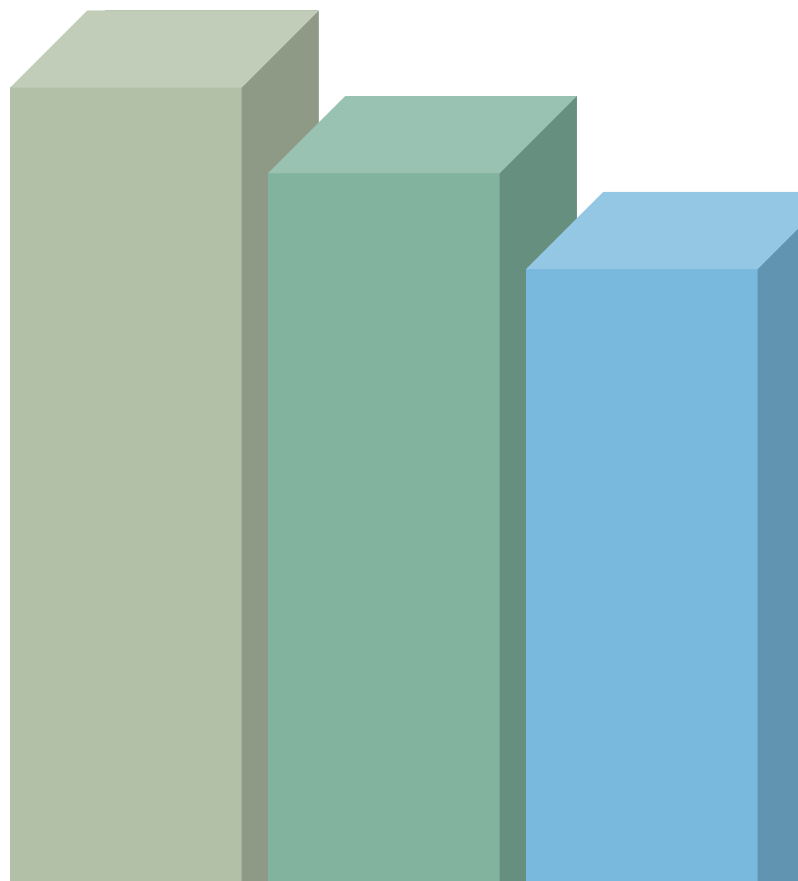


# **BUSINESS** **E-INCUBATOR GO-UP**

(since 2021)



[office@goupincubator.com](mailto:office@goupincubator.com)





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# GO-UP founding organisations

