

Entrepreneurship Accelerators in Greek Universities

The Aegean Startups Case

Perspectives and Opportunities for International Collaboration



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The context



<https://www.youtube.com/watch?v=7EyVPMQHxuU>

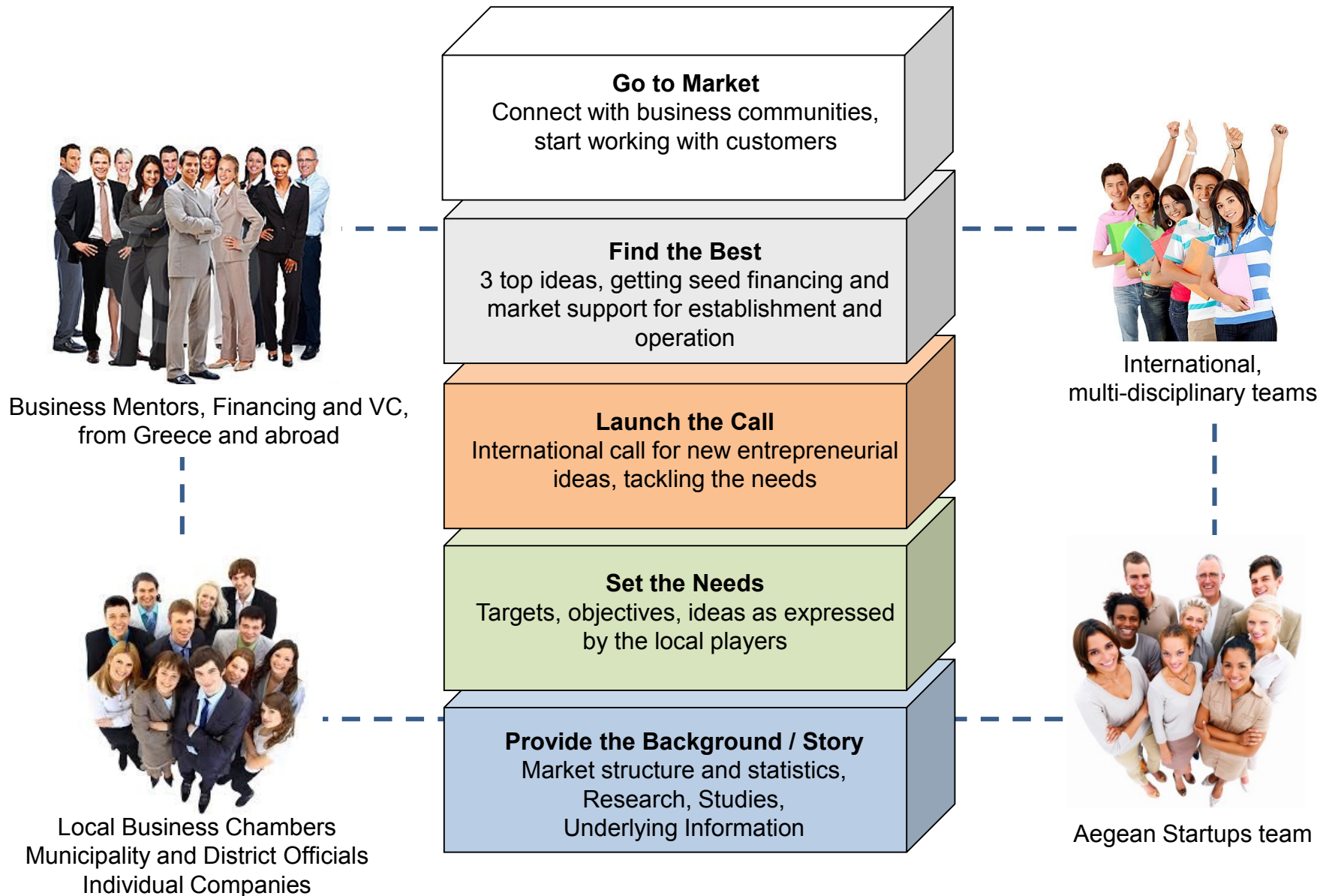
So, what defines “Aegean Startups” business accelerator ?

