



AGENDA EIT FOOD STARTUP AWARENESS EVENT

Netaville | Nikola Tesla st. 9, Skopje

04.12.2023

TIME	ACTIVITY	DESCRIPTION and KEY OUTCOMES
08:45	Registration of participants for the Workshop	
09:00	Opening remarks <ul style="list-style-type: none"> - Mr. Aleksandar Stamboliev, Business Accelerator UKIM (BAU) CEO and EIT Community officer - Ms. Anna Kubiak, EIT Food 	
09:10	Set up the scene <ul style="list-style-type: none"> - Mr. Nikola Ognenovski, BAU portfolio manager 	<p>The event's moderator will set up the scene for the training program, provide an overview, and define the program's expectations.</p> <p>The moderator will also set the scene for open discussion about the importance of the Problem-solving concept and the ability to analyse and understand the problem space, generate new ideas, assess their validity, and co-create solutions. This discussion will continue with critical thinking and the ability to evaluate facts and evidence to drive decision-making.</p>
09:30	The Essence of Entrepreneurship and Business-Oriented Mindset 1 <ul style="list-style-type: none"> - Prof. Vladimir Trajkovik, PhD, Professor at the Faculty of Computer Science and Engineering (FCSE-UKIM) 	<p>Key expected outcomes:</p> <ul style="list-style-type: none"> ▪ To understand the nature and essence of entrepreneurship as a philosophy; ▪ To understand the essential characteristics of entrepreneurship (especially innovation and risk); ▪ To identify traditional and modern sources of financing for entrepreneurial ventures; ▪ To apply the entrepreneurial methods and tools in their everyday business (such as vision statement, market map, customer persona, etc).

TIME	ACTIVITY	DESCRIPTION and KEY OUTCOMES
10:30	Coffee break	
10:45	<p>The Essence of Entrepreneurship and Business-Oriented Mindset 2</p> <ul style="list-style-type: none"> - Prof. Vladimir Trajkovik, PhD, Professor at FCSE-UKIM 	<p>The participants will be asked to work on a business model canvas based on provided templates and examples such as:</p> <ol style="list-style-type: none"> 1. Determine their vision statement. 2. Define Market Map segments addressed and problems solved 3. Conduct Competitors Analysis 4. Define the Customer Persona 5. Sales, and marketing 6. Business modelling
11:45	Break	
12:00	<p>Sustainable Food Systems</p> <ul style="list-style-type: none"> - Prof. Aleksandra Martinovska-Stojcheska, PhD, Head of Institute of Agricultural Economics, Faculty of Agricultural Sciences and Food – UKIM 	<p>Key expected outcomes:</p> <ul style="list-style-type: none"> • Able to analyse the food systems; • Able to appraise current and future sustainability challenges; • Able to develop appropriate responses using system approaches in their entrepreneurial journey.
13:15	Lunch break	
14:00	<p>Technology Management</p> <ul style="list-style-type: none"> - Prof. Ivan Chorbev, PhD, Head of Software Engineering Department, FCSE-UKIM 	<p>Key expected outcomes:</p> <ul style="list-style-type: none"> ▪ To understand the context of technology in business management and interaction with industry, society and economy; ▪ To understand how firms select, evaluate and launch new technology products and services; ▪ To understand the practical methods to transform into a digital organisation; ▪ To be able to manage the technology by protecting intellectual property rights.
15:15	Coffee break	
15:30	Data Management	Participants will be able to:

TIME	ACTIVITY	DESCRIPTION and KEY OUTCOMES
	- Mr. Filip Petrovski, DATA MASTERS CEO	To understand the importance of using the most popular tools for business intelligence and data analysis and the latest trends.
16:45	End of day 1	



AGENDA EIT FOOD STARTUP NETWORKING EVENT

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05.12.2023

Time	ACTIVITY	DESCRIPTION and KEY OUTCOMES
09:00	<p>Workshop continues</p> <p>1:1 Meeting with Each Startup</p> <ul style="list-style-type: none"> - Mr. Giorgos Papapostolou, Foodscale Hub & coordinating Carbonica - Prof. Jana Klopchevska, PhD, ass. professor at the Faculty of Technology and Metallurgy, UKIM - Prof. Ivan Chorbev, PhD, Head of Software Engineering Department, FCSE-UKIM - Mr. Sasho Risteski, Executive Secretary of Macedonian Association of Fruit and Vegetable Processors MAP - Mr. Jovan Gavrilovski, Regional Advisor - South-West Region, including Resen Municipality - Mr. Aleksandar Stamboliev, BAU CEO and EIT Community officer - Mr. Nikola Ognenovski, BAU Portfolio manager 	<p>BAU would schedule a 1:1 meeting with each startup with an expert from the agri-food field to discuss their solution and business model. Training and homework assignments will help the participants to be better prepared for the 1:1 meeting with the experts. BAU operational team will be available for meetings with the idea holders and the startups while cooperating with EIT Food to discuss different topics related to their business, such as business modelling, sales, pitching, marketing, customer discovery, local support opportunities, etc.</p>
13:00	<p>Registration of participants for Networking Event</p>	
13:15	<p>Opening remarks and presentation of EIT Food</p> <ul style="list-style-type: none"> - Mr. Aleksandar Stamboliev, BAU CEO and EIT Community Officer - Małgorzata Druciarek, EIT Food 	<p>(1) What EIT Food does and Community; (2) Active programs and what comes next; (3) How to cooperate with EIT Food</p>
14:15	<p>Presentation of participating startups</p> <ul style="list-style-type: none"> - Mr. Aleksandar Stamboliev, BAU CEO and EIT Community Officer 	<p>The event's moderator will set up the scene for the presentations of the participating startups and what they have learned during the training. The audience will be able to ask questions and provide comments.</p>
15:15	<p>Coffee break</p>	

Time	ACTIVITY	DESCRIPTION and KEY OUTCOMES
15:30	Panel Discussion <ul style="list-style-type: none"> - Prof. Jana Klopchevska, PhD, ass. professor at the Faculty of Technology and Metallurgy, UKIM - Mr. Giorgos Papapostolou, Foodscale Hub & coordinating Carbonica - Mr. Sasho Risteski, Executive Secretary of Macedonian Association of Fruit and Vegetable Processors MAP 	<p>The panel members will discuss the current challenges in the local food system and how local ecosystem members and EIT Food activities can work together to address these challenges towards the latest global trends.</p>
16:30	Networking Lunch	<p>This event will foster collaboration and innovation within the agri-food sector. Entrepreneurs, industry leaders, EIT Food representatives, start-ups and other stakeholders will engage in insightful discussions, exchange ideas, and explore potential partnerships. The gathering aims to strengthen the Macedonian agri-food ecosystem, encouraging growth, sustainability, and enhanced international visibility. Participants will gain a deeper understanding of each other's capabilities and a shared vision for propelling the region's agri-food industry forward.</p>

Detailed Agenda for Day 2 of the Workshop (09:00-13:00)

Time	Activity description	Participants	Note
9:00	CONCEPT INTRODUCTION Open discussion for the nine Business Model Canvas (BMC) elements Recommendation for improvement of startup BMC models	Startups, students, mentors/experts	Questionary for the business model and BMC status will be sent to startups one week before the event.
9:15	<u>VALUE FOR CUSTOMERS</u> <ul style="list-style-type: none"> - Value proposition - Customers segments - Go to market (channels and customer relations) 	Teams in interactive sessions work on tasks for their business model validation/improvement based on design sprint methodology with facilitators' support.	
10:00	<u>INDUSTRY INSIDES</u> <ul style="list-style-type: none"> - Market and industry trends 		



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	<ul style="list-style-type: none">- Competition- PESTEL analysis	Rotation of experts/mentors between startups for discussion on different topics/elements
10:45	BREAK	
11:00	<u>BUSINESS INPUTS AND FINANCE</u> <ul style="list-style-type: none">- Key partners- Key activities and resources- Financial figures	
11:45	<u>CREATING A CONVINCING STORY</u> Pitch deck review and presentation skills	
12:30	Wrap-up and conclusions.	