Trakia University

Bulgaria

Çanakkale Onsekiz  
Mart University –  
ÇOMÜ  
Turkey

ZIP centre for youth-  
business incubator  
LLC  
Serbia

Phasegrowth OÜ -  
Private Limited  
Company  
Estonia

FORTES Impresa  
Sociale srl  
Italy

Association  
"Youth for Peace"  
Bosnia and Herzegovina

Foundation "STARTUP  
MOLDOVA"  
Moldova

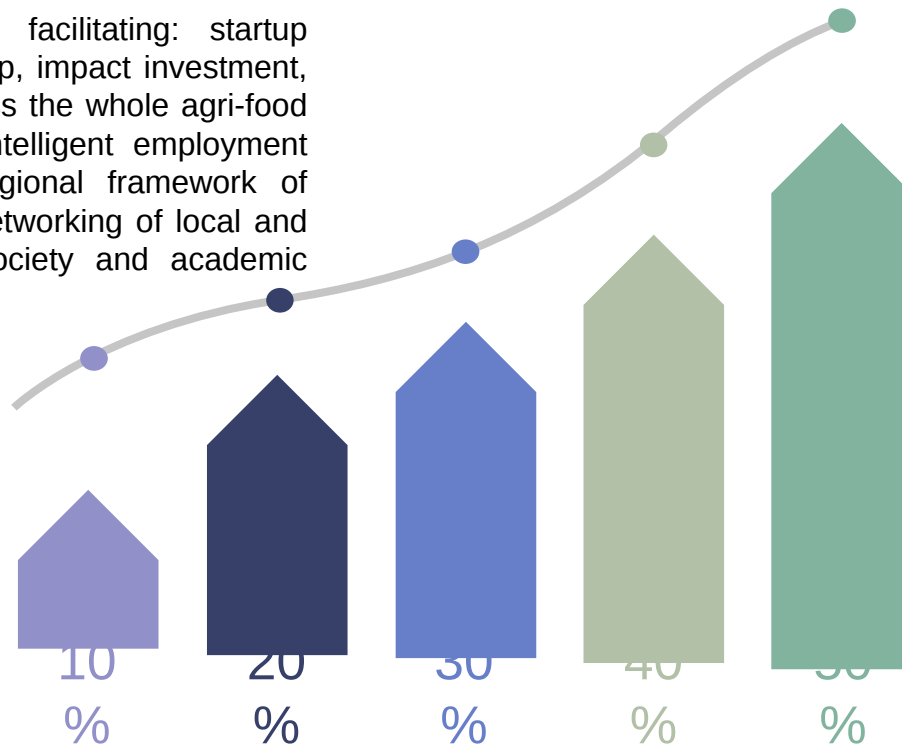




# General and specific objectives

Accelerate smart growth in Europe-wide by facilitating: startup companies, cooperativism, social entrepreneurship, impact investment, youth agri-preneurship and venture-building across the whole agri-food value chain; creating smart, green jobs and intelligent employment opportunities for youth; and improving the regional framework of MSMEs development through the support and networking of local and regional partners in the public, private, civil-society and academic sectors.

- SO 1: Capacity enhancement.
- SO 2: Job/ employment creation.
- SO3: Cross-sectorial linkage development.
- SO4: Venture building in agri-food and bioeconomy.

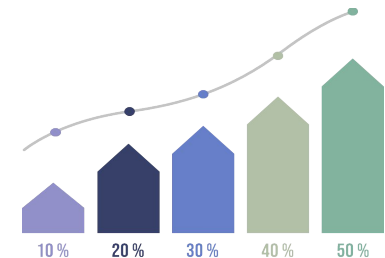




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# Main activities:

- **Supporting Start-ups:** Offering guidance for new businesses or innovative products/services.
- **Consulting:** Providing targeted business analysis and advice.
- **Mentoring:** Connecting startups with experienced professionals for guidance.
- **Business Registration:** Assisting in the official setup of a business with an address and office registration.
- **Investor Connections:** Facilitating introductions and negotiations with potential investors.
- **Business Strategy Development:** Helping startups adapt their business models for local and regional contexts.
- **Training & Partnering:** Offering courses and matchmaking with suitable business partners.
- **Knowledge Transfer:** Facilitating the exchange of academic insights and research from universities to industry applications.
- **Awareness Activities:** Conducting informational sessions and training activities.
- **Cross-border Projects:** Guiding startups in participating in EU and international grant-funded projects.



# GO-UP semester:

Week no	GO-UP activity
1	Orientation, getting to know other participant startups, the mentor. Setting startup goals related to their participation in the programme
2	Mentor session; Expert session on business modelling tailored to the startup needs
3	Mentor session; Expert session on customer analysis tailored to the startup needs
4	Mentor session; Expert session on competitor analysis tailored to the startup needs
5	<u>Initial review session; Peer-support session with other startups; Session with a serial entrepreneur</u>
6	Mentor session; Expert session on product development tailored to the startup needs
7	Mentor session; Expert session on testing and validation, tailored to the startup needs
8	Mentor session; Expert session on financial modelling tailored to the startup needs
9	<u>Mid-review session; Peer-support session with other startups; Session with a business angel</u>
10	Mentor session; Expert session on legal and intellectual property matters tailored to the startup needs
11	Mentor session; Expert session on investment and fundraising tailored to the startup needs
12	Mentor session; Expert session on scale up tailored to the startup needs
13	Mentor session; Expert session on pitching property matters tailored to the startup needs
14	Mentor session; Pitch rehearsal and feedback session
15	<u>Final review session; Peer-support session with other startups; Session with Go Up's partners and service providers tailored to the needs of the startup</u>
16	Demo Day with investors and pilot clients
16+	<u>Access to the alumni pool:</u> regular community activities and information by Go Up; third-party services and discounts; introductions to investors; invitation to closed pitching sessions with investors





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IMP<sup>3</sup>ROVE

# Success stories

- Building Bio-based Education Centres: under the coordination of the University of Bologna.
- A joint international master programme in bioeconomy industries.
- Our edtech startup Bloomcoding got 1,3M euro investment.
- HOPE Biotechnology patents a technology for converting pollutant gases into compounds for animal feed and value added nutrients for humans.
- Sooo. from Norway makes a VR exhibition. Gets clients and investors from Estonia.
- Spatium wins an award by the European Institute of Technology and Innovation's Manufacturing Community.