- **Distribution:** spread in 6 islands of the Aegean Sea, connected with 10 other facilities / cities in Greece and Europe, relying heavily on digital means
- **Diversity:** combining 15,000 of our students, and many more from Universities in Greece and abroad, including citizens and VSE's from different domains and sectors. We like experimenting.
- **Demand orientation:** we try to work along the needs of businesses and administrations from several sectors of the economy, while utilizing the “powers” of the Aegean

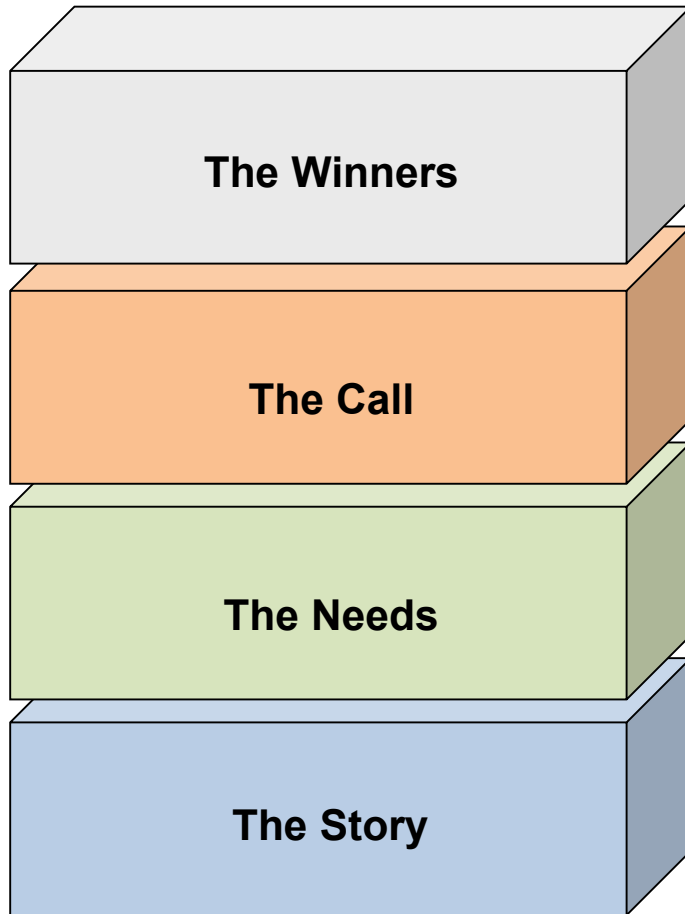
What are the top offerings of the Aegean ?

- Tourism and culture
 - Aegean islands (like Santorini, Myconos, Rhodes, Crete) are top touristic destinations worldwide, attracting more than 10M tourists per year
 - Pythagoras, Homer, Sappho, Epicure, Hippocrates are just a few of the philosophers that marked the Aegean Islands with their presence
- Agriculture, food and beverage industry
 - Lesvos: The Ouzo capital of the world
 - Chios: The only Mastiha producing island
 - Samos and Lemnos: The sweet wine champions
- Energy generation potential
 - Wind, sun, sea waves offer great potential for energy generation
- An environment for advanced maritime transport and sealife preservation
- The Aegean quality of life, able to attract people from all over the world, doing business “on or for” the islands

An Aegean Startups “round”



Example: The Tourism Round in 2016



Three teams/proposals getting 15K EUR each, progressively.
Full collaboration with Business Chamber and interested local businesses for fast market traction.



International Call for Proposals (electronic, two step process)



New forms of tourism: medical, conference, cultural, wedding, cruise
New means of tourism marketing and sales: digital, multi-lingual, multi-cultural issues
Technology in Tourism: Mobile apps, IoT, collaborative models



Market information on Rhodes, studies and operational data, with the support of the local Union of Hotels and local municipalities

