



Summer
Jam

Where
small
businesses

GO
GLOBAL

2015

PARTNERSHIP PROPOSAL

TEAM WORK



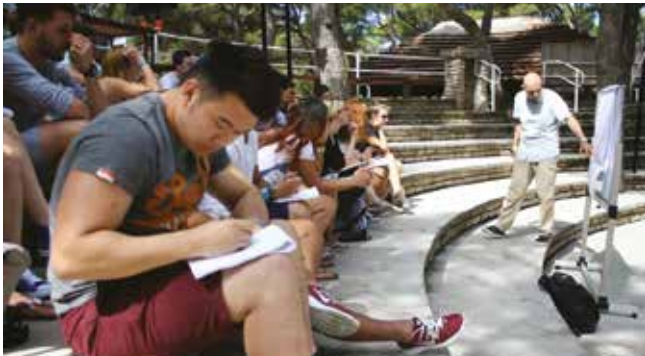
WORKSHOPS



ADVENTURE
& SPORTS



EDUCATION



BUSINESS
NETWORKING



WHAT is SUMMER JAM CROATIA?



Summer Jam Croatia is an **international conference for entrepreneurs and those who want to start their own business**. The conference is going to be held from 22nd - 26th of August 2015, for a third year in a row. It is organized by Faculty of Economics in Split, Croatia, its Business Incubator and international student organization AIESEC Split.

Summer Jam Croatia 2015 is a **combination of active and business program**. The goal of the conference is to create platform for international cooperation between entrepreneurs and young people from all around the world through development of their business ideas and projects.

Goals of the conference:

- to develop new business ideas that are going to be ready for implementation after the conference
- to educate delegates how to create new products and place them successfully in the market
- to inform delegates about global trends and opportunities in entrepreneurship and prepare them for future changes
- networking and cooperation
- influence on opening new companies

Guest speakers will be representatives of institutions associated with the topic of youth entrepreneurship and international cooperation, as well as supporting programs for entrepreneurs; representatives of higher educational institutions; entrepreneurs with experience in attracting investments, working in international markets and in currently fast growing business areas.

SUMMER JAM CROATIA 2014

Summer Jam Croatia 2014 was held in **Pine Beach** resort in Pakoštane near Zadar from **23.-27. of August** under Patronage of Ministry of Tourism of Republic of Croatia, Ministry of Entrepreneurship and Crafts of Republic of Croatia and Croatian Agency for SMEs and Investments.

More than 50 delegates from Croatia and the world participated in the conference. During the conference delegates were able to **develop their business ideas, learn from the experiences of entrepreneurs and gain insight into new trends and opportunities in entrepreneurship.** Business program was complemented by an active program that included sports and recreational activities: kayaking, archery, water aerobics, climbing, sailing, adventure park and competitions in team sports.

Keynote speakers at the conference were successful young entrepreneurs and representatives of public institutions that helped participants to get an overview of the current state of the market trends and opportunities in the entrepreneurial venture.

"I spent five days in a unique resort on the coast of Croatia, participated in many activities in the countryside, I've met and worked with communicative, creative and motivated people from different cultures, listened to inspirational speeches and had mentors that helped us in every step and gave us better insight in developing business ideas that have great potential to become global. That it is Summer Jam and I'm very glad that I was a part of it."

Pinar Cansu Baycar, Turkey

"For me this has been a productive experience because I got different opinions about my idea from colleagues from other countries. I like the international context of the conference because we can exchange ideas and learn from each other."

Germán Henao, Columbia

"I like the idea of bringing different people from different countries in a situation to work together and in this way to assess their strengths and weaknesses."

