

OUTCOME

ENTREPRENEURSHIP: STARTING FROM POINT ZERO - 2012



Stages

- St. Petersburg
- London
- Manchester



Saint-Petersburg Centre for entrepreneurship Russia

Directions

- ✓ Raising money for entrepreneurs
 - ✓ Building entrepreneurial culture
 - ✓ Training programs
-

Partners

- ✓ E&Y
- ✓ Centre for entrepreneurship and executive development
- ✓ International Business Leaders Forum

Saint-Petersburg Sberbank



**Centre of
business
development**

Trainings

Lectures

Workshops

Bank loans

Mortgage based loans

Franchising programs for start ups

**Web site « Delovaya sreda»
(« Business environment»)**



ИНГРИЯ
ТЕХНОПАРК

Saint-Petersburg Business incubator «Ingria»

Platform for
creating new
IT business

HackDay

Saint-Petersburg “Zone Space”

Co-working centre for launched businesses and start ups

- Networking
- Mutual beneficial cooperation
- Mentoring
- One-to-one business advice

Saint-Petersburg

What we did?

- ✓ Made market research and defined our target audience
- ✓ Found big variety of platforms for start ups
- ✓ Structured the content for opportunities map
- ✓ Understood the problem of poor promotion
- ✓ Realized the lack of information about creating your own business

Absence of unified place for entrepreneurs to upgrade and develop their businesses

Stages

- **St. Petersburg**
- **London**
- **Manchester**



London Cambridge centre for Entrepreneurial Learning

Entrepreneurial ecosystem “Cambridge entrepreneurial cluster”

- Cambridge cooperation
- Investor community (business angels, venture capitalists)
- Workshops (business Tuesday)
- Professional support (law and accounting)

Cambridge university enterprise network

- CUE-Cambridge university enterprise (academic)
- CUETEC-Cambridge university technology and enterprise club (student)

London London School of Business and Finance

Teaching course:
«How to launch your own business»



Community of students



Who has own business



London London Metropolitan University Accelerator



- A lot of business projects based in incubator
- Participation of alumni as mentors for start up
- Free working space for two years
- Teambuilding outside the incubator

Strong partners:

- ✓ERDF (European Regional Development Fund)
- ✓LKIC (London Knowledge Innovation Centre)
- ✓TIC (Thames Innovation centre)
- ✓LDA (London Development Agency)

London

London Metropolitan University



y viable business plan

ental policy, networking skills, pitching ideas)

London

British library

Business and Intellectual Property centre

BRITLIB
LIBRARY

- ▣ Centre for entrepreneurship
- ▣ Free industry guides
- ▣ Swap skills desk
- ▣ Necessity to find market for your ideas
- ▣ No barriers to be involved in the centre activities (except the age limit – 16 years old)

London Schlumberger

- ▣ Technical carriers development
- ▣ The possibility of growth to the company
- ▣ HR management planning
- ▣ Corporative culture
- ▣ Technical safety
- ▣ Internships for students

Schlumberger

London

UNIVERSITY OF EAST LONDON

- ✓ TEAM
- ✓ Connection with business
- ✓ Location
- ✓ Mentoring
- ✓ Free place for working (1 year)
- ✓ Promotion

UEL
University of
East London



London

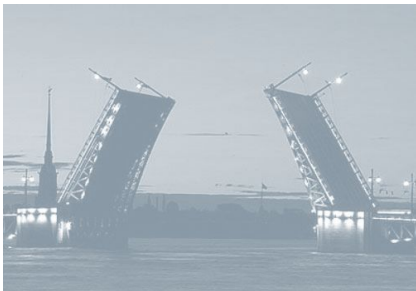
Key findings

- Importance of academic knowledge as well as experience
- Networking power
- Necessity of market research and finding your niche
- SWOT analysis of your personality
- Huge role of financial support from banks, government and partners
- Working with alumni



Stages

- St. Petersburg
- London
- Manchester



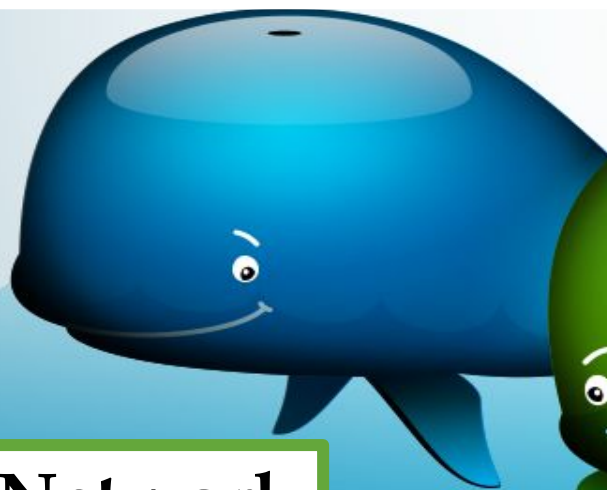
Manchester New Economy

- ▣ Directions:
 - research
 - skills and employment
 - project development
- ▣ Development economic intelligence
- ▣ Creation and improvement working skills
- ▣ Rising investment

