

Civil Society Dialogue between EU & Turkey

The common objective of the project has been to establish a cooperative dialogue between Spain and Turkey, providing Entrepreneurial Education to students in Universities and Financial Management Training for SMEs.

AJEV's main goal as collaborator of the project has been to connect institutions that aim to boost entrepreneurship and to create a link that allows them to exchange good practices.

Our mission as the Association of Young Entrepreneurs of Valencia (Spain) is to support entrepreneurs to develop their start-ups and business projects. We are involved in several European projects and our experience has taught us **the importance of establishing a strong network between countries and organizations.**

There are many good practices being developed in different countries by different institutions. However, these are not always implemented due to the characteristics of each country and its system. It's clear that a dialogue between European institutions increases quality and facilitates innovation.

The project concerning us has been developed with the general objective of covering educational and training needs of young talents and SME professionals. The specific aim has been to create a Sustainable Innovative Business & Education Platform.

In the first phase of the project, AJEV elaborated a report based on:

- * **Entrepreneurial skills:** summary of the ideal entrepreneurial profile and the skills necessary to become an entrepreneur. Introduction to the concept of co-working and examples of programs that aid the development of entrepreneurial skills.

- * **Financial Management Training:** financial resources and instruments in the EU and Spain, and training programmes for Start-up developers. Introduction to the world of Start-up networks.

* **Collaboration with Universities:** educational projects in EU and the education supply of Spanish universities regarding entrepreneurship: official and non-graduate programs.

In the following phase, AJEV's activities sought to communicate the project to different institutions that showed an interest, such as the Polytechnic University of Valencia, Globalidad y Economía Foundation, CEEI, Florida University, ValenciaLab and LEINN degree, all of which have a significant impact in the entrepreneurship world in Valencia. Additionally, these institutions work each day to develop innovative programs directed at creating new methodologies of education and an entrepreneurial environment that inspires young talents.

In light of the last months, we consider Finans Kulup and its collaborators in Turkey as having done a vital job in organizing conferences in different universities in Ankara, Istanbul and Izmir. AJEV participated in the Başkent Üniversitesi event on 22nd-23rd October, by way of video conference. The coordinator of international relationships at Florida University, and the director and coach of the LEINN degree were invited honorary guests, and gave an approach to methodologies that they use every day in their classes.

From Florida University, the coordinator of international relationships stressed the importance of students having an international spirit and exchanging knowledge from different cultures, as well as traveling and discovering. Providing students with access to study abroad is a key to develop entrepreneurial skills.

AJEV also had the opportunity to present the students and academics ValenciaLab - an innovative and entrepreneurial laboratory where different projects and entrepreneurs find the perfect place to work and create. As Finans Kulup informed, it inspired the idea of developing the Ankara Entrepreneurship Center (Lab) in the University. The following months will be decisive for the development of the structure of this Incubation Center through the exchange of ideas.

The next step will take place in Valencia in March, where AJEV will receive the members of the partnership, together with a group of students and academics of Turkish Universities. Visitors will have the chance to get to know the city of entrepreneurship that Valencia is. They will also get to know different entrepreneurial spaces that will serve as point of reference in developing Business Development Centers and Open Innovation Centers for SMEs by Turkish Universities.

Some activities and dynamics will be organized so that Turkish students will interact with the students of LEINN degree who are currently developing their own companies as a training and educational methodology. It is called "learning by doing".

From AJEV, we think that the creation of a consolidated network will ensure the achievements of the goals and the success of the project, which is to provide the students with the education, training and tools to perform their ideas and turn them into a profitable future.

ENTREPRENEURIAL SKILLS

AJEV

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I. Introduction

The current international economic crisis, characterized by tighter credit restrictions, difficult significantly new start-ups creation and growth of existing ones. The tough market conditions in European market zone in the last years, especially in Spain, has changed dramatically the new business development and rise the number of business closures in recent years, first of all the micro and small enterprises. The new challenge of Spanish economy and the whole Euro area, is to revive the job creation by entrepreneurs which are important sources of innovation, growth and employment. The vital role of startups, companies born from an innovative idea composed with the hard work of its promoters, mainly young entrepreneurs and in some cases the initiative of the fund investors, resides in emerging the business world today, especially the technology sector.