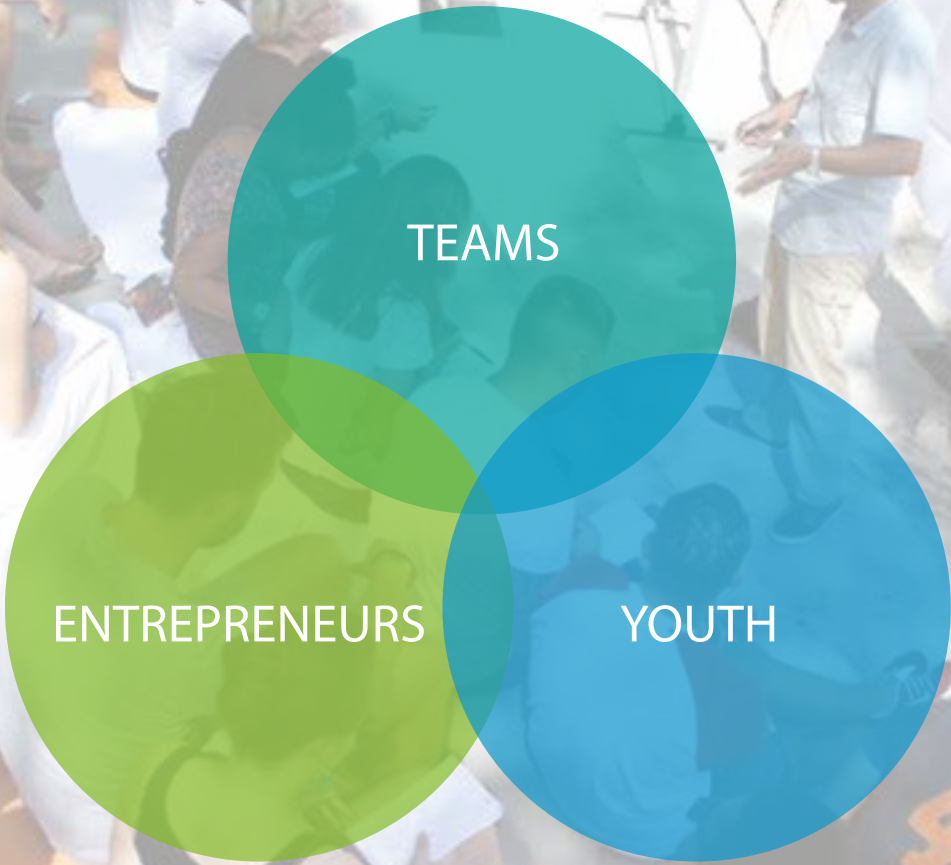
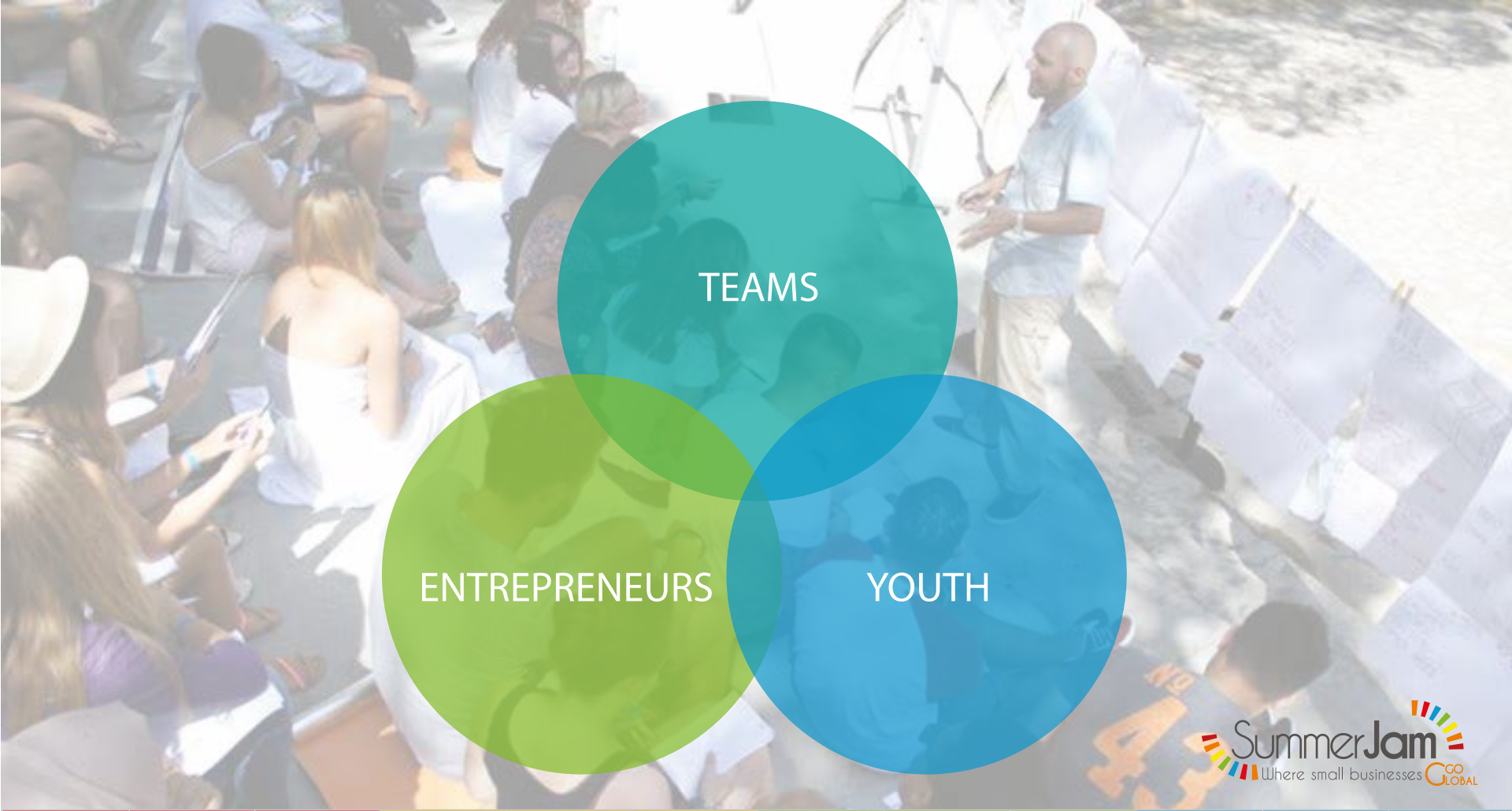
Natalie Georgiou, Cyprus

