

Mentor's Mix SpringBoard applied knowledge workshop:

Trends, Tools and Practices to improve mentoring for early-stage teams

Thessaloniki, Greece: May 15th, 2015

Working Language: Greek. Tools/materials and suggested readings are in English

Target Audience: Mentors, Entrepreneurs, Academics/Professionals

Mentoring plays a vital role in growing young companies, whether Scaleable Startups or SMEs. The mentoring relationship can be greatly enhanced by understanding – from a practical perspective – the early steps of new ventures, and the current and future climates they must operate in.

This interactive workshop will provide an in-depth look at issues faced by startups and SMEs, and thus equip Mentors with the perspective necessary to assist entrepreneurs, teams and founders.

Participants will leave with practical knowledge and tools in the following areas:

- Technology trends and foreseeable directions in global business
- Finance mechanisms and funding issues for various forms of ventures
- Tools to aid the Mentoring process
- The basics of lean startup methodology
- Challenges faced by founders and partners
- 4 hours applied mentoring with startup entrepreneurs

Cost: Individuals: €50 per person
 Institutions: €250 up to 2 persons (inclusive VAT)
 Includes Materials and Certification of Participation

Program

09:00 – 09:15 Introductions & Coffee

09:15 – 10:00 De-crypting the Innovation Eco System & Introduction to Lean Startup methodology and tools: Business Model Canvas, Mentor's Canvas, 4-D Assessor
 Adriane Thrash, Innovation Farm
 Needs, Similarities and Differences in mentoring Startups and SMEs
 Argyris Spyridis, Innovation Farm

10:00 – 11:00 Mentors work with teams = SME/Lifestyle/Scaleable

11:00 – 11:30 «Angel Investors and their role as Mentors»
 (Invited Speaker)

11:30 – 12:00 «Finance and Funding 3.0 => the Basics of Raising Capital for Entrepreneurs»
 Mr. Aggelos Magglis, Atlantis Research

12:00 – 13:30 Mentors work with teams = SME/Lifestyle/Scaleable

13:30 – 14:30 Lunch

14:30 – 15:30 «Trends in Tech => How to Spot a Winner»
 Dr. Fotis Draganidis, General Manager Microsoft Innovation Center

15:30 – 17:30 Mentors work with teams = SME/Lifestyle/Scaleable

17:30 – 18:00 Mentor teams present results, discussion and conclusions