

## The StartUp\_EU Project Be A High Tech Entrepreneur

Encouraging entrepreneurial spirit *is child's play*: StartUp-EU Be A High Tech Entrepreneur, the EU funded project introducing secondary school students to the entrepreneurial adventure.

*"The earlier an **entrepreneurial spirit** is encouraged the better the results for society"* this is how the debate 'Educating the Next Wave of Entrepreneurs' ended at the World Economic Forum 2011. From this assumption StartUp\_EU Project moved its paths addressing the motivation of **entrepreneurship and innovation** within **European secondary school students**.

### 8 challenges, 1 goal: Develop your business idea and become a High Tech Entrepreneur

The StartUp\_EU Project (Be A High Tech Entrepreneur) is EU funded and designed to motivate secondary school students by replicating the excitement and creative innovation of a new startup company. Through an **educational game** students will develop entrepreneurial skills on a **Web2.0 technology platform**; they will learn about entrepreneurship through inspiring and thought-provoking videos, online workbooks covering business and marketing plans as well as presentation skills.



Built around **8 challenges**, the game will help your students **developing, analyzing, testing their business ideas** and get ready to sustain a **solid and convincing elevator pitch** that a **jury of experts** will evaluate and **prize**.

### Work in progress: StartUp\_EU project second partner meeting in Brussels



During the first 11 months of the project, **project partners worked on the game, the competition and the platform** that will allow hundreds of students to play the StartUp\_EU game and learn how to be high tech entrepreneurs.

On October 23, EBN hosted the **second partner meeting** of the StartUp\_EU project.

The meeting was important to steer production and synchronize efforts related to game assets, platform and mini-games development. During the meeting, we also had the opportunity to be actors, and shoot the **videos** that will implement the narrative of the online game.

We are now ready to pilot test the resources mentioned above with a few schools around Europe: this will allow us to fine-tune the system and the tools/materials before starting the **official Europe-wide competition in March 2013**.

**Piloting the StartUp\_EU project around Europe**

The **pilot competition will take place in January-February 2013**, and will involve students from Greece, Belgium, UK, Spain, Germany and Italy.

The competition will be anticipated in **December 2012** by a **workshop for teachers**, since they will play a key role, coaching and mentoring their students during the game. Through an **online workshop**, project partners will outline main goals of the game, present the available tools and materials, and show the Web2.0 platform.

StartUp\_EU is orientated towards producing **replicable results** so that many more students and schools will be able to play the online game and learn how to be high-tech entrepreneurs!



**StartUp\_EU online**

Let us know if you're interested in joining the entrepreneurial challenge of StartUp\_EU, or getting more info about the project and its results.

Contact us through our **website** and follow StartUp\_EU on **Facebook**. Stay tuned!

<i>StartUp_EU: Save the date!</i>	
<b>December 2012</b>	First Training for Teachers
<b>January - February 2013</b>	Pilot Competition
<b>March 2013</b>	Second Training for Teachers
<b>March – May 2013</b>	Competition
<b>End September</b>	Award Ceremony & Final Workshop

**Facebook**  
<https://www.facebook.com/StartUp.EU?ref=ts&fref=ts>

**project website**  
<http://startup-eu.net/>

**StartUp\_EU partners are:**  
*Project coordinator*  
**University of West Scotland**  
**SEED**  
**MENON**  
**FAU-LI**  
**EBN**  
**CECE**