicates her passion to coaching and building new business models while helping companies to overcome differences in the shortest possible time. As a person with a deep insight into start-ups, large traditional companies and most of all - their differences, she works with teams on several topics and monitors their improvement on a daily basis. She initiated the connectivity of the ABC Accelerator, finally becoming responsible for connecting with the most important European promoter of energy companies - InnoEnergy, where she also worked with start-ups in the field of innovative energy solutions.

**SABINA ĐUVELEK** - a psychologist and an expert in training and designing programmes to encourage productivity and proactivity. She is focused on strategic development, including the conceptualization and implementation of new projects. Sabina holds a PhD in applied psychological sciences and investigates the effects of exercise on work engagement, emotional intelligence, and productivity. She now works as the head of the coaching network at Petrol d.d. where she is responsible for building a coaching network with an emphasis on performance coaching. Before being a program director at the Ypsilon Institute, one of the most recognized non-governmental organizations for cooperation between young people and the intergenerational cooperation in Slovenia, she launched several projects, one of which is a national action called Slovenia - Mentor Country. In 2016, she was selected as one of the emerging young leaders in the Balkan region to participate in the Tech Innovation & Entrepreneurship Fellowship.

THE AGENDA		
DAY 1 – 15/11/2020 – IDEA DEVELOPMENT		
Timeslot	Activity	Description
09:00 – 09:15	WELCOME SPEECH and INTRODUCTION OF MENTORS	At the beginning, you will learn more about the people who will help you develop your ideas and hear some tips from the last-year's participants.
09:15 – 09:30	WORKFLOW and HOW TO USE ZOOM FOR BEST RESULTS	We will also provide basic information about how to manage Zoom and make the best of it.
09:30 – 10:30	TEAM CHALLENGE	To make the course a better experience (even online) it is important that we reserve some time for the participants to get to know each other. Sharing our strengths is the first step towards building a team. That is why we prepared a short team challenge that will enable team members to align and work more efficiently later in the process!
10:30 – 11:30	IDEA GENERATION with DESIGN THINKING METHOD	Design thinking is both an ideology and a process that seeks to solve complex problems in a user-centric way. It focuses on achieving practical results and solutions that are: <ul style="list-style-type: none"> <li>• Technically feasible: They can be developed into functional products or processes;</li> <li>• Economically viable: The business can afford to implement them;</li> <li>• Desirable for the user: They meet a real human need.</li> </ul> The ideology behind design thinking states that, in order to come up with innovative solutions, one must adopt a designer's mindset and approach the problem from the user's perspective.
11:30 – 12:30	<i>Break</i>	At the same time, design thinking is all about getting hands-on; the aim is to turn your ideas into tangible, testable products or processes as quickly as possible.
12:30 – 15:00	IDEA DEVELOPMENT with DESIGN THINKING METHOD	Learn more at: <a href="https://www.youtube.com/watch?time_continue=1&amp;v=-ySx-S5FcCI&amp;feature=emb_logo">https://www.youtube.com/watch?time_continue=1&amp;v=-ySx-S5FcCI&amp;feature=emb_logo</a>
15:00...	IDEA TESTING PHASE (validation of the idea)	In this phase you have already designed the idea and now it is time to test it with the potential customers. General objective is to get feedback from the customers about the idea/product and use that feedback to make it better and more aligned with their needs. You will be doing this outside the official program, on your own time (as team homework;).

**DAY 2 – 05/11/2020 – IDEA DEVELOPMENT**

Timeslot	Activity	Description
9:00 – 10:30	<b>REFINEMENT OF THE SOLUTION BASED ON TESTING PHASE</b>	Based on the feedback from potential „customers“, the teams will refine their ideas and make it better, more viable.
10:30 - 12:00	<b>BUSINESS MODEL DEVELOPMENT with CO-STAR METHOD (workshop)</b>	<p>COSTAR is short for:</p> <ul style="list-style-type: none"> <li>• Customer</li> <li>• Opportunity</li> <li>• Solution</li> <li>• Team</li> <li>• Advantages</li> <li>• Results</li> </ul> <p>It is a method used globally to prepare a business model and pitch the idea to the potential investors. It is a simple way of thinking about the potential business, easy to understand. This part is carried out in groups.</p>
12:00 - 13:00	<i>lunch break</i>	
13:00 - 14:00	<b>INTENSIVE PITCH TRAINING</b>	This part, done in teams, is the final step where you will prepare the pitch and present the work done in the last 2 days, in front of the mentors.
14:00 - 15:00	<b>PITCH WRITING</b>	
15:00 - 15:50	<b>PITCHING "live" &amp; MENTORING</b>	
16:00...	<b>ANNOUNCEMENT OF THE WINNERS</b>	

## FAQ

### What should I expect from an online course?

ONLINE IS AN OPPORTUNITY!

Due to the circumstances connected with COVID-19 and the fact that participants are from different countries we will implement ADRIA HUB workshop **completely online**. Program and flow of the 2-day workshop are designed in such a way that enable interaction and collaboration between participants and organizers – we will be cooperating via Zoom platform. Few days before the event you will get the link and password through which you will connect.

Teams will be working together in so called **“Zoom breakout rooms”** where they will have their own privacy to generate and develop business ideas. The rest of the program will be implemented in the **“Zoom classroom”** where all teams will be present.

So, all you need is a stable internet connection, motivation and willingness to learn. Headphones are recommended. We are looking forward, are you? :)

### How much of my free time (outside the course programme) should I reserve on DAY 1?

The extent of your engagement is up to you and your team!

### What is the final envisaged result of my work during the course?

You will finish the course with a developed business idea on a COSTAR template.

### What if I have no idea of my own?

No problem, you will develop one during the initial phases of the design thinking process or join a team that already has a clear idea.

### How to join the Zoom session?

We will send you a detailed info after receiving your full application at:

<https://forms.gle/JKkXZEf2iYdyQgbUA>