According to the European Commission, Spain is the one of the most affected European countries that has suffered from the financial crisis of 2007. The unemployment rates have not been lower than 20% for several years, including half of the young population (18 to 25). In just a decade, the Spanish economy has taken a dramatic turn.

The GEM 2014 Report of Spain indicates that levels of entrepreneurial activity in Spain remain stable, although they are lower than the pre-crisis levels and still below the European average.

Regarding OECD economic studies six years after the beginning of the financial crisis: *Entrepreneurship at glance 2014* in the most Euro Area economies, especially in Spain, Start-Ups and entrepreneurial rates remain still below pre-crisis levels, although as it is indicated there are signs of stabilization in this country.

“Entrepreneur” defined by the Royal Spanish Academy of Language (2015) as an adjective that means that defines person who undertakes difficult and hazardous actions that conclude the resolution. There are a lot of studies overtaken in order to identify elements and factors which should address the definition of the entrepre-

neurial talent and profile. The complexity and difficulty of the actions and situations that entrepreneurs has to face also have an influence on the proper definition of its profile.

II. Best Entrepreneur Profile

BACKGROUND

Several studies have been developed on which are the motivations for entrepreneurs to start a business or which are the best characteristics and skills an entrepreneur needs to be successful on his/her initiative.

Obviously, there isn't a closed list of skills and perhaps a weakness in an entrepreneur can be used by another one transforming it in a strength. And moreover, there is always the same question: is the entrepreneur born or made?

Motivations for starting a business and being an entrepreneur

- **Development of an idea or innovation.** They are entrepreneurs who have greater chances of success in their efforts. It need not always be a new idea. It may simply be an opportunity to adapt an existing idea to a new market or a different application.
- **Achieving independence.** Understood as the desire to be your own boss and not depend on anyone.
- **Continue the family's activity or business.** It's one of the reasons why entrepreneurs get high percentage of survival.
- **Build the job itself.** It is known that the failure rate in this case is somewhat higher than other cases. We refer to self-employmententrepreneurship.
- **Increase the knowledge and training.** It is increasingly common for people trained in specialties not related to business and management that they start their own business and create a

company to exploit their knowledge (engineering, chemistry, pharmacy ...)

• **Self Realisation.** The vast majority of entrepreneurs say that the best of his experience is self- realization, which is achieved with the development and implementation of such an important project as a business itself.

Skills and characteristics of an Entrepreneur

There is not a prototype of an entrepreneur, but when we analyzed what they have in common the ones who have turned their projects into a successful company, the similarities are more than apparent.

Here we have selected the twenty most outstanding entrepreneurial skills, according to the leading specialists in the field, academics, sociological studies, entrepreneurship support and local development institutions, and surveys of entrepreneurs themselves.

The twenty most important skills of an entrepreneur are:

[1] Success-oriented person

In successful entrepreneurs, the need to achieve one’s goals results in a great capacity for work and the tenacity and perseverance to keep and go to their objectives. However this should not be considered as winning a war, but as to be winning battles, as small achievements help to achieve big goals.

[2] The need for independence and initiative

Experts state that it is impossible to become an entrepreneur without initiative, and to develop the initiative the culture to facilitate decision-making must be enhanced, even in the most difficult moments.

[3] Eagerness in performance and learning

To develop the capacity of improvement, the main recommendation is not to think they already know everything and overcome the routine and complacency.

[4] *Intuition and foresight*

Two fundamental values in today's markets. To enhance the intuitive thought, everyone should get used to analyze the market and their companies from an overview.

[5] *Self-confidence*

For an entrepreneur, this becomes a fundamental tool in difficult times. The ability of overcoming bad experiences and thoughts (including the ones about ourselves) can be learned beginning with the improvement of the knowledge of ourselves.

[6] *Resistance to failure*

Almost all entrepreneurs have had to overcome some failure in their path to success.

[7] *Keep emotions in control*

The ability to keep a smile on difficult negotiations and the ability to manage more negative emotions from hostile people are key for getting the necessary support for the business.

[8] *Ability to accept mistakes*

Taking responsibility for your mistakes is the first step to overcome them and we should take into account that the mistake does not always lead to failure. Moreover, the mistake that is detected in time can be rectified before it is too late.