The Platform at www.aegean-startups.gr

Digital Submission and
Screening system, based on
experts opinions

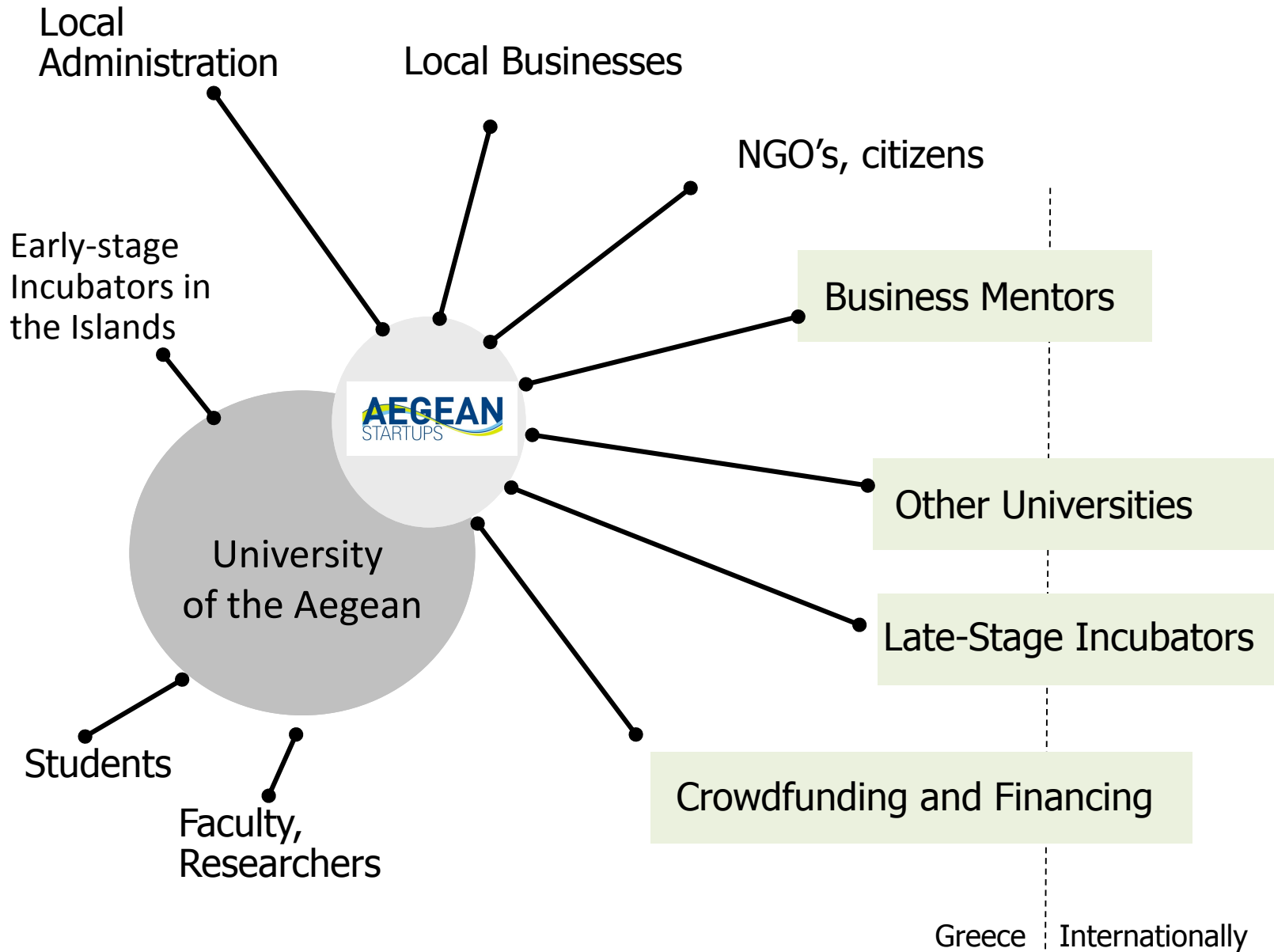
Team enhancement and
collaboration system.
Crowdlike and crowdfunding
extensions



Remote Mentoring and Digital
Training system

Information on the market
status, stories and needs.

Collaboration Network and Opportunities



Startups from the 2015 round



Samiaki Gi (Earth of Samos): “Umbrella” branding and Digital Marketing for agricultural products of Samos

Aegean4You: online platform offering gastronomy tourism packages in the Aegean islands

CultPath: online service creating cultural “paths” for tourists in the Aegean islands (e.g. the Pythagorean path, the Argonauts path)



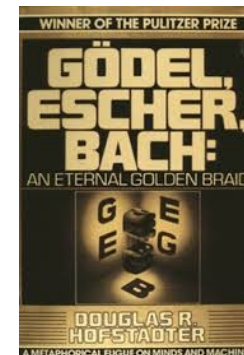
Smartups: electronic platform that automates team enhancement and cross-disciplinary collaboration

Next Steps / Plans

- An international round on Smart Cities / Smart Islands solutions (Greece, Slovenia, Kroatia, Italy, Cyprus)
- A joint project with TU Karlsruhe and Uni Torino on needs from 3 areas on Automotive Industry / ICT / Tourism
- Enhancing our platform with new tools for ideas screening, startup valuation, data collection
- Extend to adolescents / start collaborating with schools
- European and International Research projects on Web Entrepreneurship and Co-Creation (HORIZON 2016-2017)

Lessons ?

- Demand orientation is the best asset for market traction
- Tools, more tools for augmenting reach and screening rates (from 1/10 to 1/100 to 1/1000)
- Patterns, more patterns for innovation generation (detect, teach, use)
- Do not press too much on time. Do not forget that the “crux of the matter” is ...



People !





Go Aegean !

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