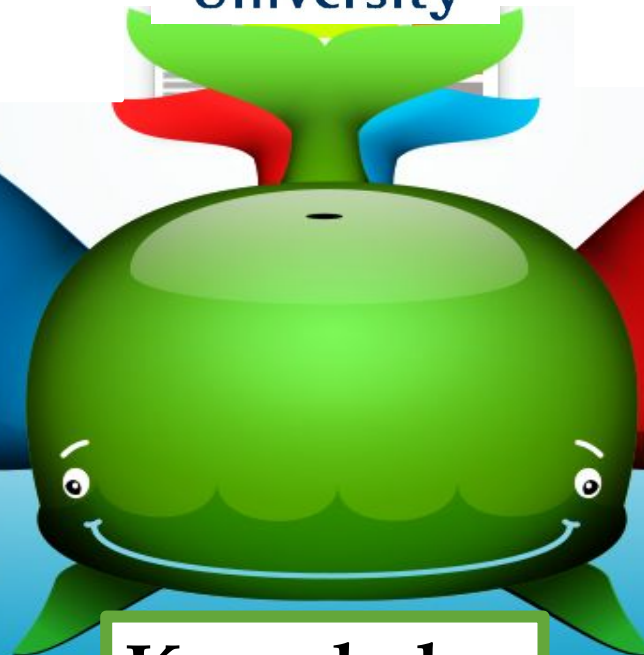
Manchester Manchester Metropolitan University



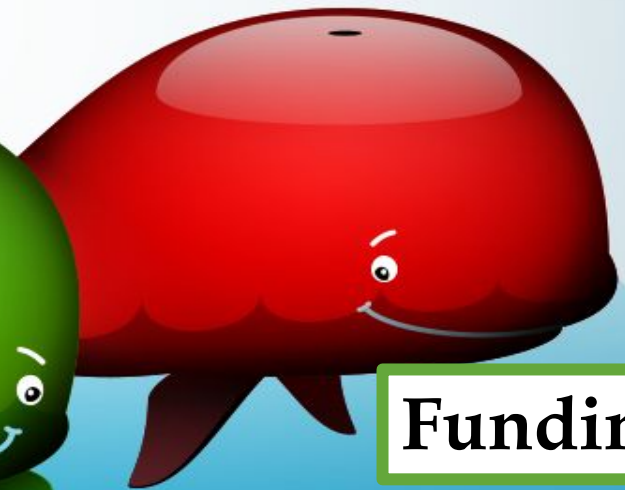
Manchester
Metropolitan
University



Network



Knowledge



Funding

Manchester

Manchester Metropolitan University

- Supporting businesses and entrepreneurs
- Feedback
- Peer-to-peer learning
- Participation in the program is available to all
- A range of businesses the centre works with
- Huge science park
- Concept of Entrepreneurship
- Maintaining motivation

THE ENTERPRISE PROGRAMME

STUDENT SUPPORT @ MMU

Free
Business
Support from
Idea to
Trading

Do you have a
business
idea but don't know
where to begin?

Do you want
to apply your skills
and start your own
company?

