

Entrepreneurship Idea Development Course

Uzņēmējdarbības ideju attīstības kurss / Startup idee arendamise kursus VALGA/VALKA – RIGA – CAMBRIDGE

November 16 – December 9, 2017 and a week in January 2018

We invite you to take part in our short entrepreneurship training course on the development of business ideas / Ielūdzam Jūs piedalīties īsajā uzņēmējdarbības apmācību un biznesa ideju attīstības kursā

PROGRAM – working language is English, occasionally Estonian, Latvian and Russian

Part No. 1 – Lectures in Valga/Valka – Valga County Vocational Training Centre (Loode 3, Valga), Room A207 on the 2nd floor

1	16th November (Thursday) 16.30-19.30	“From motivation to sales results – part I” by Ivo Jekabsons, Social entrepreneur, Founder of Latvia Charity Bank Attention! The meeting will be held in Russian language
2	17th November (Friday) 16.30-19.30	“From motivation to sales results – part II” by Ivo Jekabsons Attention! The meeting will be held in Russian language
3	24th November (Friday) 16.30-19.30	“Business models” and “Preparing and running promotional campaign for your start-up” by Madara Mara Irbe, Entrepreneur, Visiting Lecturer at Riga Graduate School of Law, Public relations specialist
4	28th November (Tuesday) 16.30-19.30	“Marketing strategy and positioning” by Karlis Purmalis, Dr. oec., Assistant Professor at the Faculty of Business, Management and Economics of University of Latvia

Part No. 2 – Workshops in Riga – Stockholm School of Economics in Riga (Strelnieku street 4a, Riga), travel (for all workshops) and accommodation (only for 27-28 Nov) costs will be reimbursed

1	27th November (Monday) 17.30-20.30	“Mentoring session I” Entrepreneurs’ stories and mentoring
2	6th December (Wednesday) 15.00-18.00	“Mentoring session II”
3	9th December (Saturday) 10.00-15.00	Final event – presentations of business ideas Preparation of presentations and pitch training

Part No. 3 – One week intensive module in Cambridge, United Kingdom, will take place in the end of January 2018 – participants who have been through Valga and Riga parts will be invited.

Organizers: CONNECT Latvia and Estonian Inventors Association

Contacts: tel. +37129100252 (Elmars), +37256602221 (Aarne); info@connectlatvia.lv

Participation is free of charge – simply come!