

EVENT REPORT

Author:	Jelena Jevtović
Event Title:	Trainings within Act3.4
Event Date:	April 15, April 24, May 5, May 14, 2015
Event Venue:	Business Innovation Centre Kragujevac
Type of event: (National, international, press conference, promotional event etc.)	Training
Short description:	
<p>The trainings within activity Act3.4 were organized by Business Innovation Centre Kragujevac in cooperation with Business Support Office of the University of Kragujevac. The training activities belong to Module 4:</p> <ol style="list-style-type: none"> 1. Development of Business Model 2. Validation of Business Model 3. Financing for start-ups 4. Elevator pitch <p>The trainees were students, participants of the Competition for Best Student Ideas at the University of Kragujevac. During these trainings, the students had the opportunity to develop the business models for ideas they applied with within the Competition.</p> <p>The training materials were developed by the task leader Business Incubator Novi Sad at the workshop held in Belgrade, in January 2015. The teaching material was distributed to all business incubators within the WBCInno project, in order to have the same training methodology and to expect the same training outcomes regardless individual trainers.</p> <p>The first training Development of Business Model was organized as two-day event, on April 15 and 24. During the training, 21 students were present on the first day and 17 students on the second day.</p> <p>The second training Validation of Business Model was held on May 5, 2015. The training included several topics such as validation of business models, mapping of customers profiles and target groups, interviewing the customers, MVP, etc.</p> <p>The training Financing for start-ups was organized on May 14, 2015 in the Business Innovation Centre Kragujevac. The participants had an opportunity to learn more about the sources and modalities of financing for start-up companies, balance sheet and income statement, as well as the cash flows.</p> <p>The training for Elevator Pitch was organized on June 10, 2015. The aim of the training was to prepare the Competition participants for their pitch presentations that they will held at the local final Competition. The participants learned more about what makes a presentation successful, how to transfer the message and received some guidelines for preparing their elevator pitch.</p>	
Organiser(s):	Business Support Office of the University of Kragujevac and Business Innovation Centre Kragujevac
Agenda:	http://www.wbc-inno.kg.ac.rs/pub/download/1430223553654_agenda_za_15.04.2015_bic.pdf http://www.wbc-inno.kg.ac.rs/pub/download/14302235803332_agenda_za_24.04.2015_bic.pdf

	http://www.wbc-inno.kg.ac.rs/pub/download/14309897022964_agenda_za_obuke_05.05.2015_bic_v1.pdf http://www.wbc-inno.kg.ac.rs/pub/download/14320237103112_agenda_za_14.05.2015_bic_v2.pdf http://www.wbc-inno.kg.ac.rs/pub/download/14340115648666_agenda_za_10.06.2015_bic_v1.pdf
Total number of participants:	81
Links to further information:	http://www.wbc-inno.kg.ac.rs/article/results-20142015/startup-training-courses-for-university-studentsstaff.html
Other personal remarks:	
<p>During the event, WBCInno and BSO promotional material was distributed to all participants. All training material and presentations were uploaded in the UKG INNO platforms within the teams (groups).</p>	

1. EVENT ORGANISATION DETAILS

Invitation was sent off to participants on:	n.a.
Information Material was sent off to participants on:	n.a.
Date of Initial Participant List Compilation:	n.a.
Date of Final Participant List Compilation:	n.a.
Total Number of Participants Invited	60
Date of Agenda Finalisation:	n.a.

2. Problems encountered during the event preparation phase

(To be filled by organisers)

Organisers: Please complete (if you have not met with any problems in that phase, please fill in "N/A". Please also include any feedback by the participants **before** the workshop)

1) n.a.

