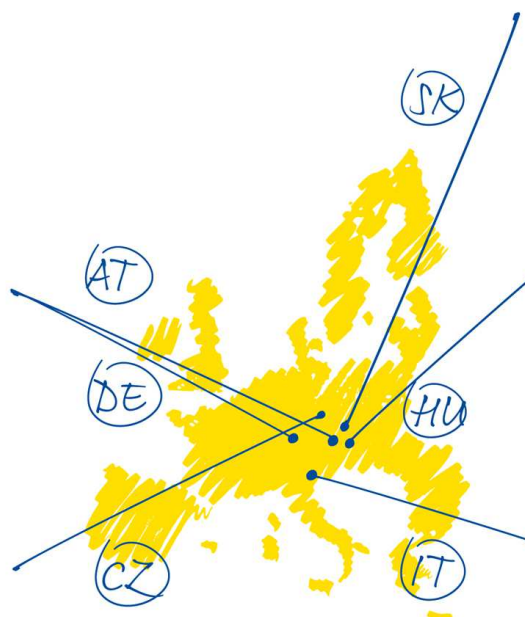


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## i. e. SMART – A Portrait of i.e. SMART Idea Generation An exhibition of student work

All seven SMART Regions have challenged their project participants ages 14-30 in form of a SMART Competition to generate the best business ideas in the areas of Green Economy, ICT, and Creative Industries. In order to complete round one of the competition, each region selected the best ten business ideas which will continue to the second round. As part of the final round in April, five winners will be selected from each region to attend the *SMART Campus* at the *SMART Point Bratislava* from May 20-23, 2014. There, participants will receive special training from external international experts and also have the opportunity to pitch their business ideas to potential investors. The final day of the *SMART Campus* will be held at the historical former market building in Bratislava. During the entire day, each of the 35 transnational project participants will 'pitch their idea' on stage to a select international jury, as well as to business angels sitting in the audience. The event is open to the public, and is a great enrichment opportunity for school classes to witness entrepreneurship in action.



In this issue, we will look at the results inspired by the i.e. SMART idea generation by reviewing the winning first-round business ideas from each region. In addition, each regional SMART Point will report their new, exciting accomplishments.



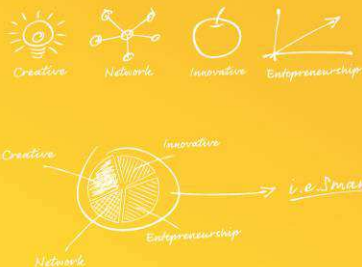
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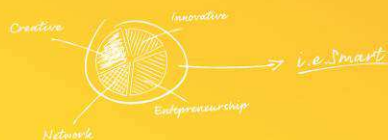
## Other i.e. SMART Transnational News

### Train the SMART Trainers Module Two in Prague

#### The Entrepreneurial Journey Continues



The second week-long SMART *Train the Trainers* module was successfully completed in Prague, September 23 to 27, 2013. External international experts Elaine Gleeson from England, IBC Kolding from Denmark, and Three Monkeys from Germany facilitated the main portions of the training. SMART trainers were further exposed to idea generation, design thinking, storytelling, vision boards, and challenged to run their own SME assimilation game. In addition, the i.e. SMART Scope and Sequence, a curriculum for entrepreneurship education developed by lead partner Vienna, was presented to project partners as an inspiration taken from both week-long *train the trainer* module workshops. The i.e. SMART Scope and Sequence curriculum can now be piloted and modified by project partners to best meet their regional SMART Point needs. SMART trainers who successful completed the modules, received a certificate for their participation.



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## i.e. SMART Transnational Steering Committee Meeting

November 21-22, 2013 Prague, Czech Republic



Representatives from the seven urban regions met at the SMART Point Prague for a very intense, two-day transnational steering committee meeting. Each region presented their new SMART Point developments as well as gave an update and overview of the i.e. SMART Competition in their region. Finally project partners split into working groups to develop specific project related tasks such as

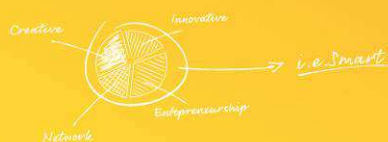
the development of the SMART Network. Lead by the Modena region, the concept, overview, and regional feedback related to the SMART Network were discussed at this meeting. The first



evening, project partners were in for a big surprise to participate in a beginning Scottish Dancing class, led by the i.e. SMART Scottish project coordinator himself, Stuart Simpson. To support the philosophy of entrepreneurial thinking, project partners were yet again taken out of their "comfort zone" by being

challenged to very quickly assimilate into Scottish cultural norms through the art of dance. The evening was filled with laughter and the activity proved to be excellent for team building. Overall, the steering committee meeting was very productive and regional project partners had the opportunity to conduct meaningful business face-to-face, rather than through email.





