



#2 Newsletter

September 2015



INSPIREYOWUP partners are glad to welcome you back after these months of holidays. We hope you have enjoyed and relax yourself and come now with extra power to join our project.

During these months not only have we enjoyed the summer but also we had months of hard work which have reached us to great progress we want to share with all of you.

STEP INTO INSPIRE YOWUP AND FIND THE INSPIRATION TO STARTUP

One of the main targets of the INSPIREYOWUP project is to develop innovative training material to inspire and empower young and women to startup. As a result we have created a complete e-learning platform which is now accessible from our website.



This platform is meant to be the place for young and women to find inspiring and engaging material. Furthermore, it is the place for those already running startup enterprises, those making plans to start one and those who took the first steps but abandoned the idea of becoming entrepreneurs.

Three different learning modules deal with (1) Opportunity Recognition, (2) Financial Management and Investment Readiness and (3) Mentoring, an invaluable support practice for entrepreneurs.

Enter our website to join the INSPIREYOWUP e-learning platform. [View more](#)

WE HAVE BEEN PILOTING!

The InspireYowup e-learning platform has been presented to and tested by women and young aspiring and new entrepreneurs in Greece, Cyprus, The Netherlands, Spain, Ireland, and Norway. The participants have shared with us their views and training experience. All training modules – Opportunity recognition, Financial management and investment readiness, Mentoring – have been positively appraised, giving us definite proof, that inspiration, proper training and support are invaluable in starting or successfully maintaining an enterprise, especially when it comes to the young and the women. You can access the Innovative training material to Inspire & Empower Young and Women to Startup here. We would be glad to hear from you, sharing with us your own views by contacting us!



KEY REMARKS AT COUNTRY LEVEL

Following the overall aspects of the piloting responses, these are some concise remarks at country level for Greece, Cyprus, The Netherlands, and Spain, allowing for some comparison according to participants' profiles, employment status, age, and involvement in entrepreneurial activities and education. More elaborate data to be provided on the piloting report of the INSPIRE project.

Greece

In the case of Greece, the percentage of the participants that plan to start an enterprise in the near future is much higher than the average (80% instead of 63%), most probably due to high unemployment rates in the country. At the same time, a staggering 87% has had never participated in any kind of entrepreneurial training. According to the responses addressing the usefulness of the

training modules, Greek aspiring entrepreneurs seem to be in great need of proper training in financial management, and even greater need of mentoring. 7 out of 10 participants found the learning platform very user-friendly and easy to navigate, while almost in their entirety the participants found the presentation of the material as highly facilitating the learning process.

Cyprus

We have a different situation in Cyprus, since almost 9 out of 10 participants have participated in some kind of entrepreneurial training in the past, but only a low 15% is planning to start an enterprise in the future. However, more than the half, stated that they have thought of becoming entrepreneurs in the past, but abandoned the idea. They deemed the learning provision useful, especially the Opportunity Recognition and Mentoring modules (both reaching 83%). Regarding user-friendliness, participants in Cyprus were quite, but not very satisfied.

The Netherlands

The testing audience in the Netherlands was all in all of a much younger age than in the rest of the piloting countries, since 50% thereof were between the ages of 18 and 25. Moreover, we have here the highest percentage of start-up entrepreneurs (50%), while the rest also consider becoming an entrepreneur in the near future. 8 out of 10 stated that they never abandoned any plans to start an enterprise in the past, while they are involved to a great extent (80%) in entrepreneurial training. The participants showed great interest in financial management issues, while Opportunity recognition and Mentoring seemed to be interesting as well, but as they stated, and maybe because of them being young enough, they deem this kind of support and training as more appropriate at a later level of entrepreneurial involvement.

Spain

In the case of Spain we have the highest percentage of unemployed participants (66%). They showed great interest in all the topics covered by the learning provision. Almost all of them have participated in entrepreneurial training for young entrepreneurs, but didn't give out any statement, whether they plan to start an enterprise in the near future, nor if they thought of becoming entrepreneurs in the past but abandoned the idea. They provided mixed responses on the user-friendliness and navigation of the platform, ranging from 'not so easy' to 'very easy'. Availability in Spanish is lastly one of their desired aspects in similar training provisions.

JOIN US AT INSPIREYOWUP FINAL CONFERENCE

Although INSPIREYOWUP spirit will always be awake on entrepreneurs' hearts, we have to announce the project is coming to its end. However, that is no reason to be upset but to celebrate, to show the good results after months of work and share those with everyone who wants to join us. That is why we are extremely glad to invite you to come to our INSPIREYOWUP Final Conference.

During the event you will have the chance to listen to Salva López talking about "The Business of ROCKvolution", the inspiration of Rock'n'Roll for business leaders and entrepreneurs. Mindshaker, edutainer and inspirational speaker, Salva López is the author of the bestseller "Business ROCKvolution: Lessons from the world of music for managers and entrepreneurs", a work that presents the world of music as a real source of management knowledge. As Einstein said "We cannot solve problems with the same mindset that created them". Salva points out the way musicians think as an inspiration for managing business. He teaches marketing at ESADE Business School (Europe #3 ranking), entrepreneur and advisor of several companies and has an extensive international experience in fields such as telecommunication, food and pharmaceutical.

Thursday, 24th September 2015

Venue: Teatro Principal, Salon Rojo, Paseo del Espolon s/n, 09003 Burgos





Program



- 19:00 h. Opening
Carolina Blasco Delgado:
Deputy Mayor of Burgos
City Council

Eduardo Carazo Hermoso
Director of the Youth
Institute of Castilla y León
region

- 19:20 h. Presentation of
INSPIREYOWUP project:
Eva Fabry (ECWT)
Juan Carlos Martínez (CEEI Burgos)

- 19:30 h. Round table with young
and women entrepreneurs
Moderation: Jose Vicente
Orden, CEO of CEEI Burgos

- 20:00 h. Key note speaker:
Salva López
Entrepreneurial ROCKvolution

- 21:00 Networking cocktail

An INSPIREYOWUP will be set up in
order to allow partners to interact with
the participants.




SALVA LÓPEZ

Professor at ESADE Business School in Barcelona, businessman, counselor and musician. His innovative, inspiring and motivating speech is full of scenic resources and leaves no one indifferent.

REGISTER...

You can now register yourself for free by filling the form you will find at:

www.inspireyowup.eu/final-conference

AND WIN

DURING THE CONFERENCE
6 TABLETS WILL BE RAFFLED
AMONG THE ATTENDEES.