3. EVENT ROLLOUT

3.1. Final Event Agenda + Participant list

Development of Business Model (part one)

AGENDA

Obuka za takmičenje za najbolju studentsku ideju 15. april 2015. Biznis inovacioni centar, Trg Topolivaca 4, Kragujevac, Sala za prezentacije I sprat	
15:00 – 15:30	Registracija učesnika
15:30 – 16:00	Pozdravna obraćanja <i>Prof. dr Vesna Mandić, Koordinator WBCInno projekta, Prorektor za međunarodnu saradnju Univerziteta u Kragujevcu</i> <i>Vojislav Veljković, partner WBCInno projekta, Direktor Biznis Inovacionog Centra</i>
16:00 – 17:00	Razvoj poslovnog modela CANVAS model: 1. Segment kupaca 2. Predložena vrednost 3. Kanali <i>Ivan Marković, Koordinator za razvoj tržišta Biznis Inovacionog Centra</i>
17:00 – 17:15	Pauza za kafu
17:15 – 18:15	CANVAS model: 4. Odnosi sa kupcima 5. Prihodi 6. Ključni resursi <i>Ivan Marković, Koordinator za razvoj tržišta Biznis Inovacionog Centra</i>
18:15 – 18:30	Pauza za kafu
18:30 – 19:30	CANVAS model: 7. Ključne aktivnosti 8. Ključni partneri 9. Struktura troškova <i>Ivan Marković, Koordinator za razvoj tržišta Biznis Inovacionog Centra</i>

Događaj:	Obuka u okviru Takmičenja za najbolju studentsku ideju
Mesto održavanja:	Fakultet inženjerskih nauka Kragujevac
Datum:	15. aprila 2015.
Organizator:	Biznis inovacioni centar Kragujevac

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14. Nikola Aleksić	Student stručnjak	Fakultet tehničkih nauka u Čačku	SL	064 301 000	N. Aleksić
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16. Emilija Marinković	ZEBA	Biološki fakultet u Beogradu			E. Marinković
17. Biljana Božić	ZEBA	Biološki fakultet u Beogradu			B. Božić
18. Jovana Žilic	ZEBA	PMF Kragujevac	JZ	064 301 000	J. Žilic
19. Anes Topčić	CSL FTN	Fakultet tehničkih nauka u Čačku	AT	064 301 000	A. Topčić
20. Katarina Vuković	CSL FTN	Fakultet tehničkih nauka u Čačku	KV	064 301 000	K. Vuković
21. Katarina Vuković	CSL FTN	Fakultet tehničkih nauka u Čačku	KV	064 301 000	K. Vuković
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WBCInno

Modernization of WBC universities through strengthening of structures and services for knowledge transfer, research and innovation



Tempus

Development of Business Model (part two)

AGENDA

Obuka za takmičenje za najbolju studentsku ideju	
24. april 2015.	
Biznis inovacioni centar, Trg Topolivaca 4, Kragujevac, Sala za prezentacije I sprat	
15:00 – 15:30	Rezime prethodnog treninga Business model development / Razvoj poslovnog modela <i>Ivan Marković, Koordinator za razvoj tržišta Biznis Inovacionog Centra</i>
15:30 – 17:00	Razvoj poslovnog modela Vežba: poslovni model CANVAS <i>Ivan Marković, Koordinator za razvoj tržišta Biznis Inovacionog Centra</i>
17:00 – 17:15	Pauza za kafu
17:15 – 18:15	Razvoj poslovnog modela Praktičan primer razvoja ideje poslovnim modelom CANVAS Vežba: poslovni model CANVAS <i>Ivan Marković, Koordinator za razvoj tržišta Biznis Inovacionog Centra</i>
18:15 – 18:30	Pauza za kafu
18:30 – 19:30	Razvoj poslovnog modela Vežba: poslovni model CANVAS Rezime treninga <i>Ivan Marković, Koordinator za razvoj tržišta Biznis Inovacionog Centra</i>

Događaj:	Razvoj poslovnog modela (drugi deo)
Mesto održavanja:	Fakultet inženjerskih nauka Kragujevac
Datum:	24. april 2015.
Organizator:	Biznis inovacioni centar Kragujevac

Redni broj	Ime	Ime	Fakultet	Email adresa	Potpis
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Validation of Business Model