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## News from the project partner regions

### Region: Vienna (AT)



Conveniently located next to the historical St. Stephen's Cathedral in the heart of Vienna and in cooperation with the Christian University College of Teacher Education Vienna/Krems (KPH), the *SMART Point Vienna* is actively reaching out to teachers and students among secondary schools across the city to participate in the *SMART Point Vienna* program. The center sees its role as a lighthouse in the area of entrepreneurship education to provide both teachers and students with a variety of resources and tools needed to create, plan, and implement a new business idea. The *SMART Point Vienna* has planned ongoing professional development until the end of the 2014/2015 school year for teachers, so that they can begin teaching secondary students ages 14-19 about entrepreneurship.

Inspired by the two *SMART Train the Trainer* professional development workshops in Budapest and Prague, the *i.e. SMART* lead partner, the European Office of the Vienna Board of Education, has developed a unique entrepreneurship education curriculum, the *SMART Scope and Sequence Curriculum*, tailored to meet the diverse needs of Viennese secondary schools. This curriculum serves as a foundation for the *SMART Point Vienna*. It provides a framework for *SMART* professional development workshops for teachers, as well as an enrichment program for students in form of a *SMART Brunch*, all of which are part of the initiative of the Vienna Board of Education to bring entrepreneurial thinking into the classroom. The curriculum consists of five thematic units, each with clear learning objectives, assessment, and suggested



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materials to be used in the classroom. Each professional development workshop focuses on one of the five units. This gives teachers the flexibility, based on their school type, to choose which aspect of the curriculum would best meet the needs of their students. The guest speaker's topic at each *SMART Brunch* is also linked to one of the thematic units of the *SMART Scope and Sequence Curriculum* as an enrichment tool to enhance instruction. Together, the curriculum, teacher training and the *SMART Brunch*, provide an attempt to create a more cohesive and comprehensive approach towards entrepreneurship education in participating Vienna secondary schools.

## An Entrepreneurship Enrichment Opportunity for Students

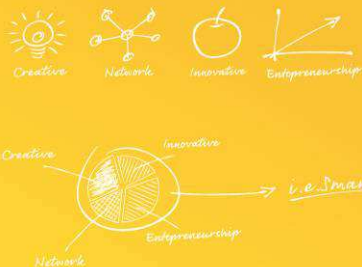


The *SMART Point Vienna* aims to develop empathy and inspire young people to become the next generation of Austria's entrepreneurs. In order to achieve this, well respected, successful entrepreneurs from the Viennese community are invited every month to speak about a topic related to one of the thematic units from *the SMART Scope and Sequence Curriculum*. The *SMART*



*Brunch* is an ideal enrichment opportunity for secondary students and for educators to enhance entrepreneurship instruction in the classroom. All *SMART Brunch* guest speakers are successful, inspirational, young entrepreneurs from the Viennese community who come and tell their success stories to students. They have had experience speaking to secondary school students

and their businesses represent one of the three sectors: Creative Industries, ICT, and Green Economy.



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The brunch itself is organized by *Wild Kitchen*, a group of secondary students together with their teacher from the Prevocational School 7, Burggasse in Vienna. The group of fifteen year-olds were inspired by the i.e. *SMART* project and developed their own business idea, logo, and business plan. *Wild Kitchen* is a student-led catering company and is responsible for the organization of the brunches and has developed their own menu of delectable items. Smart Point Vienna has chosen to display *Wild Kitchen* in this issue as their Portrait of i.e. SMART Idea Generation as the students not only won the first round of the competition through their innovative and practical business idea, but also because they have taken on a strategic role in the development of entrepreneurship education in Vienna Public Secondary Schools.

