

## EVENT REPORT

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Event Title:	Trainings within Act3.4
Event Date:	March 26 <sup>th</sup> , March 27 <sup>th</sup> , April 2 <sup>nd</sup> , April 9 <sup>th</sup> , April 16 <sup>th</sup> , April 21 <sup>st</sup> , April 22 <sup>nd</sup> , 2015
Event Venue:	Faculty of Technical Sciences, Novi Sad, Serbia and University of Novi Sad and Business incubator, Novi Sad, Serbia
Type of event: (National, international, press conference, promotional event etc.)	Trainings
Short description:	
<p>The trainings within activity Act3.4 were organized by Business Innovation Centre Novi Sad in cooperation with Business Support Office of the University of Novi Sad. The training activities belong to Module 4:</p> <ol style="list-style-type: none"> <li>1. Development of Business Model</li> <li>2. Business Model validation</li> <li>3. Financing start-ups</li> <li>4. Pitching</li> </ol> <p>The trainees were students, participants of the Competition for Best Student Ideas at the University of Novi Sad. 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 developed by the task leader Business Incubator Novi Sad and provided to trainers at the workshop held in Belgrade, in January 2015, BITF (Business incubator Technical Faculty's). 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>During first training, Development of business model, held on 26<sup>nd</sup> of March and 2<sup>nd</sup> of April, 2015, students were introduced with the concept of structuring business into business model and how to define nine elements of it. More important, they were trained to explore its business idea and how to define target customers.</p> <p>During second training, Business model validation, held on 27<sup>th</sup> of March and 9<sup>th</sup> of April 2015, students had chance to re-examine its market research findings. They were introduced with concrete ways of understanding what customer value as important for their job. Roll playing was one of the methods which were used in order to understand how to conduct, listen and understand customers.</p> <p>During third training, Financing start-ups, held on 21<sup>nd</sup> and 22<sup>nd</sup> of April, 2015, students had opportunity to understand and learn how to create cash flow, profit and loss statement and other necessary statements and ratios for their business idea.</p> <p>During last training, "Pitching", held on 2<sup>th</sup> and 16<sup>th</sup> of April 2015, students had opportunity to understand importance of nonverbal communication and how it effects first impression and business success. They were instructed how to summarize its business into seven minutes pitch and how to visualize business through power point presentation. Students had chance to present its business idea in front of other students and receive feedbacks from trainer and students. The aim of the training was to prepare the Competition participants for their pitch presentations that they will held at the local final Competition.</p>	
Organiser(s):	Business support office, University of Novi Sad and Business incubator Novi Sad
Agenda:	<a href="http://www.bsons.uns.ac.rs/files/sliske/files/RASPORED_Treninzi_Takmicenja_za_najbolju_studentsku_ideju.pdf">http://www.bsons.uns.ac.rs/files/sliske/files/RASPORED_Treninzi_Takmicenja_za_najbolju_studentsku_ideju.pdf</a>

Total number of participants:	~ 70 on each training
Links to further information:	
Other personal remarks:	
During the event, WBCInno and BSO promotional material was distributed to all participants. All training material and presentations were uploaded in the UNS INNO platforms within the teams (groups).	

## 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	81
Date of Agenda Finalisation:	n.a.

## 2. Problems encountered during the event preparation phase

**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) Training number 3 (Financing start-ups) and training number 4 (Pitching) replaced their places in the time scale because of the illness of one of the trainers**

## 3. EVENT ROLLOUT

Some general information

### 3.1. Final Event Agenda + Participant list

## Development of Business Model



### TAKMIČENJE ZA NAJBOLJU STUDENTSKU IDEJU

#### TRENING „RAZVOJ POSLOVNOG MODELA“

02. aprila, 2015.