AGENDA

Obuka	
Potvrđivanje poslovnog modela	
05. maj 2015.	
Biznis inovacioni centar, Trg Topolivaca 4, Kragujevac, Sala za prezentacije I sprat	
15:00 – 15:30	Rezime prethodnog treninga Business model validation / Potvrđivanje poslovnog modela <i>Ivan Marković, Koordinator za razvoj tržišta Biznis Inovacionog Centra</i>
15:30 – 17:00	Potvrđivanje poslovnog modela Vežba: Mapiranje profila kupaca i ciljne grupe <i>Ivan Marković, Koordinator za razvoj tržišta Biznis Inovacionog Centra</i>
17:00 – 17:15	Pauza za kafu
17:15 – 18:15	Potvrđivanje poslovnog modela Vežba: Sa kim treba razgovarati? <i>Ivan Marković, Koordinator za razvoj tržišta Biznis Inovacionog Centra</i>
18:15 – 18:30	Pauza za kafu
18:30 – 19:30	Potvrđivanje poslovnog modela Vežba: Sprovođenje intervjua i MVP Rezime treninga <i>Ivan Marković, Koordinator za razvoj tržišta Biznis Inovacionog Centra</i>

Događaj:	Validacija poslovnog modela
Mesto održavanja:	Biznis inovacioni centar Kragujevac
Datum:	05. maj 2015.
Organizator:	Biznis inovacioni centar Kragujevac, Kancelarija za poslovnu podršku

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Financing for start-ups

AGENDA

Obuka za takmičenje za najbolju studentsku ideju 14. maj 2015. Biznis inovacioni centar, Trg Topolivaca 4, Kragujevac, Sala za prezentacije I sprat	
15:00 – 15:30	Rezime prethodnog treninga Finansiranje za startup-ove <i>Ivan Marković, Koordinator za razvoj tržišta Biznis Inovacionog Centra</i>
15:30 – 17:00	Finansiranje za startup-ove Bilans uspeha Bilans stanja <i>Ivan Marković, Koordinator za razvoj tržišta Biznis Inovacionog Centra</i>
17:00 – 17:15	Pauza za kafu
17:15 – 18:15	Finansiranje za startup-ove Novčani tokovi (Cash flow) Vežba <i>Ivan Marković, Koordinator za razvoj tržišta Biznis Inovacionog Centra</i>
18:15 – 18:30	Pauza za kafu
18:30 – 19:30	Finansiranje za startup-ove Novčani tokovi (Cash flow) Izvori finansiranja <i>Ivan Marković, Koordinator za razvoj tržišta Biznis Inovacionog Centra</i>

Događaj	Obuka i finansiranje za startup-ove
Mesto održavanja	Biznis inovacioni centar Kragujevac
Datum	14. maj 2015.
Organizator	Biznis inovacioni centar Kragujevac, Kancelarija za poslovnu podršku

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Takmičenje za najbolju studentsku ideju					
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13	Nenad Vukomirčević	Student stručnjak	Fakultet inženjerskih nauka u Kragujevcu	spali.92@hotmail.com	<i>[Signature]</i>
14	Nikola Aleksić	Student stručnjak	Fakultet tehničkih nauka u Čačku	alex034@gmail.com	<i>[Signature]</i>
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18	Bojana Blačanić	Unija	Pravni fakultet u Kragujevcu	bojana.blaćanin@gmail.com	<i>[Signature]</i>
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21					
22					
23					
24					

Elevator Pitch

AGENDA

Obuka za takmičenje za najbolju studentsku ideju	
10. jun 2015.	
Biznis inovacioni centar, Trg Topolivaca 4, Kragujevac, Sala za prezentacije I sprat	
15:00 – 15:30	Rezime prethodnog treninga Elevator Pitch <i>Ivan Marković, Koordinator za razvoj tržišta Biznis Inovacionog Centra</i>
15:30 – 17:00	Elevator Pitch Kako da uspešno predstavimo svoju poslovnu ideju <i>Ivan Marković, Koordinator za razvoj tržišta Biznis Inovacionog Centra</i>
17:00 – 17:15	Pauza za kafu
17:15 – 18:15	Elevator Pitch Javni nastup i komunikacija Vežba 1: Zašto nam je loša prezentacija? <i>Ivan Marković, Koordinator za razvoj tržišta Biznis Inovacionog Centra</i>
18:15 – 18:30	Pauza za kafu
18:30 – 19:30	Elevator Pitch Predstavljanje poslovne ideje Vežba 2: Sredstva komunikacije <i>Ivan Marković, Koordinator za razvoj tržišta Biznis Inovacionog Centra</i>



Modernization of WBC universities through strengthening of structures and services for knowledge transfer, research and innovation



