

Report

March 20th 22nd, 2015
Novi Sad, Serbia

Rectorate Building

University of Novi Sad
21000 Novi Sad, Serbia

www.uns.ac.rs

Start-up Weekend Novi Sad
FOSTERING STUDENTS' ENTREPRENEURSHIP
AND OPEN INNOVATION IN UNIVERSITY-
INDUSTRY COLLABORATION

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In the central building of the University of Novi Sad, during the period from 20th to 22nd March, the second Start-up Weekend was taking place. Start-up Weekend is a global movement made up of active and ambitious entrepreneurs eager to learn about the founding start-ups and launching successful new business ventures. As the largest community of over 100,000 passionate entrepreneurs, the event has been held in over 100 countries around the world in more than 400 cities, including Novi Sad.

The main organizers of this event, Business Incubator, iDEALab TEMPUS project of the University of Novi Sad and organization DaFED, enable a unique opportunity for all developers, designers, entrepreneurs, start-up enthusiasts, and all interested people to create and run their own business, to connect with each other, show their innovative business ideas and form teams to make their idea become reality.

The opening ceremony on Friday, March 22, 2015, was attended by the Provincial Secretary for Science and Technological Development, Vladimir Pavlov, who in his addressing to the audience pointed out the special importance of the organization of such events and the desire for more of the same. The event gathered 72 participants registered, of which the first day of Start-up Weekend, 28 of them presented their ideas. The votes of the audience decided which 11 ideas continue their development and work during the next two days of this event. In these 54 working hours, how long was the Start-up Weekend, participants had the privilege to develop their business models with the help of mentors, top experts in this field. On the last day of the event teams presented their results to the expert jury, made up of prominent experts in the field of entrepreneurship.



According to the jury, the three winning teams are rewarded with a valuable gift that will serve them for their future professional development. The third-placed team received the gifts from media sponsor HelloWorld, a package of books and a technical gadgets, members of the second-placed team received a gift vocational training in Banja Luka in the form of seminars and workshops, organized by IDEA LAB, the winning team is provided with a complete incubation process, which involves the use of all resources and consultancy services of the Business Inkubator in Novi Sad.



In the week before the Startup Weekend, two trainings were organized in order to prepare the participants on the theme "Developing a business model" and "Elevator pitch".



Startup Weekend is an event that was a unique opportunity for all young entrepreneurs, not only to win prizes, but also to promote their ideas, hear expert opinions, get advice and find additional sources of financing.