WHAT EXPECT THIS to YEAR?

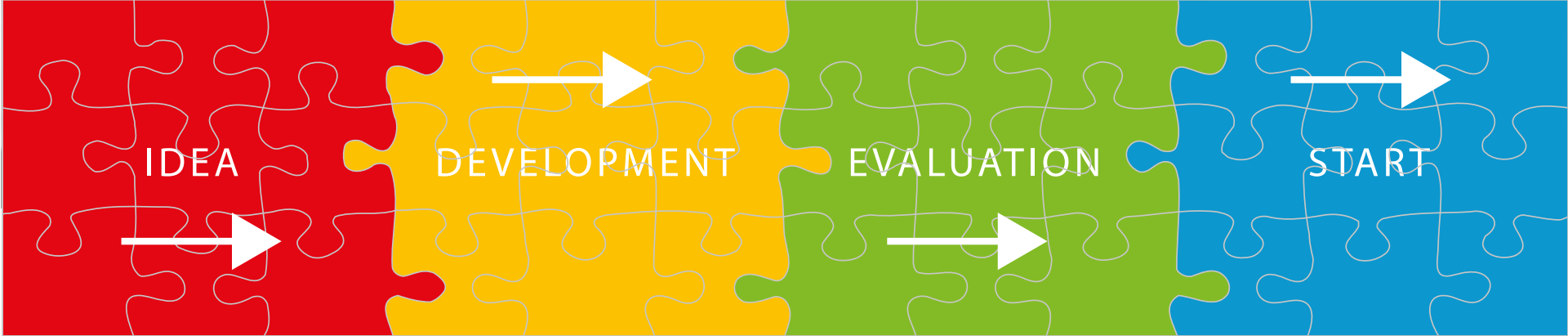
This year the conference aims to **connect entrepreneurs and young people from around the world** which will work together on development of business ideas with the goal to make them ready for implementation after the conference. **The program consists of a series of workshops, trainings and panel discussions** through which delegates can acquire the necessary knowledge for the development and implementation of business ideas.

The conference concept consists of 4 blocks which will lead participants **from business idea to final proposal for its realization**. Through registration organizers will receive different business ideas from entrepreneurs and the jury will select the best project proposals which will be reviewed during the conference. Participants will have the opportunity to choose the ideas in which elaboration they would like to participate. Next step is the formation of teams, **development of a business model and plan** with the support of mentors, **education and active program** which will enhance the productivity of teams. The next block contains the presentation, evaluation and feedback of project proposals. The last section contains the sales simulation, the ability to attract investors and set the initial steps for continuing cooperation between stakeholders.





