

## IF YOU...

- ✓ believe that progress goes hand in hand with innovation and courage
- ✓ believe in the power of education, but you are disappointed by the Romanian educational system
- ✓ prefer being the employer to being the employee
- ✓ have always dreamed of having your own business
- ✓ want to learn how to build a business
- ✓ have a business idea or you have just started a business
- ✓ have a start-up and you're facing problems
- ✓ want to benefit of business expert's advices
- ✓ want to learn what are the most efficient tools and mechanisms for healthy business development
- ✓ want to learn how to write a business plan
- ✓ want to meet entrepreneurs from Romania and abroad
- ✓ want to meet angel investors who can invest in your business



## S4S IS READY TO CHALLENGE YOU TO...

Overcome all social stereotypes, or misconceptions around entrepreneurship, all hinders from your family or system which prevented you from fulfilling your dream. To transform your idea into a successful business or develop your start-up business into a successful one.

To accept that entrepreneurship is a discipline like any other – therefore, the learning process is very important. To accept that you have certain innate qualities that can help in entrepreneurship, but will never be sufficient, because, for example, nobody is born violinist, and you need education to be perfect.

**To be part of a healthy entrepreneurial ecosystem.**

**schoolforstartUps**  
**ROMANIA**

## ABOUT S4S

School for Startups Romania 2012 is the first entrepreneurial school in Romania that aims to help aspiring entrepreneurs start successful businesses or grow the already existing ones.

School for Startups started in 2008 in the United Kingdom, at the initiative of Doug Richard, serial entrepreneur and angel investor. The 10,000 startups in the United Kingdom, which participated in School for Startups UK, were joined this year by the first series of 170 students of S4S Romania (in Bucharest and Cluj), trained by Doug Richard and Marius Ghenea. With over 20 years experience in the development and management of technology and software companies, Doug Richard has shown that entrepreneurship can and must be taught, giving participants real business lessons and practical methods for achieving success in business. Thus, the largest community of entrepreneurs in Romania was founded; School for Startups aims to become in 2012 the largest community of entrepreneurs in South-Eastern Europe, so the program will be held in Timisoara as well and it will address to entrepreneurs in Eastern Europe who are not Romanian citizens. Therefore, in 2012 S4S will be held in 3 cities: Bucharest, Timisoara and Cluj.

School for Startups is a one-year program which helps you in the initial risky stages of business where statistically you are more likely to fail. Over this period you will get tutoring, advice and guidance from Doug Richard and Marius Ghenea and a host of guest speakers, who will help put your business on the right track.

The School for Startups is not like any other school or program in the world. It is not about classrooms. It is not about studying. S4S is not using textbooks. S4S is using a unique form of teaching called the Socratic Method which applies the key principles immediately to your idea or business.

If you have not started your business yet, during this program you will start and grow your business. If you are already running your business, this program uses your business and helps you change it, make it better, make it grow and make it more profitable.

## WHO IS RIGHT FOR THE PROGRAM

Anyone who is over 18 and wants to fulfill their dream. Previous experience, age or previous studies are irrelevant. It is essential to want to learn how you can build a successful business and how you can grow it in a healthy way.



# CURRICULUM

Doug's  
10 questions

Social Media  
Marketing  
and  
E-commerce

Partnering,  
Channels and  
Human  
Resources

Investment  
and Pitching

## LEARNING OUTCOMES AND OBJECTIVES

### Ability to answer Doug's 10 business questions:

1. The Proposition: What do we do that people need or want?
2. The Customer and the Market: Who are they?
3. The Channel: How do we reach them?
4. The Pricing Model: How much is it worth?
5. What relationship do they want to have with you?
6. The Partner: Who is our key partner?
7. The Competition: Who are we up against?
8. What do we have in common?
9. The Asset: What is our key asset?
10. The Competency: What must we be good at?

### Social Media:

- Understand the value of Social Media to your business.
- Demonstration of Twitter, Facebook and Google+.
- Learn what to monitor - your brand, key names, competitors, industry, your clients and customers.
- How to create a dashboard that lets you follow what people say about you, your business and your field.