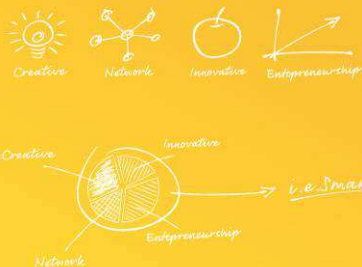
## Region: Bratislava (SK)

### Projects from Bratislava exhibit at their i.e. Smart DEMO Day

In December, we held our DEMO Day with the seven teams who participated in our Bratislava SMART Point workshops in early fall. The selection of the best three best projects wasn't easy. We found these project ideas to be attractive not only because of their creativity and innovation, but also because of the team's unique composition of skills.







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## List of competing projects and descriptions:

### JIWI

This mobile app stores incoming invoices and reminds you of their due date. The app can read all essential invoice data and automatically register it. All you need to do is take a snapshot with your smartphone.

**City Buddy** This platform connects tourists with local buddies who will then personally meet them and give a tour of the city.

### Realizujsa.sk

An interactive social and professional portal helps you to find the way to your dream job. It also makes the selection process easier for the hiring company.

### ISON

An intelligent energy-saving system of public LED lighting which sensors the level of lighting so that lighting mechanisms can turn on and off in real time and according to the season.

### Empathyland

An educational programme which develops empathy in young kids through playing games.

### Slovak village

This platform features quality food products while bringing together local food producers and consumers.

### Passion Finder

Ever wanted to discover your inner passion? This online video course is aimed at tapping into your passion, strengths and those things that we enjoy.



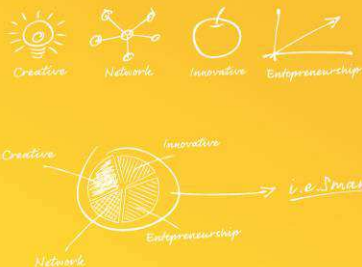
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And the winners: 1st place ISON, 2nd place Passion Finder, 3rd place Empathyland.



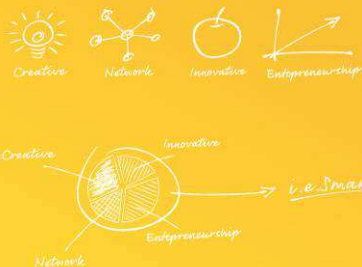
Discussion about young people in our region and entrepreneurship was part of the event. Invited guests, CEOs of successful Slovak companies and Assistant Dean of Economic University, expressed the importance of quality education and building a local startup ecosystem. i.e. Smart Bratislava plays an important role in this interconnected system.

*„For people with a creative and entrepreneurial spirit, this is a great program for spending free time. “*Participant of i.e. Smart workshops

*„Many people have an idea and want to start a business but don't know how to start, how to build a product, business model and what to focus on before they start. i.e. Smart brought specific guidelines and solutions for these questions. “*

Participant of i.e. Smart workshops





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Smart Point Bratislava is now helping the best teams to build their prototype which will then be presented at the Smart Campus. In the meantime, we will provide them with the physical space for meeting and working, free access to educational and networking events and mentorship. Our biggest aim is to create a community of young entrepreneurs, who will support each other during difficult economic times.

[www.smart-point.sk](http://www.smart-point.sk)

## Region: Budapest (HU)

The Budapest Region has organized awareness raising programs to promote the possibilities offered by the i.e. SMART project. The Budapest Enterprise Agency is actively looking for successful young entrepreneurs who can share their success stories with the participants of these workshops. The Budapest Region has developed three SMART Point locations accessible to the next generation of Hungarian young entrepreneurs. The Budapest College of Communication and Business in cooperation with the Budapest Enterprise Agency, operates one of the three SMART Points and have organized several workshop sessions held by young entrepreneurs. This new SMART Point has been opened in Szentendre, 30 km from Budapest. Szentendre is an ideal place as it is a rapidly growing city with lots of young people willing to create an enterprise.

Our workshops and conferences have reached several hundreds of possible future entrepreneurs which have attended these events organized by the Budapest Region. We have also begun a new approach, which allows the development of innovative integrated supplementary (e.g. tailor made financing, consulting services, etc.) services. The Budapest SMART Point has also developed an innovative e-SMART Point which emphasizes training through an internet-based format.

