

2nd "SURVIVE" JSTE

Kraków (Poland)

23-27 April 2018

Problems and solutions in startup company

Sustainable local development

Human-centered startups & products

IT sector challenges & opportunities

How to develop person-oriented services competences and make the product more accessible/wanted?

What are the skills and tools

Programme

Problems and solutions

- General experiences and good practice examples from start-up projects related to the social and equal opportunities, IT and environment-oriented sectors at local level;
- Innovative products and services - challenges & opportunities.
- Women in small-scale businesses and social entrepreneurs;

Study Visit

The Startup Survivor

Exploring new markets and new opportunities

- BISTRO GOTUJEMY
(biologic agriculture & slow food gastronomy sector)
- EATAWAY
(IT sector)

The common values which represents both startups are:

- social innovation that makes a difference;
- quality first;
- live local, think global.

Training

New skills: creative problem solving

Tools: Design Thinking

Design thinking is a process for creative problem solving. We are going to learn the skills and mindset of design thinking and build our confidence to tackle complex challenges.

Participants

GoDesk

(Italy)

EEO Group

(Greece)

Fundación de Trabajadores de la Siderurgia Integral

(Spain)

Bulgarian Management Association (BMA)

(Bulgary)

Sharing Europe

(Italy)

Epralima - Escola Profissional do Alto Lima

(Portugal)

Euro-Idea

(Poland)

Training

Design Thinking

Trainer

Krzysztof Ożóg (Service Designer)

“An entrepreneur is a person who does not know the difference between a threat and an opportunity and is capable of benefiting from both.”

Niccolò Machiavelli

During the study visits and training you are going to explore practical and theoretical aspects, about the risks, challenges and opportunities within start-up entrepreneurship.

Start-up activity is difficult, there is high risk and more than 50% of new businesses fail within the first 5 years. The most important factor in failure is lack of consumer interest in the product or service (42% of failures).

How to develop person-oriented services competences and make the product more accessible/wanted?

Design Thinking will inspire and equip you with the tools necessary for creative problem solving.

Hosting Organization

Euro-Idea Fundacja Społeczno-Kulturalna

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