### E-commerce:

- Learn the five specific principles of how Amazon run their business.
- See how to setup an online shop in 5 minutes.
- Why customer service is so hard - putting together a proper customer service-plan.

### Partnering and Channels:

- Learn how to become a proactive rather than a reactive business.
- Provide possible pathways to finding the correct partners.
- Provide the tools to be able to track and measure the success of your partnerships.
- Outline the number of partners necessary for your business.

### Human Resources:

- Best Practices in Recruitment.
- How to get and keep the right people.
- How to give & receive feedback.
- Understand the characteristics of a team.
- Learn & understand the difference between a group and a team

### Investment:

- Understand investment from the investor's perspective.
- Be able to apply the survival guide to raising money.
- Understand the best way to find Investors.
- Outline how to close investment. Learn the science of valuation.

### Pitching:

- Outline the essential elements of a successful pitch.
- Understand the different types of pitching techniques.
- Recognise the importance of answering their questions well and making a great impression.
- Learn the questions that matter during a pitch.
- Practice the art of pitching.

## SPEAKERS

Doug Richard &  
Marius Ghenea

Alexandra Samuel &  
James Denning

David Roberts &  
Ken Richard

Doug Richard,  
Marius Ghenea &  
Péter Barta

### In addition, you will have access to 11 online video training sessions with the following topics:

Building the 21st Century Business, Social Media, E-Commerce, Generating Traffic PPC, Landing Page - Optimization, E-commerce Marketplaces & Affiliates, SEO, Link Building and Using Social Media to improve rankings, Email Marketing, Social Media - Create a social media brand presence & Networking, Social Media - Putting it all together & Next steps.

## MENTORS



### Doug Richard

- ✓ Doug's success in teaching entrepreneurship stems from having built many successful enterprises from the ground up.
- ✓ In 2005, Doug became well known on UK television as the American Dragon on the first two seasons of The Dragons Den.
- ✓ In 2008, having announced that "entrepreneurship can be taught and must be learned", Doug founded School for Startups. He designed his fast, pragmatic, socratic courses to teach new business owners how to develop, test and implement an effective business model, how to weigh the benefits of starting one business versus another, and how to accept outside investment safely and at the right time.
- ✓ Since 2008, Doug has trained more than 10,000 UK business owners through face to face and web-interactive courses.
- ✓ In 2009, Doug received an honorary doctorate from the University of Essex for his contribution to the teaching of Entrepreneurship.

### Marius Ghenea

- ✓ Marius Ghenea introduces himself as follows: father, husband, friend and, last but not least, businessman. But Marius Ghenea is known in the business world, first and foremost, as businessman, business angel, serial entrepreneur and professor of entrepreneurship.
- ✓ Since 2007, he's been a permanent guest of the TV show "Dragon's Den", dedicated to business angel-type investments and to educating the Romanian public on the development of their entrepreneurial spirit and on sustainable business projects.



### Péter Barta

- ✓ Peter has 14 years of management experience in both the profit and non-profit sector. He has been involved in numerous international and national projects working with companies or institutions such as Council of Europe, Development Alternative Inc. or Academy for Educational Development.
- ✓ He successfully build and managed his own company which he sold, currently acting as angel investor helping to build new companies.
- ✓ Currently he is managing the Post-Privatization Foundation which is an organization created by the European Commission in 1996, having under management a portfolio of investments worth more then 30 mil euro.



## GUEST SPEAKERS

### James Denning

Former Head of Enterprise Sales at Amazon UK.

James has over 15 years experience as a highly successful sales and business leader in the telecoms, online and retail spaces.

### Alexandra Samuel

Alexandra is the Director of the Social + Interactive Media Centre at Emily Carr University.

She holds a Ph.D. in Political Science from Harvard University and a B.A. in Politics (High Honors) from Oberlin College.

### David Roberts

David is an ILM qualified leadership trainer and experienced manager with a business track record of over 25 years of implementing systems and services into major international organisations.

