

## Media interest for MyBook Heroes and IDEA



During November we had the pleasure to be invited in **CyBC** at Elita Michaelidou's live show and at **TV ONE** (MEGA Channel) at Onoufrios Socratous live show, on the occasion of the launch of our beautiful startup, MyBook Heroes.



During the interviews, we presented the activities of our IDEA and its wide offerings to our young entrepreneurs.

*Thank you **CyBC**! Thank you **Tv One**!*



## More youth at IDEA!



Our youngsters are extremely interested to hear more and more about how to become ambitious entrepreneurs!

We had the pleasure to welcome a lively group of students to talk with us and with our teams! The students left with the advice *"never quit on any idea or dream you may have for your future and work hard to achieve it"*.

## Egypt-Greece-Cyprus trilateral agreement – IDEA startups pitching



Three IDEA startups were invited by the Ministry of Energy, Commerce, Industry & Tourism to pitch with live transmission to the 3 countries. Our 4<sup>th</sup> team, Syndeseas, was actually in Egypt as it was invited to accompany the Cypriot Delegation.



## Bank of Cyprus bankers & officials get deeper insights on IDEA and its Startups!



In two successful events in Limassol and Nicosia, IDEA presented its activities and its Start-up Companies with purpose to deepen synergies and benefits for its teams. The audience were the Directors of the Bank of Cyprus, the Heads and the Bankers of Private Banking customers, Wealth Management, International Banking Division, Corporate Banking and the Small & Medium Enterprises Banking Division. The attendees learned more about IDEA, its importance to the Bank and to the economy, the particularities of a Startup, the profile of Angel Investors and the benefits of investing in Cypriot Startups.



Five of our Startup Teams pitched their business in front of the audience, accompanied by their short videos. *Thank you **Bank of Cyprus!***



## Yumbles is crowdfunding!



With their [recently launched campaign on Crowdcube](#), Yumbles, the UK's #1 marketplace for artisan food, now aims to reach profitability and scale further. Their target is to raise £170,000 and already in the first week **more than 154 investors have already invested over £142,000!** With this crowdfunding round, Yumbles gives the opportunity to their fans and anyone else who would like to invest to own part of the business and share in their future growth. You may wish to watch [the video and check out the campaign](#) at <https://www.crowdcube.com/yumbles>.



## IDEA teams winners of Disrupt Cyprus Competition!



We are proud for IDEA's teams **MyBook Heroes** and **Gnous** who won the 1st and 3rd prizes at the competition that took place at the European University Cyprus where 6 finalists pitched live for the opportunity to win prizes and direct entry to international startup competitions and global entrepreneurship events plus business support and services.

Congratulations also to the winner of the 2nd place, **FABRIK.Q!** Disrupt Cyprus is powered by **Industry Disruptors** – **Greece** and **Gen Cyprus** in cooperation with **Startup Cyprus**.



## Strong IDEA presence at US Embassy bi-communal entrepreneurship event!

IDEA teams had the honor to be invited by the Ambassador of the United States Mrs. Kathleen A. Doherty at this very enlightening reception, where the guests of honor were Mrs. Samira Cook Gaines and Mrs. Roya Mahboob. Strong lessons from the Entrepreneurship Event came out:



*"Don't be afraid to fail. Failure is the process of learning... Get back on your feet and start again... Success comes through failure... Great failure examples: Oprah... Build relationships, connections, not only networking.... Have your hands open to be the first to offer help...Stop jus collecting business cards..."!*



## Ministry of Foreign Affairs event with the Ambassador of the Netherlands

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IDEA had the pleasure to participate in a very interesting discussion at the Ministry of Foreign Affairs, with guest speaker H.E. the Ambassador of the Netherlands in Cyprus.

The Dutch model of Economic Diplomacy was presented and a fruitful discussion followed.

## Entrepreneur from Finland at IDEA

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Mr. Soteris Makriyanis, a Cypriot Entrepreneur, Investor and Philosopher living at Helsinki visited IDEA in order to share his knowledge and establish relationships with our Teams.

Soteris is the Founder of Eliademy, a content management platform and marketplace for instructors to create, share and sell online courses.

## Metavallon Fund at IDEA

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We had the pleasure to welcome our dear friends from Metavallon Fund, Athens.

During their visit, we had a fruitful discussion with George Mousmoullas, a fanatic lover of Cyprus and of Cyprus food!



## Roundtable discussion – US Embassy

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IDEA was invited at the house of USA Embassy's Deputy Chief of Mission, Nathaniel Dean for a roundtable discussion on *"How to face challenges in Entrepreneurship"*.

Professor **Leon Sandler**, MIT Despanche Director lead the discussion on topics regarding entrepreneurship in Cyprus.



## Bank of Cyprus employees visit IDEA

Employees from the Bank of Cyprus visited IDEA in order to get to know its operations. We had the pleasure to explain to them how IDEA works, what it offers, its mission and its targets.

The group also met members of our teams, discussed with them and got to know their activities.



## Strategic Partners' Contribution

Our valuable partners offered their support to our teams to assist them progress further.

Special thanks to the **Press Office** of the **Corporate Affairs Division** of the **Bank of Cyprus** for its Media guidance on our newly launching team, "My Book Heroes".



## Other events

IDEA had the pleasure to be invited and participate at the very important events that took place the last days: **Cyprus Fintech Expo 2017**, **RISE launch ceremony**, **3<sup>rd</sup> Innovation and Entrepreneurship Forum-University of Cyprus** and **EBRD SME Launch Event**.



## What Idea is again?...



IDEA is an **Incubator-Accelerator** for **Startups**, that aspires to boost the entrepreneurial spirit and put Cyprus higher on the innovation map, by **changing mindsets**... It promotes entrepreneurial activities and supports the creation of viable businesses from **idea-stage**, contributing in this way to youth employment at a national level.

It hosts startup companies offering them the highest quality of business services, so as to turn their **innovative** ideas into **viable** businesses with a **global** outlook.

Within all the support we offer, we emphasize that the major success factor for entrepreneurs is **themselves**: their passion, their

determination, their sense of urgency, their hard work, their commitment, their willingness to give and take, their aspirations and perseverance.

Finally, we give great emphasis on the important role of each startup, which is to **become an example** for others and gradually **give back to the ecosystem**, give back to the new startups...

**Give, take and share** are integral parts of the IDEA culture.

## Other initiatives