 SummerJam
Where small businesses GO GLOBAL





ENTREPRENEURS

- development of business idea
- help and supervision by mentors during the whole process
- help from team in creation of business plan
- education and panels experiences

AFTER THE CONFERENCE

- ready to implement your idea
- network of contacts
- possibility to make partnerships
- possibility to continue working with a team

ENTREPRENEURS CHALLENGES

PURPOSE & MINDSET

- MISPLACED PURPOSE
- OVERESTIMATING SUCCESS
- NEGATIVE MINDSET
- LACK OF SUPPORT

IDEA AND PLANNING

- BUSINESS IDEA ISSUES
- NOT KNOWING HOW TO
MAKE A BUSINESS MODEL
- POOR ORGANIZATION
- PLAN REALIZATION

MARKET

- INABILITY TO POSITION
PRODUCTS IN TARGET MARKETS
- SELLING THEIR PRODUCT AND
CUSTOMER XP
- KEEPING UP WITH CHANGES
- DEALING WITH COMPETITION

TEAM

- FINDING GOOD EMPLOYEES
- ASSEMBLING A BUSINESS TEAM
- EMPLOYEE EDUCATION AND
DEVELOPMENT
- EMPLOYEE MOTIVATION

FINANCES

- RAISING CAPITAL
- UNFORESEEN BUSINESS
EXPENSES
- CASH FLOW
- BUDGETING

PROGRAM OBJECTIVES

WORKSHOPS

- Work in teams on creation of business plan and model
- Experience of leading/working in international teams
- Development of new skills and knowledge through learning by doing

EDUCATION

- Education about how to create business plan, model, how to plan, leadership, sales and budgeting
- Education about needed procedures when opening a company
- Education about global trends

NETWORKING

- Ensure collaboration within teams to achieve better results
- Connect participants through sharing experiences in order to support future collaboration
- Special time for networking

PROGRAM FLOW

IDEA

Entrepreneurs are sending business ideas until scheduled deadline
Selection of the best ideas and announcement to applicants
Sending documents for preparation of entrepreneurs before conference
First day each entrepreneur is presenting his idea to delegates
Delegates apply to teams and announcement of teams

DEVELOPMENT

Every team has a mentor who is helping them during whole conference
Team forming and structure(role assignment)
Creation of business plan
Education for entrepreneurs and for delegates based on the function in team
Panels, experience sharing and ideas presentation

EVALUATION

Finalization of plan
Sales preparation and selling the project
Preparation of presentation and presenting the results
Evaluation of plans
Feedback to entrepreneurs and teams

START

Networking with investors and entrepreneurs
Explaining needed procedures for opening a business and materials
Announcement of winning teams
Establishing cooperations for future help in opening and tracking business development

PROGRAM

| 1st DAY | 2nd DAY | 3rd DAY | 4th DAY | 5th DAY |
|-------------------|------------------------|------------------------|------------------------|------------------|
| | DAY 2 OPENING | DAY 3 OPENING | DAY 4 OPENING | DAY 5 OPENING |
| | DEVELOPMENT | DEVELOPMENT | DEVELOPMENT | START |
| OFFICIAL OPENING | | | WORKSHOPS & EDUCATIONS | OFFICIAL CLOSING |
| IDEA PRESENTATION | | | | |
| TEAM PRESENTATION | | | | |
| TEAM FORMING | WORKSHOPS & EDUCATIONS | WORKSHOPS & EDUCATIONS | IDEA EVALUATION | |

WHY become a CONFERENCE PARTNER?



AS A PARTNER OF THE CONFERENCE YOU WILL RECEIVE THE FOLLOWING BENEFITS:

- Space in brochures with information about the program and the conference participants
- Space in official conference newsletters
- Name of your organization as a partner in all official conference materials (posters, flyers, letters, accreditation, presentation)
- Organization's logo on the event website with a link to your official site
- Promotion through targeted media campaign of Summer Jam Croatia 2015 in the country and Europe
- Covered accommodation and full board for representative of your organization on the conference for 5 days
- Mentoring teams during the conference, and a place in the jury for the evaluation of ideas
- Participating in a panel discussion during the event

OBLIGATIONS OF CONFERENCE PARTNER:

- Promotion of the conference through organization's communication channels
- Provide representative during the conference
- Ensure that organization's representative will come prepared for the conference and actively participate in the realization of the conference (mentoring, presentations)
- Ensure the participation of min. 5 delegates at the conference

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FIND MORE INFORMATION ON OUR WEBSITE:
www.summerjamcroatia.com

YOU CAN CONTACT US ON:
info@summerjamcroatia.com

FOLLOW US ON:

