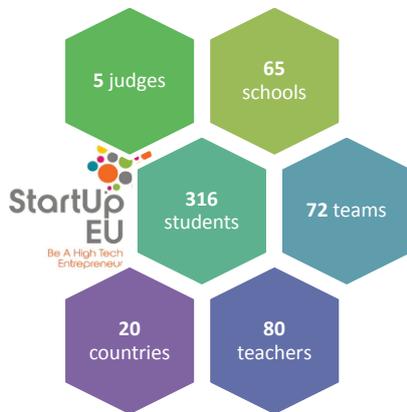




The StartUp_EU Project : Be a High Tech Entrepreneur

StartUp-EU Be A High Tech Entrepreneur: Main Pilot Competition has started!

The StartUp_EU (Be a High Tech Entrepreneur) project launched in April 2013 a Europe-wide competition involving more than **300 students** from **20 countries across Europe** and even beyond (Turkey, Chile, etc.)



Organized in **72 teams**, students have to find an entrepreneurial high-tech idea and turn it into a convincing and solid elevator pitch.

Teams have time until mid-June to go through **8 challenges** to build a team (assign roles and define professional profiles), find a high-tech idea, define the market, develop a product, and how they will sell it. The StartUp_EU online platform serves as the gaming room where students upload the deliverables, access the support materials (videos, guides, useful links) and interact with other students through a public forum . At the end of June teams have to present their elevator pitch and executive

summary that will be shortlisted by project partners and then evaluated by a [jury of experts](#): two **prizes** will be assigned, 250€ voucher to the first, 150€ voucher to the second.

StartUp_EU project mini-pilot completion results

A third prize (a 100€ voucher to be spent on Amazon) has been awarded to the **Humaniora 4 team** (Broederschool Humaniora Belgium) for the project "**e-wall**". An interactive wall operating as a TV, computer, game platform, etc. which received a total score of 249.09. This prize was given for the initial mini-pilot competition run between January and March 2013, that involved 63 students from Italy, Belgium and Spain divided in to 13 teams.

StartUp_EU info-session: Derry-Londonderry 29 May 2013

Ten teachers of local secondary schools and representative of local NGOs met in **Derry-Londonderry** to learn more about the StartUp_EU project and its opportunities for European secondary school students. The workshop has been held at the XXII EBN Congress, where the need for introducing young people to entrepreneurship had been stressed on several occasions: EU competitiveness and economic growth depend on the entrepreneurial attitude of young Europeans today. This was also the starting point of the

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project workshop: high interest was expressed by Northern Ireland secondary schools, as the StartUp_EU game could be adopted as an educational tool.

Homero Cardoso, from **TagusValley BIC** (Portugal) presented the experience of a Portuguese school that is now participating into the main pilot competition and the programs the BIC has in place to collaborate with Portuguese schools to promote entrepreneurial skills and mind-set at an early stage of children's education.



Teachers and NGO representatives will be included in the **Project Reference Group** and will contribute with comments and recommendations on the available tools both for students and teachers.

StartUp_EU for teachers

Lead by CeCe, Confederación Española de Centros de Enseñanza, StartUp_EU project partners developed a **full training course for teachers**, *Your Students-Future Entrepreneurs: 4 units* introducing the project and the game to the teachers who act as mentors in this experience.

U1. Games, StartUp Game and Competition; U2. Promoting a student's team. Motivation, Creativity and Innovation /Helping the students in the generation of the idea; U3. Best strategies to develop a product. SWOT analysis. Best practices; U4. Marketing Plan, Advertising and How to help the students to sell the product-idea.

At the end of this course the teacher will be able to: understand the value and impact that an educational game can bring to teaching and learning entrepreneurship; know what are the different steps to teach this area using games and competition between partners online; understand the fundamentals for the use of good practices in education and competition through a structured platform.



Project partners are now developing **best practices and use case scenarios** reports in order to suggest to teachers, trainers, key decision-makers and stakeholders how the platform and the pedagogical guides can be used in additional ways. These documents will be available in October 2013: **STAY TUNED!**

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