Organizacija:	Obuka za Pitch prezentaciju
Mesto održavanja:	Biznis inovacioni centar Kragujevac
Datum:	10. jun 2015.
Organizator:	Biznis inovacioni centar Kragujevac, Kancelarija za poslovnu podršku

Ime	Tim	Fakultet	Email address	Potpis
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10. Biljana Božić	ZEBA	Biološki fakultet u Beogradu	biljana@bio.bg.ac.rs	<i>B. Božić</i>
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Kancelarija za poslovnu podršku Univerziteta u Kragujevcu
Fakultet inženjerskih nauka, Sestre Janjić 6, 34000 Kragujevac
Tel. 034 501 201
http://www.bsckg.kg.ac.rs bsckg@kg.ac.rs

1



Takmičenje za najbolju studentsku ideju



13. Fantastična četvorka	Stefan Radosavljević	Fakultet inženjerskih nauka u Kragujevcu	stefanr26@gmail.com	
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24. Uroš Petrović	Unija	Pravni fakultet u Kragujevcu	urospetrovic@gmail.com	<i>U. Petrović</i>
25. Katarina Todorović	Unija	Pravni fakultet u Kragujevcu	mcKeym94@gmail.com	<i>K. Todorović</i>



Modernization of WBC universities through strengthening of structures and services for knowledge transfer, research and innovation



3.2. Event Implementation – Commentary by Organising Partners

WP-leader
<i>Please add your comments, if any</i>
Task leader
<i>Please add your comments, if any</i>

4. EVENT EVALUATION BY PARTICIPANTS

4.1. Summary of the Participant Feedback Form

Results to be filled by organisers based on the questionnaire results. Please note: insert only the overall percentage of all feedback forms received (e.g. participants total number=30; 15 of them were most satisfied and 15 of them satisfied – please include 50% in the column most satisfied and 50% in the column satisfied.)

	Most satisfied	Satisfied	Moderately satisfied	Rather dissatisfied	Not at all satisfied
The event administration	77.19%	19.30%	3.51%	0.00%	0.00%
The structure of the programme	80.70%	17.54%	1.75%	0.00%	0.00%
The venue and facilities	87.72%	12.28%	0.00%	0.00%	0.00%
The presentations	84.21%	12.28%	3.51%	0.00%	0.00%
The discussions	77.19%	21.05%	0.00%	1.75%	0.00%
The event dinner and subsistence	77.19%	19.30%	3.51%	0.00%	0.00%

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The information I got will be of immediate use to me.	73.68%	26.32%	0.00%	0.00%	0.00%
This event covered to a very high extent the topics I have expected.	77.19%	22.81%	0.00%	0.00%	0.00%
I enjoyed the cooperation and interaction with the other participants.	82.46%	14.04%	3.51%	0.00%	0.00%
My expectations about this event were met or exceeded.	70.18%	26.32%	1.75%	1.75%	0.00%
The materials distributed are useful and informative.	73.68%	19.30%	5.26%	1.75%	0.00%
The discussions were relevant for the participants.	75.44%	17.54%	3.51%	1.75%	0.00%

The methods of working were suitable for the topics and for the participants.	84.21%	14.04%	1.75%	0.00%	0.00%
The overall organisation was professional.	87.72%	12.28%	0.00%	0.00%	0.00%
The time management was always to my fullest satisfaction.	77.19%	17.54%	5.26%	0.00%	0.00%
The style and level of communication between organisers and participants was professional.	91.23%	8.77%	0.00%	0.00%	0.00%
I would recommend this kind of event to my colleagues.	85.96%	12.28%	1.75%	0.00%	0.00%

Prior Experience of Similar Events – Overall %	Please fill in the overall percentage of participants with prior experience of similar events
---	---

Strengths and limitations of the event: please include comments received

Strengths of the event and contributions or activities enjoyed by participants:	<ul style="list-style-type: none"> • Gaining new knowledge • Simplicity of presentations • Collaboration with colleagues • Following trends and innovations on the market • Lot of interaction • Useful advice • Useful information • Examples from experience • Developing of ideas through training • Availability of information • Possibility to apply newly gained skills • Discussion • Development of entrepreneurial spirit
Suggestions for the improvement:	<ul style="list-style-type: none"> • More often trainings with different experts • More active involvement of participants
Any further comments	<ul style="list-style-type: none"> • Trainings should be organized on Saturdays