### Ken Richard

Having built and sold 3 companies, Ken Richard built his career and reputation on leverage: the leverage that an indirect sales channel can provide a small business.

## DATES

### DOUG'S 10 QUESTIONS

**Cluj** 5th and 6th March

**Bucharest** 8th and 9th March

**Timisoara** 12th and 13th March

### SOCIAL MEDIA MARKETING AND E-commerce

**Cluj** 23rd April

**Bucharest** 25th April

**Timisoara** 27th April

### PARTNERING CHANNELS AND HUMAN RESOURCES

**Cluj** 28th May

**Bucharest** 30th May

**Timisoara** 1st June

### INVESTMENT AND PITCHING

**Cluj** 19th and 20th November

**Bucharest** 22nd and 23rd November

**Timisoara** 26th and 27th November

## WHAT DO YOU GET

A whole year worth of training and support to make sure you are in the best possible position to succeed.

### This includes:

- ✓ 4 intensive training events (bootcamps).
- ✓ Access to a community platform where you can receive support from mentors.
- ✓ Free access to LivePlan: a business planning software.
- ✓ Free access to "How To" videos which will help you develop your business.
- ✓ Access to a virtual library containing thousand of articles, essays, videos, links and tips & tricks.
- ✓ Training sessions with international experts in online marketing and social media.
- ✓ Opportunities to meet with Romanian and foreign investors: to pitch your business or idea.
- ✓ Extend your business networking, essential for entrepreneurs.
- ✓ Develop business networking skills through contact with Romanian and foreign entrepreneurs.
- ✓ You and your business will be promoted throughout the year through various campaigns.
- ✓ You will receive various benefits from our partners, including:
  - Google: free consultancy on using Google Adwords and gift coupons;
  - 25% discount on programs where the Post-Privatization Foundation is a partner.



# ADMISSIONS

## Application Process

Please visit [www.schoolforstartups.ro](http://www.schoolforstartups.ro) for complete admission requirements and to apply online. Applications are requested until end of **February 2012**. Applicants will have to fill in an application form with their personal data and with details on their business idea/ the business they manage. To enroll, applicants must pay a registration fee (RON 350 non-refundable and not included in the price of participation fee). The two mentors, Doug Richard and Marius Ghenea will review applications and eligibility criteria within 10 days of application date and the applicant will be informed whether he/she is eligible or not. After stating eligibility, the applicant may pay the participation fee. **Number of participants is limited.**

## Admissions Requirements

- ✓ All persons aged 18 or more who have a business idea or run a business of less than three years' old can sign up for the School for Startups Romania in 2012.
- ✓ Signing up for the School for Startups Romania is NOT conditioned by the candidates' residence in Romania, since the School for Startups Romania is an European program.
- ✓ For 2012, 700 participants from Central and Eastern Europe are expected at the School for Startups Romania. Places will be distributed to candidates who sign up on a first-come-first-served basis.
- ✓ The program courses will be held exclusively in English, therefore knowledge of English at an average - advanced level is a must.
- ✓ The signing up is preceded and conditioned by the assessment of the application form (specified above).



## Program Fee

Post-Privatization Foundation subsidizes the program, so the cost of the program is **€ 1,400 (RON 6,000)**. Fee payment can be made in 4 equal installments (each installment of RON 1,500) until March 1, 2012. For those who do not have that money, Banca Transilvania, S4S partner, provides a very **advantageous loan** (commission 0), S4S exclusively, for participants in 2012. Find details about the loan program on this **website: [www.schoolforstartups.ro](http://www.schoolforstartups.ro)**.

Also, for those who want to be convinced that this program is what they are looking for, School for Startups provides a special payment method. Thus, they can **initially pay only for the first bootcamp € 200 (RON 900)**. After the first bootcamp is finished (in March 2012) they can choose whether to continue or not. **Should they choose to continue, they will have to pay the remaining fee € 1,200 (RON 5,100).**

**For more details, please contact us**

by email at [marketing@postprivatizare.ro](mailto:marketing@postprivatizare.ro) or call us at +4 0756 775 738.