Mesto: Poslovni inkubator, Novi Sad

vreme	tema
10.00 – 11.45	Ni jedan BP ne preživi kontakt sa kupcima Preživi samo poslovni model
11.45 – 12.00	pauza za kafu
12.00 – 13.30	Razmišljajte o alternativama
13.30 – 14.00	pauza za ručak
14.00 – 15.30	Vaša poslovna ideja je samo skup hipoteza
15.30 – 15.45	pauza za kafu
15.45 – 16.30	Nemojte da gradite svoju kompaniju dok ne proverite poslovni model

Timovi koji slušaju ovaj treninge su:

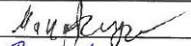
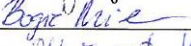
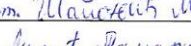
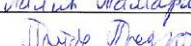
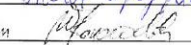
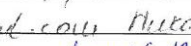
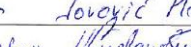
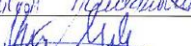
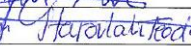
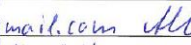



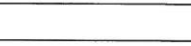
No.	Naziv tima
1.	Sedmica.rs – saznanj, podeli, unapredi
2.	Multifunkcionalni impulsni davaci signala
3.	Mechabot
4.	Creative Lab
5.	MTZSO
6.	"TRANSPORTER EXPRES"
7.	Građevinci
8.	Agencija za PR i event managment "NiKa"
9.	SmartGym group

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<b>Mesto:</b>	Poslovni inkubator, Novi Sad Vojvođanskih brigada 28, Novi Sad
<b>Datum:</b>	02.04.2015. godine
<b>Organizatori:</b>	Univerzitet u Novom Sadu

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<b>Događaj:</b>	<b>Trening "Razvoj poslovnog modela"</b>
<b>Mesto:</b>	Univerzitet u Novom Sadu, Fakultet tehničkih nauka, Trg Dositeja Obradovića 6, Novi Sad
<b>Datum:</b>	26.03.2015
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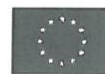




WBCInno



Modernizacija Univerziteta Zapadnog Balkana kroz jačanje struktura i usluga za transfer znanja, istraživanje i inovacije



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**Business model validation****TAKMIČENJE ZA NAJBOLJU STUDENTSKU IDEJU****TRENING „TESTIRANJE POSLOVNOG MODELA“**

09. aprila, 2015.

Mesto: Poslovni inkubator, Novi Sad

vreme	tema
10.00 – 11.45	Proizvodna vs. tržišna orijentacija
11.45 – 12.00	pauza za kafu
12.00 – 13.30	Ključni tržišni termini Etape u razvoju start up-a
13.30 – 14.00	pauza za ručak
14.00 – 15.30	Odakle da počnem
15.30 – 15.45	pauza za kafu
15.45 – 16.30	Opis vrednosti za kupce

Timovi koji slušaju ovaj treninge su:

No.	Naziv tima
1.	Sedmica.rs – saznanj, podeli, unapredi
2.	Multifunkcionalni impulsni davaci signala
3.	Mechabot
4.	Creative Lab
5.	MTZSO
6.	"TRANSPORTER EXPRES"
7.	Građevinci
8.	Agencija za PR i event management "NiKa"
9.	SmartGym group

**KANCELARIJA ZA POSLOVNE PODRŠKU UNIVERZITETA U NOVOM SADU**E-mail: [bsons@uns.ac.rs](mailto:bsons@uns.ac.rs)Web: [www.bsons.uns.ac.rs](http://www.bsons.uns.ac.rs)

<b>Događaj:</b>	<b>TRENING „TESTIRANJE POSLOVNOG MODELA“</b>
<b>Mesto:</b>	Poslovni inkubator, Novi Sad Vojvođanskih brigada 28, Novi Sad
<b>Datum:</b>	09.04.2015. godine
<b>Organizatori:</b>	Univerzitet u Novom Sadu

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<b>Događaj:</b>	<b>Trening "Validacija poslovnog modela"</b>
<b>Mesto:</b>	Univerzitet u Novom Sadu, Fakultet tehničkih nauka, Trg Dositeja Obradovića 6, Novi Sad
<b>Datum:</b>	27.03.2015
<b>Organizatori:</b>	Univerzitet u Novom Sadu, Poslovni inkubator Novi Sad

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## Financing start-ups



Modernizacija Univerziteta Zapadnog Balkana kroz jačanje struktura i usluga za transfer znanja, istraživanje i inovacije



<b>Događaj:</b>	<b>TRENING „Finansije za Startupe“</b>
<b>Mesto:</b>	Univerzitet u Novom Sadu, Zorana Đinđića 1, Novi Sad
<b>Datum:</b>	21.04.2015. godine
<b>Organizatori:</b>	Univerzitet u Novom Sadu

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**TAKMIČENJE ZA NAJBOLJU STUDENTSKU IDEJU****TRENING „PITCH – KRATKA USMENA PREZENTACIJA“**

16. aprila, 2015.

Mesto: Poslovni inkubator, Novi Sad

vreme	tema
10.00 – 11.45	Komunikacija
11.45 – 12.00	pauza za kafu
12.00 – 13.30	Elementi efektne prezentacije
13.30 – 14.00	pauza za ručak
14.00 – 15.30	Zlatni minut
15.30 – 15.45	pauza za kafu
15.45 – 16.30	Prezentovanje

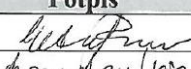
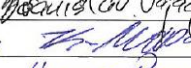
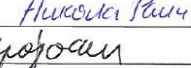

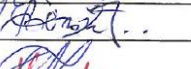
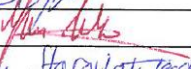
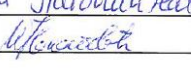



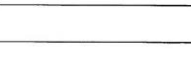
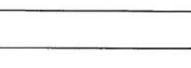
Timovi koji slušaju ovaj treninge su:

No.	Naziv tima
1.	Sedmica.rs – saznaj, podeli, unapredi
2.	Multifunkcionalni impulsni davaci signala
3.	Mechabot
4.	Creative Lab
5.	MTZSO
6.	"TRANSPORTER EXPRES"
7.	Građevinci
8.	Agencija za PR i event management "NiKa"
9.	SmartGym group

Google® mapa:

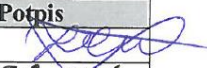


<b>Događaj:</b>	<b>TRENING „PITCH – KRATKA USMENA PREZENTACIJA“</b>
<b>Mesto:</b>	Poslovni inkubator, Novi Sad Vojvodanskih brigada 28, Novi Sad
<b>Datum:</b>	16.04.2015. godine
<b>Organizatori:</b>	Univerzitet u Novom Sadu

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<b>Događaj:</b>	<b>Trening "Elevator Pitch"</b>
<b>Mesto:</b>	Univerzitet u Novom Sadu, Fakultet tehničkih nauka, Trg Dositeja Obradovića 6, Novi Sad
<b>Datum:</b>	02.04.2015
<b>Organizatori:</b>	Univerzitet u Novom Sadu, Poslovni inkubator Novi Sad

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### 3.2. Event Implementation

WP-leader
<i>Please add your comments, if any</i>
WP co-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	95%	5%	0.00%	0.00%	0.00%
The structure of the programme	88%	12%	0.00%	0.00%	0.00%
The venue and facilities	80%	10%	10%	0.00%	0.00%
The presentations	90%	10%	0.00%	0.00%	0.00%
The discussions	100%	0.00%	0.00%	0.00%	0.00%
The event dinner and subsistence	0.00%	0.00%	0.00%	0.00%	0.00%

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The information I got will be of immediate use to me.	90%	10%	0.00%	0.00%	0.00%
This event covered to a very high extent the topics I have expected.	88%	12%	0.00%	0.00%	0.00%
I enjoyed the cooperation and interaction with the other participants.	100%	0.00%	0.00%	0.00%	0.00%
My expectations about this event were met or exceeded.	100%	0.00%	0.00%	0.00%	0.00%
The materials distributed are useful and informative.	85%	15%	0.00%	0.00%	0.00%
The discussions were relevant for the	100%	0.00%	0.00%	0.00%	0.00%

participants.					
The methods of working were suitable for the topics and for the participants.	100%	0.00%	0.00%	0.00%	0.00%
The overall organisation was professional.	75%	10%	15%	0.00%	0.00%
The time management was always to my fullest satisfaction.	80%	20%	0.00%	0.00%	0.00%
The style and level of communication between organisers and participants was professional.	75%	5%	20%	0.00%	0.00%
I would recommend this kind of event to my colleagues.	100%	0.00%	0.00%	0.00%	0.00%

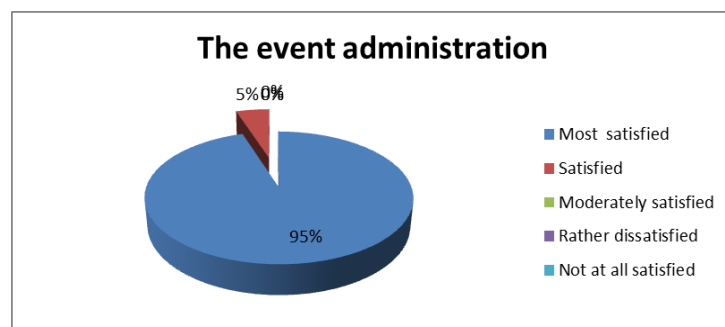
<b>Prior Experience of Similar Events – Overall %</b>	Please fill in the overall percentage of participants with prior experience of similar events
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### Strengths and limitations of the event: please include comments received

<b>Strengths of the event and contributions or activities enjoyed by participants:</b>	<ul style="list-style-type: none"> <li>• Practical knowledge for its business</li> <li>• Interactive work</li> <li>• Developing of ideas through training</li> <li>• Collaboration with colleagues</li> <li>• Useful advice</li> <li>• Useful information</li> <li>• Examples from experience</li> <li>• Availability of information</li> <li>• Possibility to apply newly gained skills</li> <li>• Discussion</li> <li>• Development of entrepreneurial spirit</li> </ul>
<b>Suggestions for the improvement:</b>	<ul style="list-style-type: none"> <li>• Duration of training: more days</li> </ul>
<b>Any further comments</b>	<ul style="list-style-type: none"> <li>• New training concerning building personal courage for business</li> </ul>

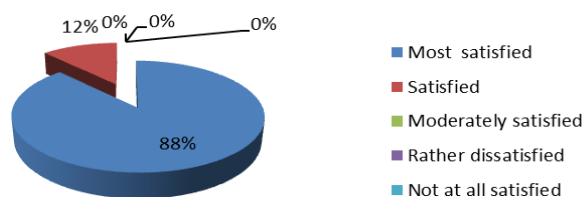
### 4.2. Additional comments

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

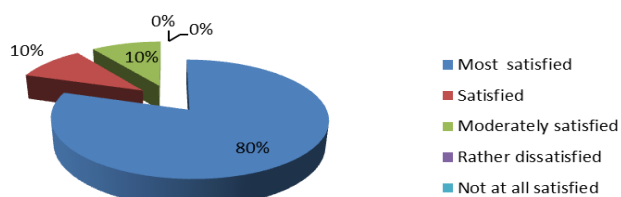




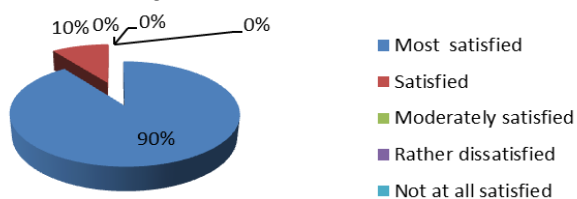
### The structure of the programme



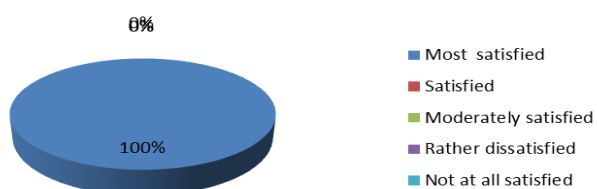
### The venue and facilities



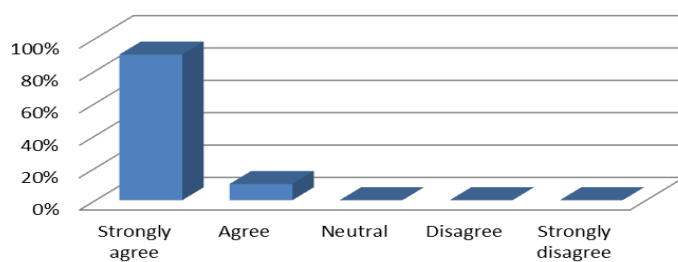
### The presentations



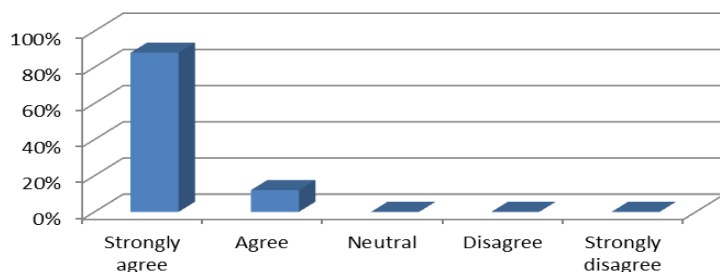
### The discussions



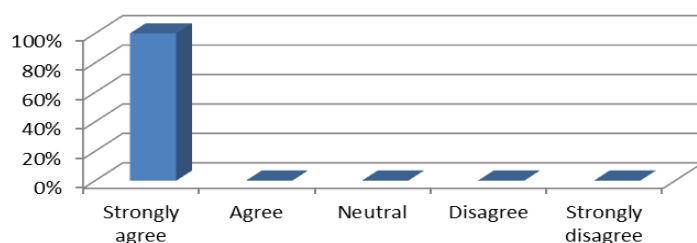
### The information I got will be of immediate use to me.



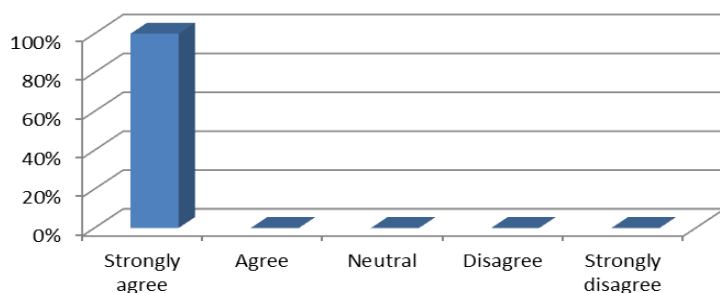
**This event covered to a very high extent the topics I have expected.**



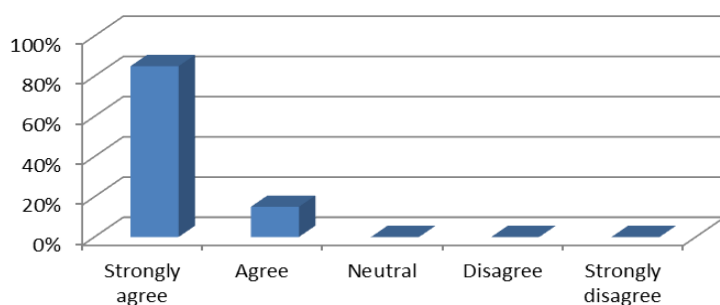
**I enjoyed the cooperation and interaction with the other participants.**



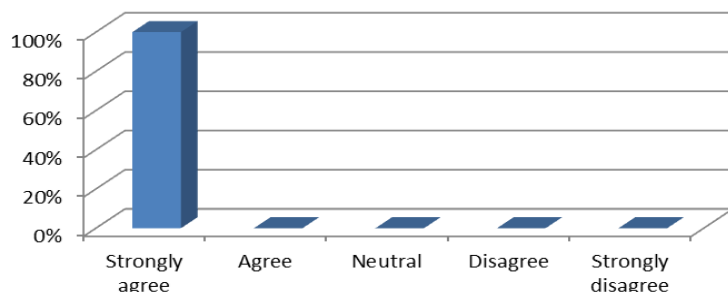
**My expectations about this event were met or exceeded.**



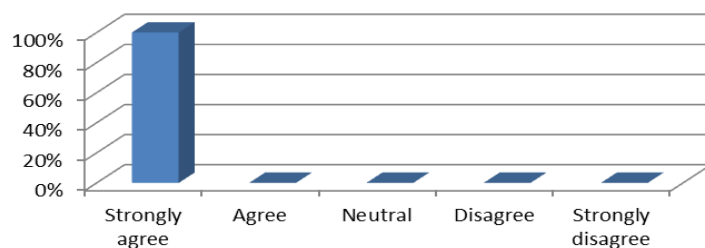
**The materials distributed are useful and informative.**



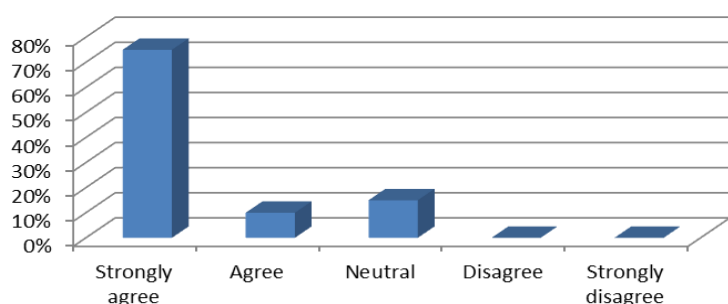
### The discussions were relevant for the participants.



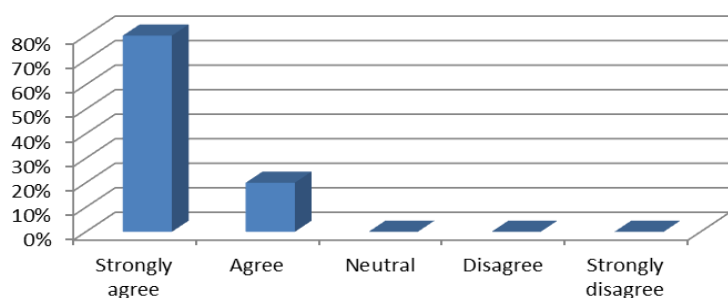
### The methods of working were suitable for the topics and for the participants.



### The overall organisation was professional.

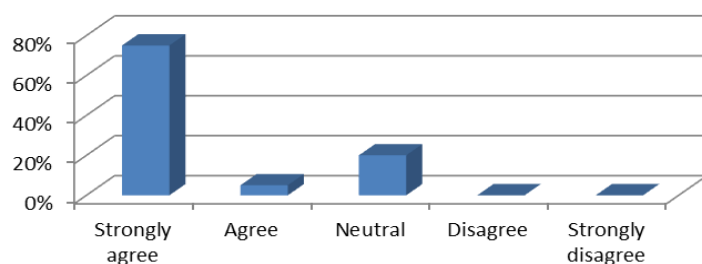


### The time management was always to my fullest satisfaction.

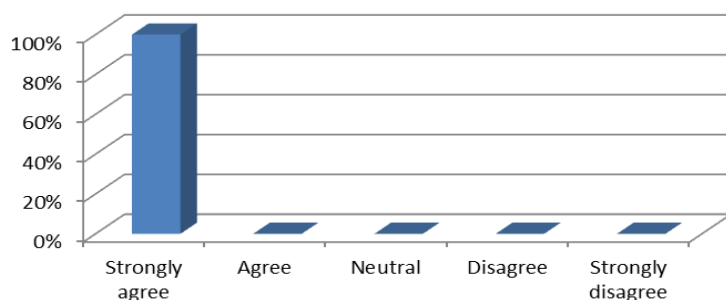




### The style and level of communication between organisers and participants was professional.



### I would recommend this kind of event to my colleagues.



## 5. Lessons learned

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

- **Students are highly motivated, eager to learn and practice up to be successful. Students were very dedicated and professional. They full field all tasks and timeline we agreed.**

## 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: