**WHY ATTEND**

**Competition of Start Up projects**

This is a Project of business, informal education and development of the Start-Up community. It will help the young entrepreneurs maximally develop their business project and fill it with valuable information.

T**he main objective of the Competition**

To promote the development of an effective innovative entrepreneurial ecosystem in the Republic of Moldova.

**For whom?**

  for those, who:

\* dreams of implementing a high-tech start up project (idea);

\* who is tired of working for hire and is in searching process of new opportunities;

\* wants to create a spinoff;

\* Interested in acquiring new skills and competencies.

**Expected results**

For StartUps

To get an expert evaluation of the existing Business Models

"See" new opportunities

"Pack" the project and «move it" to new markets

Mentors, Business Angels, Experts

Search and evaluate perspective projects

PR campaign

Sinking in a positive-creative atmosphere

As a result of the selection of Start-Up projects, 10 entrepreneurs will take part at Express module courses (during 5 weeks), as a result of the passed courses, entrepreneurs will learn how to creating successful presentations, independently managing the company's finances, how to attract potential partners and get acquainted with investors, and conduct marketing campaigns increasing sales.

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**The program includes 5 educational modules:**

I Business modeling;

II Teambuilding;

III Marketing, PR and sales;

IV Investment and finance;

V Presentation for Investors.

At the end of the Educational modules, **Pitching Day** will be held. The evaluation will be done by a jury compose of : representatives of business, innovation infrastructures, banks, media, etc.

Three Teams ( 3 Teams) will enter into final stage of the Competition, they will compete for the title of the Winner of the Competition. Participants who have win the 1st, 2nd and 3rd degree prizes, will be able to participate in the technology transfer competition within the Agency for Innovation and Technology Transfer, will make presentations for private Investors, will become a resident of an Innovative Incubator. From 7 to 10 of December , the Winner of the Competition will take part at **sTARTUp Day 2017** Tartu (Estonia).

**How will Express educational program be conducted**

Full-time (meetings 3-4 times a week, beginning at 18.00), during 5 weeks. Each module provides a 2-hour practical lesson, including a "questions-answers" session.

Thus, all the knowledge gained during the time of express educational program, can be applied in real life for the development yours StartUp project.