4.2. Additional comments

Please add the following additional information here

- *Charts of the statistical figures from the tables above (pie or bar charts);*

The event administration



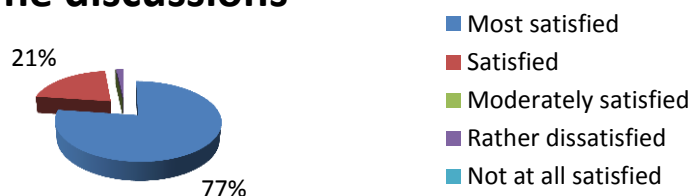
The structure of the programme



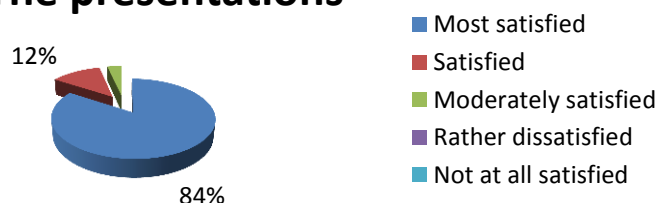
The venue and facilities



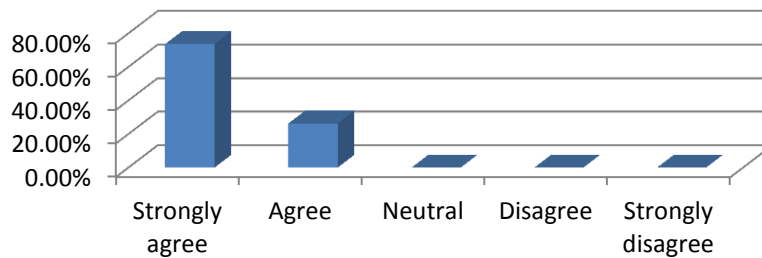
The discussions



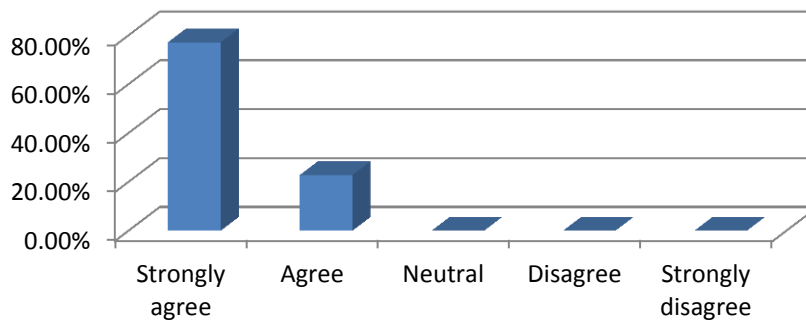
The presentations



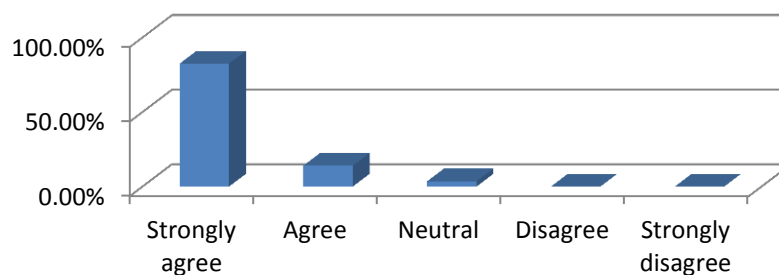
The information I got will be of immediate use to me



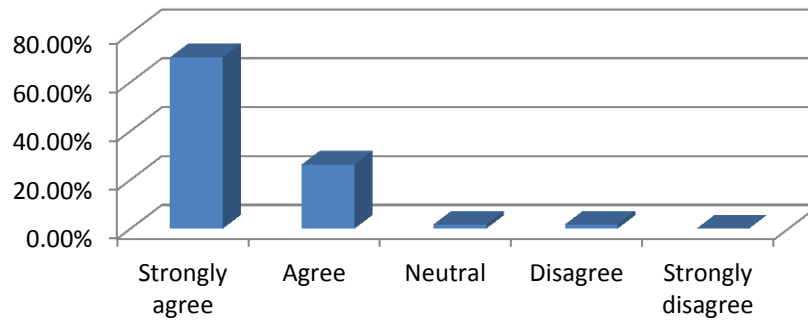
This event covered to a very high extent the topics I have expected.



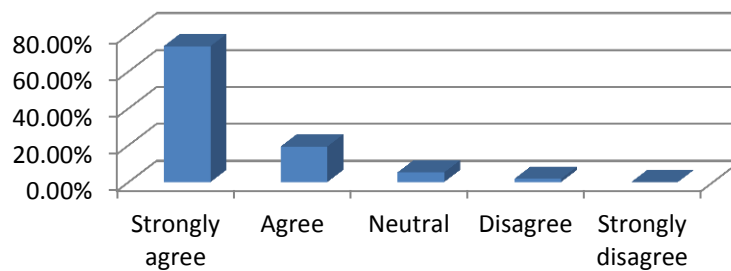
I enjoyed the cooperation and interaction with the other participants.



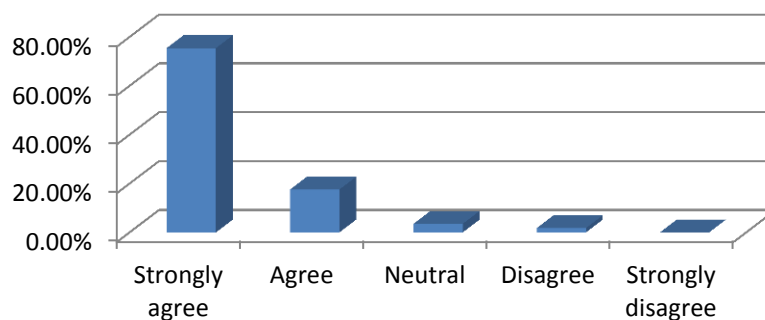
My expectations about this event were met or exceeded.



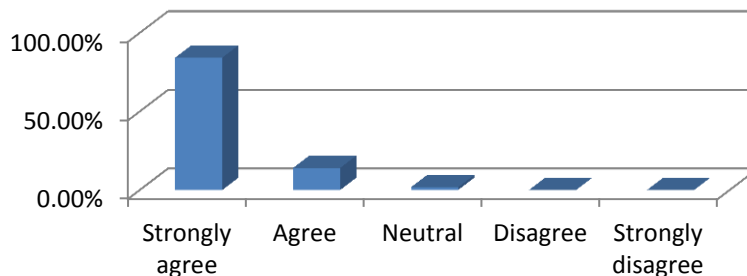
The materials distributed are useful and informative.



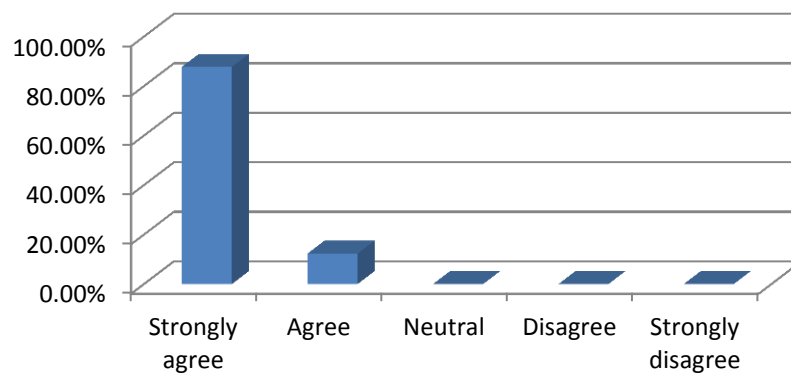
The discussions were relevant for the participants.



The methods of working were suitable for the topics and for the participants.



The overall organisation was professional.



5. Lessons learned

(Please fill in using bulleted text, e.g.

- The trainings were successfully organized. The participants received knowledge and gained skills necessary to develop further their ideas.*

6. Additional comments

May be filled by any of the organising partners

Please add in any other comments concerning the preparation and organisation of this event: