



ΚΥΠΡΙΑΚΟ
ΕΜΠΟΡΙΚΟ ΚΑΙ
ΒΙΟΜΗΧΑΝΙΚΟ
ΕΠΙΜΕΛΗΤΗΡΙΟ

Λευκωσία, 4 Μαρτίου 2020

Προς: Όλους τους ενδιαφερομένους

Θέμα: Entrepreneurship Bootcamp 2020 - Ευρωπαϊκό Πανεπιστήμιο Κύπρου – PEAK (Peak Enterprise Accelerator & Knowledge Innovation Centre)

Κυρία/ε,

Το Ερευνητικό Κέντρο του Ευρωπαϊκού Πανεπιστημίου Κύπρου, PEAK, το οποίο λειτουργεί από το 2018, στοχεύει μεταξύ άλλων στην έρευνα, στην υποστήριξη και επιτάχυνση των προσπαθειών των νέων ανθρώπων να δημιουργήσουν την δική τους επιχείρηση.

Πρωταρχικός στόχος του κέντρου είναι η διαμόρφωση μιας ερευνητικής κοινότητας που να επικεντρώνεται στην επιχειρηματικότητα, την καινοτομία αλλά και τη μεταφορά της γνώσης μεταξύ της ακαδημαϊκής κοινότητας και των επιχειρήσεων στην Κύπρο και την ευρύτερη περιοχή.

Τον Μάρτιο - Απρίλιο του 2020, το κέντρο διοργανώνει πρόγραμμα διάρκειας ενός μηνός για την επιχειρηματική κατάρτιση μέσα από εκπαιδεύσεις με συμμετοχή εκπροσώπων μεγάλων Κυπριακών εταιρειών και εκπαιδευτών από την Κύπρο και το εξωτερικό. Στο τέλος του προγράμματος οι συμμετέχοντες θα λάβουν μέρος σε διαγωνισμό με πρώτο βραβείο ένα ταξίδι τεσσάρων ημερών σε ένα εδραιωμένο οργανισμό στην Ολλανδία που ειδικεύεται στην βοήθεια νεοσύστατων και μικρομεσαίων επιχειρήσεων.

Για περισσότερες πληροφορίες παρακαλώ επικοινωνήστε με την Διευθύντρια του κέντρου, Dr. Simona Mihai Yiannaki, στο τηλέφωνο 22713197 ή στο ηλεκτρονικό ταχυδρομείο s.mihai@euc.ac.cy.

Επισυνάπτεται σχετικό πληροφοριακό υλικό και το πρόγραμμα.

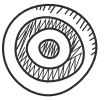
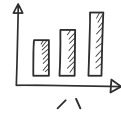
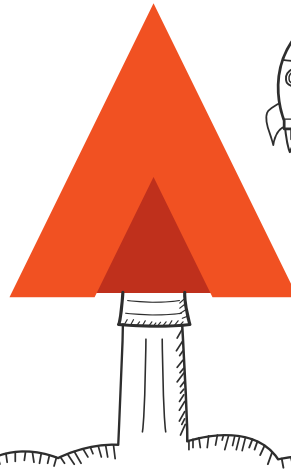
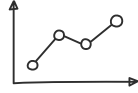
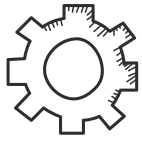
Με εκτίμηση,

Μιχάλης Κούλλουρος,
Λειτουργός Τμήματος Βιομηχανίας,
για Γενικό Γραμματέα.



European
University Cyprus

PEAK
Performance Enterprise Accelerator
& Knowledge Innovation Center



**Research Challenge
for Young Entrepreneurs**

**Entrepreneurship
BootCamp 2020**

**PEAK Up
Your Success**

**20 March - 03 April 2020
European University Cyprus**

Activate - Mentor - Create!

PITCHING COMPETITION - BEST BUSINESS IDEA

- **03 April 2020**
- **Microsoft Innovation Center, European University Cyprus**
- **Awards totalling € 3500 for the best pitching team of up to 4 people going to a business Accelerator in Netherlands.**

APPLICATION DEADLINE: 10 MARCH 2020

Contact: Dr. Simona Mihai-Yiannaki / Email: S.Mihai@euc.ac.cy / Tel: 22713197

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PEAK up Your Success - Entrepreneurship BootCamp 2020

PROGRAM - 20 MARCH - 03 APRIL 2020

DAY 1 - Friday 20 March 2020 - Microsoft Innovation Center

9:00-9:10	Opening Speech, Professor Kostas Gouliamos, Rector, European University Cyprus
9:10-10:15	Project Management, Pieris Chourides, Associate Professor, European University Cyprus, Quality Assurance
10:15-10:30	Break / Networking
10:30-11:30	Israel as the Start Up Nation, Golan Malca, CEO & Co- Founder UMatch Analytics
11:30-12:00	Interactive Discussion about Sharkbite, Laura Kohler, Founder & Managing Director of Sharkbite Innovation
12:00-12:15	Break / Networking
12:15-13:15	How do you Reseach an Idea?, Sotirios Makrygiannis, Accelerating growth, Management consultant
13:15-14:15	Funding Traps, Andry Voskaridou, Founder The Desserts Festival Cyprus

DAY 2 - Friday 27 March 2020 - Microsoft Innovation Center

9:00-10:15	Artificial Intelligence in Startups, George Christou, Associate Professor, European University Cyprus, Human Computer Interaction
10:15-10:30	Break / Networking
10:30-11:45	Digital Marketing Applications in E-commerce & SEO, Angelos Kleantous, Founder EMTC
11:45-12:00	Break / Networking
12:00-14:00	Pitching Training and Pitching Simulation, Andreas Hadjisofocleous, Co-Founder & Managing Director HJS Insurance

DAY 3 - Friday 03 April 2020 - Microsoft Innovation Center

9:00-10:15	Firechat - Michael Oikonoumou, Co-Founder Foody Marilena Timotheou, Co-Founder 3SENTIA Andry Voskaridou, Founder The Desserts Festival Cyprus Moderator - Dr. Simona Mihai Yiannaki, European University Cyprus PEAK Director
10:15-10:30	Break / Networking
10:30-11:45	Pitching Competition - Best Business Idea
11:45-12:00	Break / Networking
12:00-14:00	Pitching Competition -Award Ceremony

■ GUEST LECTURE

■ NETWORKING

■ UNIVERSITY LECTURE

■ PITCHING COMPETITION

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Andreas Hadjisofocleous - Co-Founder & Managing Director HJS Insurance



Andreas Hadjisofocleous is the Co-Founder and Managing Director of HJS Insurance Agents & Consultants. He has an entrepreneurial spirit, having built three startups to date and having been nominated as a co-organizer of the Startup Europe Week Nicosia for the period 2016-20. Andreas served as a Division Director at Toastmasters International, leading the activities of the public speaking and leadership organization in Bulgaria, Cyprus and Greece. As a member of Toastmasters Cyprus, Andreas served as Club President and coordinator of the Youth Leadership Program for schools in Cyprus. Andreas is a former member of the World Economic Forum Global Shapers Advisory Councils, a co-founder of the Global Shapers Community Nicosia and a member of The Chartered Insurance Institute (CII). He is also a Fellow of the Young Transatlantic Innovation Leaders Initiative, a professional development program of the US Department of State, in partnership with The German Marshall Fund of the United States (GMF). Moreover, Andreas has been invited to share his insights on entrepreneurship in TV appearances, and as a speaker at local and international events, as well as universities and non-profit organizations.



DAY 3 - Friday 03 April 2020 - Microsoft Innovation Center

Michael Oikonoumou - Co-Founder Foody



Michael is the co-founder of Foody - a Marketplace for Food & Drinks in Cyprus with over 900 Restaurants and 250K+ orders per month. In September 2019 Foody was acquired by Delivery Hero group, a global leader in Food & Drinks Ordering and Delivery. Michael is also the co-founder of Ideas2life - the team behind atyourservice.com.cy and foody.com.cy. He has a Bachelor in Technology Management & a master in Web Science. He is mostly working in the field of Sales & Business Development.



Marilena Timotheou - Co-founder 3SENTIA



2nd time entrepreneur, in 2019 Marilena decided to turn her passion for helping people understand their unique value and how to use it to reach their full potential into her startup, 3SENTIA. Before launching her company Marilena worked for the Leading Hospitality Network startup, Hosco where she headed up the Employer Branding division and consulted Corporate Human Resources Directors on how to attract, engage and retain top talent. That experience opened her eyes to the world of talent making her realise that something new was needed to help companies get the best out of their people. Coupled with her background in hospitality, an industry focused on creating personalised and meaningful experiences, she joined forces with her husband and 2nd time entrepreneur Filippo to launch 3SENTIA - an employee experience platform that motivates professionals to develop the mindset and human skills needed to be more engaged, resourceful and collaborative in their daily work while providing companies with real-time analytics to make more informed decisions on their people's wellbeing, engagement and development.



Dr. Simona Mihai Yiannaki - European University Cyprus, EUC PEAK Director



Dr. Simona Mihai Yiannaki, has initiated the EUC-PEAK Innovation Center, being the Director. She is a Deputy Dean of the School of Business Administration and Associate Professor in Finance at European University Cyprus since 2017. Simona has been active in Erasmus+ Life learning projects, coordinating and administrating projects such as: 'Cross Cultural Management CCMIP', Grundtvig project 'Feeling Younger by Getting older', the CCMIP, 'European Recovery Leadership- Striving Forward'-ErasmusIP, SHADOWS, GETUP (Green Entrepreneurship Training - Underpinning Prosperity), SCIENT and ICTEntrepreneur, FA-ST Fast prototyping and entrepreneurial skills to promote female founded start-ups in STEM, and DIMAS all from Erasmus+ KA2 projects. She was a Fulbright finalist and has been an evaluator of World Bank HEIR projects, for Israel Ministry of Science, Technology and Space of Israel and the Executive Government Agency of National Science Centre Poland. Her inspiration lies in her networking skills and she has been awarded a distinction in entrepreneurship during her MBA in Oxford Brookes University in 2005. Her academic research areas are Banking and Financial Services Innovation, Corporate Governance, Mergers and Acquisitions, Risk Management applications for banks and SMEs, Creativity and Innovation, Entrepreneurship, Distance Learning in higher education.



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DAY 1 - Friday 20 March 2020 - Microsoft Innovation Center

Dr Pieris Chourides - Associate Professor, European University Cyprus



Pieris' a multinational-awarded researcher, activities and interest involve and focus of developing best practice in Knowledge Management (KM). His research involves the development of sophistication scale, people portfolio matrix, knowledge adaptability matrix, knowledge management intelligent system, knowledge transfer model, and performance measurement. His research also investigates into the fields of Strategic Management, Project Management, Velocity Theory and Real Quality, and currently supervising 3 PhD students.

He is an Award Assessor of the EFQM excellence model (European Foundation of Quality Management) and Advisor on IIP (Investor In People) model. He is also acting as a blind referee, for the Electronic Journal of Knowledge Management, (EJKM), and the Journal of Business Excellence.

Golan Malka - CEO & Co-Founder UMatch Analytics



More than 20 years leading a unique technological business activity, volume of dozens of millions dollars, in the Defense, HLS and, AI and Cyber fields in Israel and mainly aboard. Working very close with investors, enterprises and global companies. Initiation, construction and leading companies acquisitions and mergers processes, technological partnerships for business empowerment. Former VP business Development in the intelligence and cyber divisions, NICE and Elbit systems.

B.Sc. in Industrial Engineering and Management

LTC (IDF) - A Lieutenant Colonel

Sotiris Makrygiannis - Accelerating growth, Management consultant



Sotiris Makrygiannis has over 22 years of experience in creating and launching, mass market, digital services. He started his career by defining the usability of the very first, SMS based, telco applications. During his 12 years working at Nokia, product managed Real-time communications & office productivity applications and delivered those to 5 award-winning smartphones. In later phases, as a startup founder, he created a global learning brand and community with over 750k students by using growth hacking techniques. His multiple successes and single failure have given him international recognition as a subject expert on Product management and digital strategy. Has written multiple approved patents in the areas of micropayment, contextual awareness, artificial intelligence. Maintains a personal podcast series by interviewing recognized leaders in their fields. His personal motto is "learn fast and adapt".

Andry Voskaridou - Founder The Desserts Festival Cyprus



Andry is fuelled by her passion for excellence. She considers herself a 'forever student,' eager to both build on her academic foundations in design, management, public relations and experience in accounting as well as stay in tune with the latest business developments and through continued professional development. She believes creating value for everyone is key to success as well as combining business with pleasure, principles she applies in her own business, The Desserts Festival Cyprus.

Laura Kohler - Founder & Managing Director Sharkbite Innovation



Laura is founder and managing partner of Sharkbite Innovation with many years of experience in leading innovation projects and building and implementing startup support programs and ecosystems. Amongst other projects, she currently leads the Imagine 2030 Mobility Accelerator – an early stage incubator for zebra companies driving a system change towards sustainable mobility. Prior to that, she was managing director of the etventure Startup Hub (a subsidiary of the global EY Group), designing innovation centers, building startup accelerators, helping regions establish startup ecosystems, and build bridges between founding teams and traditional medium-sized companies as well as the corporate world. This also happend in concrete terms in the WAVESPACE Innovation Center in Berlin Kreuzberg that she designed and set up, where companies are inspired and trained, and brought together with startups and other innovative players – and implement innovative new business ideas in co-creation projects. In 2019 and 2017, Laura Kohler was voted among the 50 most influential women on the European startup scene. As a coordinator of EU research projects, Laura has led international projects focusing on technology transfer, business building and startup coaching. Before joining the match-makers world, Laura explored the media multinational Bertelsmann and was responsible for the e-commerce section of the book club as well as co-leading an innovation lab for the training of corporate entrepreneurs and the implementation of new digital businesses.

DAY 2 - Friday 27 March 2020 - Microsoft Innovation Center

George Christou - Associate Professor, European University Cyprus



Dr. George Christou graduated from Carnegie Mellon University in Pittsburgh, USA with a dual degree in Cognitive Science and Computer Science. He later graduated with a Master and Ph.D. from Tufts University, Massachusetts, USA in the field of Computer Science. From 2003 onwards he began working at Cyprus College as a lecturer and then at the European University of Cyprus, where he now holds the rank of Associate Professor. Apart from an academic, Dr. Christou has worked as a programmer, a consultant for automation and business process management, and a start-up consultant in both Cyprus and the United States. He is also the director of the Games Research Center of the European University Cyprus, through which a computer game development start-up company has emerged. Finally, Dr. Christou is the coordinator of perhaps the only Microsoft-branded degree in the world, Microsoft's Bachelor in Information Systems (focus on Web Technologies). Dr. Christou has many publications in scientific journals, as well as presentations at international conferences. The research of Dr. Christou includes how we can use specific computing game components that motivate players to play these games as a motivation in the areas of human capital in businesses and in the field of e-health. A second but indivisible part of his research is the study and application of proper metrics and incentives to increase the efficiency of small and medium-sized business employees and the proper identification of business processes to ensure the proper operation of these enterprises.

Angelos Kleanthous - Founder EMTC



Angelos Kleanthous holds a BSc of Mechanical Engineering from the Higher Technical Institute in Cyprus, a BSc of Business Information Systems from Brunel University, UK and an MSc of Business Management from the University of Leicester, UK. He has more than 10 years of experience in global eCommerce trading and eCommerce services. He is also a business mentor and coach. He is the founder of Ecoleaf, that offers e-Commerce services. He is also the co-founder of maSquare & Digital Square, both online trading companies that has recently sold and KPI Professional Services that offers business services. Recently he founded EMTC, a company that acts as an extra sales channel to Cypriot vendors, through data analysis and lead acquisition.