The candidates of the SMART Competition are also active participants in the SMART Point training modules. The aim is to expand the activities in the SMART Point to a national level via a mobile i.e. SMART platform and expanding SMART Point contacts in the major cities across Hungary. This will also add to the sustainability of i.e. SMART during its afterlife.



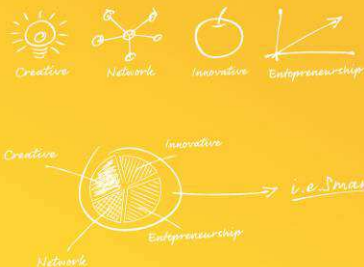
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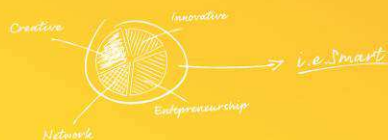
## Region: Veneto (IT)

### Developing entrepreneurial ideas in Veneto

Between August and October 2013, young aspiring entrepreneurs were challenged to develop their original ideas in the Veneto Region during round one of the Smart Competition. After reviewing several ideas, the Veneto Region selected the best 30 in the Veneto Smart Competition and summoned the young aspiring entrepreneurs to take part in the first group meeting at the Smart Point – Confindustria Veneto SIAV in Mestre, Venice (Confindustria is the main organisation representing Italian manufacturing and services companies). On this occasion, the Smart trainers introduced the project i.e. SMART and gave the project participants the opportunity to network and exchange ideas. Next, the project participants attended creativity workshops where they could receive project feedback and reflect on their business ideas' feasibility and/or challenges.

The workshop was inspired by the i.e. SMART entrepreneurial profile and showed a video *The Myths of Entrepreneurship* which focused on the misconceptions of becoming an entrepreneur and the lifestyle. Competitors were then asked to transform their projects in vision boards. This required participants to select, cut and paste images from various magazines and present their ideas. Finally, they reflected their ideas in relation to three guiding topics (i.e. their identity, competency in skills, and network).

The second workshop focused on what makes a good business idea through the use of the business model canvas. The workshop aimed at helping the SMART participants in better defining and shaping their idea in the context of entrepreneurship. The discussion deepened the connection between participants' hobbies and interests and their ideas. The result was twofold: it created enthusiasm among the young aspiring entrepreneurs, and on the other hand, it revealed a potential disconnect between participants hobbies and interests and their project ideas. Overall the workshop helped inspire young people to engage in i.e. SMART. This



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was evident through observation and feedback from the trainers, participants and regional stakeholders who all shared great interest and passion for this opportunity. Here are two statements from participants:

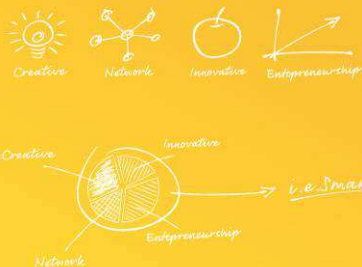
"The lab helped me to focus on my goals, work in group and enrich my idea through the others' ideas. I am now more conscious of the means at my disposal and of the steps I have to take to get the goal."

"The meeting was a chance to develop my idea and evaluate it. I understood that the process of reflecting and developing my idea is fundamental and that I must consider the resources needed to launch my project"

These workshops helped launch the focus and energy required to begin real i.e. SMART idea development in our region.







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## Region: Prague (CZ)

### Emerging entrepreneurs in Prague get another chance

Emerging entrepreneurs from Prague had another chance to present and develop their business ideas with cooperation of the SMART Point Prague, a supporting body created by Inovacentre (Czech Technical University) and Metropolitan District Prague 14.

SMART Point Prague has opened a call for the SMART Competition, a contest for emerging entrepreneurs to develop their existing business ideas further by mentoring support and networking opportunities. The competition's prerequisite was to fill out the simple and structured questionnaire covering the business idea and entrepreneur's background. SMART Point Prague successfully selected the best business ideas that will proceed onto the final round.

The competition attracted various types of entrepreneurs and business ideas. To demonstrate the variety of interest, the competition attracted the young company *Galavito*, which presented their idea of an infrared heated restaurant table to be used outside terraces at restaurants and hotels (replacing more dangerous and inefficient gas cylinders). The company is currently working on the technical aspect of this idea and its feasibility. On the other hand, another young company *Sunlafel* produces bakery products made from hemp and sunflower seeds. The company has several products already in production and a possible investor to support the business. Although entrepreneurial skills or idea development varied from company to company, willingness to work on their goals and make them viable in the real business world were consistent.