ENTERPRISE BUS

FREE FOR STUDENTS
& GRADUATES

We are here to help
Jump on the Enterprise Bus
today and start your Journey

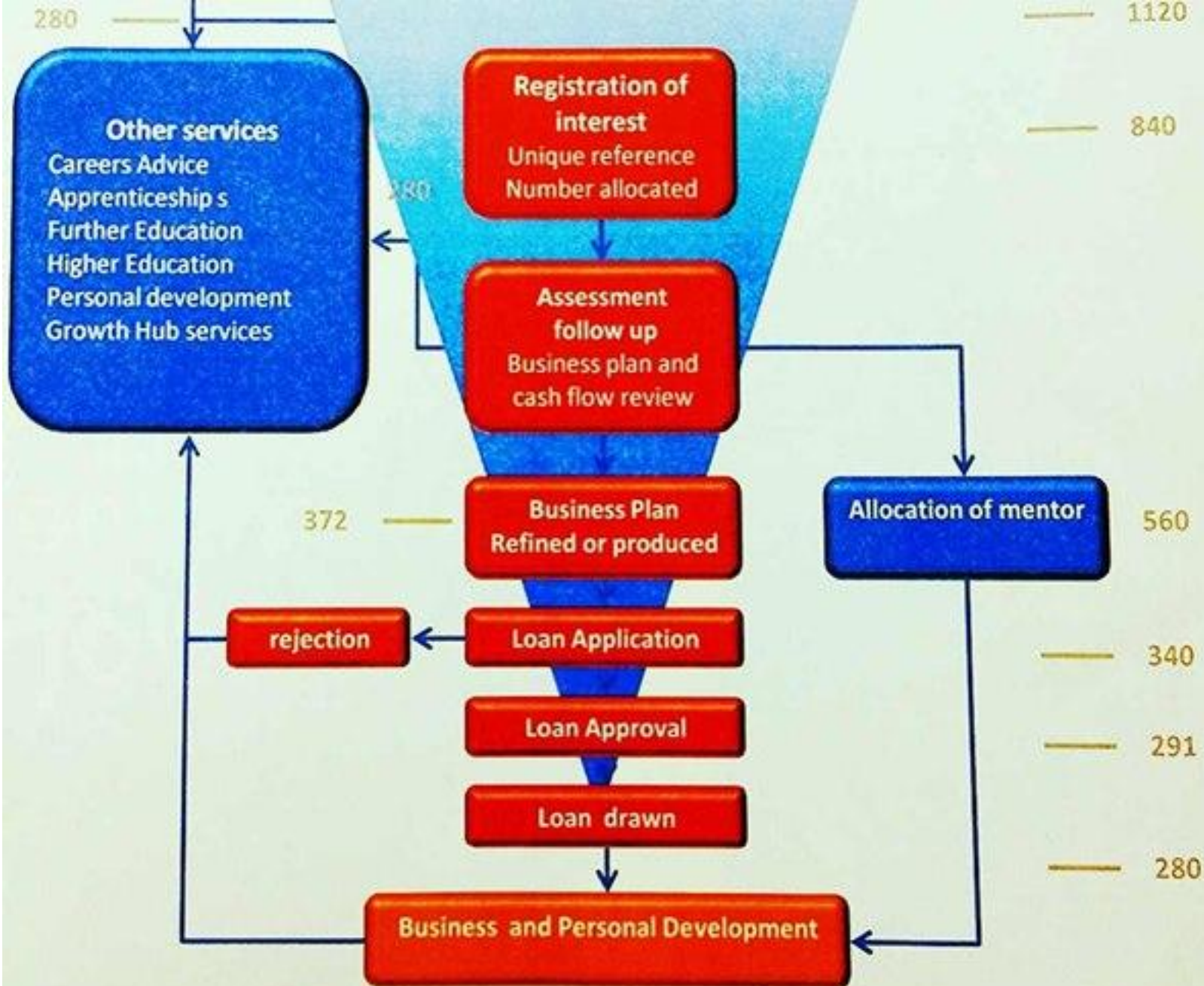
New directions

Going freelance

Enterprise factory

Develop 1 to1's

Enterprise academy



Manchester Innospace

- MMU business incubator
- The main course:
 - Innovation creativity
 - Groups activities
 - Producing business plan to experts
 - Constructive feedback
 - Qualified managers of centre
 - Collaboration between business and academics
 - Open minded staff



Manchester

Key findings

- Motivated and inspired staff
- Getting latest feedback
- Collaboration with university
- Social activity
- Finding key issues in order to attract and retain our target audience
- Building strategic partnerships
- Communication + skills = succes





Workshop

Alumni

Mentors

Collaboration

Information

Skills

Partners

Promotion

Market research

Funding

Networking

Events



POWER

APPRECIATIONS

Cambridge University Centre

Orsolya Ihasz - Programme Manager

London School of Business and Finance

Asmik Magakian - Global Events

Roy Butcher - Academic Dean

Elena Kaverina - Regional Director, CIS

London Metropolitan University

Richard Celm - Accelerator manager

Simon Boot - Student Enterprise Development Manager

Schlumberger. The Headquarters.

Natalia Smirnova - Personnel Manager, Global Accounts & London HQ

British Library: Business and IP Centre.

Neil Infield - Business and IP Centre manager

The University of East London. The Knowledge Dock Business Centre

Linsey Cole - Development manager

**THANK
YOU!**