Both the participating entrepreneurs and the SMART Point have benefitted from the SMART Competition. Inspired by the competition, SMART Point Prague has created a close cooperation with the University of New York in Prague (UNYP), which will provide mentoring support for activities within the SMART Point. This will further improve the SMART Competition and can also provide learning experience for emerging entrepreneurs to develop their ideas and business skills.

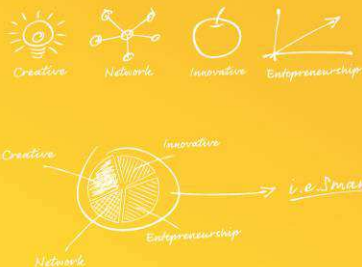


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Entrepreneurs and their business ideas involved in the competition will now work under supervision of the mentors (both from UNYP and SMART Point) in the development programme called SMART Challenge.

## Region: Stuttgart (DE)

### Business Ideas for the Digital Generation

40 students from all faculties at the Stuttgart Media University met at the end of November to develop their business ideas in a workshop facilitated by the SMART Point Stuttgart. During the workshop the students were working with Design Thinking tools such as vision boards, sketches and prototypes. Most of the developed ideas addressed a need in society by providing some sort of a solution. Some participants tried to solve specific problems such as waste disposal whereas others offered digital solutions for internet users. Another two ideas are going to tackle some practical smartphone problems.

Judith Freimuth and Jonas Bickert strongly believe that life today without a smartphone would be nearly impossible. Everyone profits from the devices' practicality, however, the technology still has its flaws. "Sometimes we're all struggling to untangle our headphones, or "cable-chaos." That is why we developed an idea to create a smartphone case which ultimately helps avoid this problem." The headphones are integrated in the case and can be conveniently slid in and out (comparable with the vacuum cleaner cable system). The innovation depends on the smart combination of two already existing products (case and headphones). According to Judith and Jonas they want to work on an idea which improves our daily lives. They thought of a problem "that needs to be solved and that makes our lives easier and less stressful. The fact that both of us like listen to music and we hate it when our headphones get tangled up, served as a catalyst for the concept creation of *incase*.

The second idea is to provide a system where one can rent a battery (similar to the concept of renting a bike or car). In form of something that looks like a snack machine, one could rent the battery across urban areas and also at public transportation stations. "After charging your

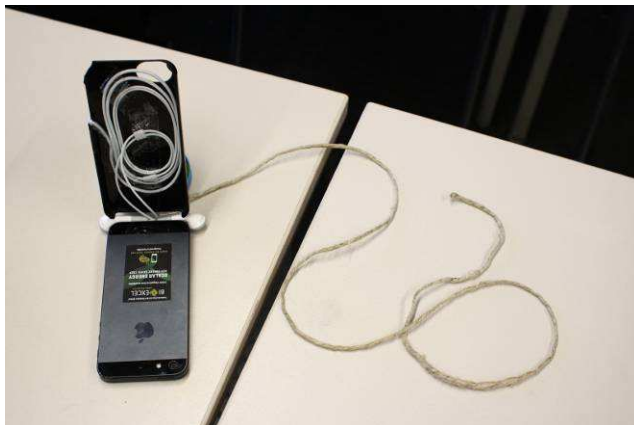


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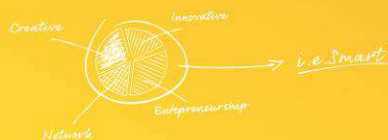
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phone, laptop, camera, or music player you can return your battery at the dispensary machines which will be positioned at every train station, bus station, and possibly supermarkets." The team's aim is to provide these battery dispensary machines in convenient locations so everyone can charge their mobile devices. The target audience will be people who are consistently „on the go“ such as teenagers, students and commuters who use a smartphone, camera, tablet or laptop.

This idea was created by Pia Krebs and Ann-Katrin Kliege. " It comes out of chronic common problem of running out of battery supply without your charger after a long day at work. We also observed how our class mates are affected by this. Hence, that is why we want to solve this problem."







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