[9] *Measure the risk*

Entrepreneurs have a great willingness to take risks, but often have the lack to measure the risk they are willing to take and the level of risk they can take without "die trying".

[10] *Business Skills*

Many entrepreneurs have lack of the ability to attract customers, do not have sufficient knowledge of the market or do not know how to organize the sales of their services or products. However, the good news is that this skill is easy to develop.

[11] Communication and persuasion

The power of persuasion is closely linked to communication skills: to develop persuasion, everyone should enhance their verbal and nonverbal communication and try always being coherent between what is said and what is done. Credibility is the key.

[12] Creating contacts

It is an essential skill. Efforts are needed to plan and prioritize the necessary contacts on the agenda as any other activity of the company.

[13] Ability to negotiate

To negotiate is necessary to consider the emotions of others. Empathize with the person with whom you negotiate, analyze his/her needs to look for a long-term business relation.

[14] Leadership

Leading a company is not the same as simply tell each employee what to do. Assertiveness is very important for the others involved in the project, the entrepreneur must get in the skin of their employees.

[15] Ability to make decisions even in difficult situations.....

The experience of the entrepreneur affects directly on the ability to make tough decisions. To overcome this challenge the keys to analyze what is the origin of the mental blocks, if we get scared with responsibility or there is something different.

[16] Adaptation to change

When you have a business vision in the short time, the market can completely changed while you develop it. The survival of the company will depend on the flexibility of the promoter. To better adapt to change is a good idea to be surrounded by creative people, to have heterogeneous formation, to analyze social trends...

[17] Creativity

It is key to identify business opportunities, to find effective solutions in times of crisis, to get out of a difficult negotiation...

[18] Capacity of planning

Planning is key to anticipate problems and solve several conflicts.

[19] Ability to identify opportunities

Two out of three people who set up a business in the past year did so because they had detected an opportunity. The problem may arise by failing to distinguish real opportunities from the ones that are not so, or to consider that any innovative product is an excellent business opportunity, when many of these products fail because they are too expensive to produce or because the public does not find them useful.

[20] Ability to create teams

This is one of the most difficult obstacles when starting a business. Good You can't do everything by yourself, you need to learn to delegate. Teams can do a lot but here again communication and dialogue are completely necessary.

III. Programs that promote development of entrepreneurial skills

GLOBAL FUTURIZER* is about offering the companies the possibility of testing and creating products or services custom made for the potential customers, the youngsters. In the other hand, young talents will, through a basic idea generation model, give creative solutions and become leading characters of the companies for the day.

- *Futurizer companies:* Heineken, Unilever, JohnsonJohnson, Repsol, Mapfre, Unicef, Ashoka, BBVA, LeroyMerlin,...
- *Futurizer countries:* España, Finlandia, China, Brasil, India,

Event development:

- ❖ Certain target oriented **idea generation** and applicable to the chosen scenario. In this case a target group of **18 to 25 year old youngsters**.
- ❖ Design of a real future scenario, created by **200 young talents** for thousands of youngsters in the future
- ❖ Generation and definition of **2 business models**, fostering entrepreneurship and creativity, in teams.
- ❖ See the 200 talents in action and learn from them.
- ❖ Experience first hand a basic business model generation process fostering entrepreneurship and creativity through team work.
- ❖ “Learning by Doing” the dynamics and tools in place.
- ❖ First hand meeting of the needs of 10 companies and demanded profiles.
- ❖ Put them selfs into the limit and give the best in the team showing positive attitude.

YoungFish* was born in 2013 in Barcelona under the name of 15x2. Back then Spain was experiencing over 52% of unemployment among youth. YoungFish was conceptualized and designed to supercharge and empower the inner talent of every youngster by giving them the right tools and mindset.

During the two-week program, participants will attend a series of workshops and work on a given challenge. The workshops are led by international experts in fields ranging from design thinking to prototyping, branding to storytelling, along with a real life challenge. We target 3 areas, ideation and design, prototyping and validation as well as business modeling. By the end of the two weeks, each team is expected to have a beta version of their project that is economically sustainable and that would have a positive impact on the society. The results of the project can range from startup, products, services or an one-off event.

YoungFish is a program created and powered by **MOB / Makers of Barcelona**. Since its creation, 3 years ago, MOB has been continually evolving, changing, molding, moving, shaking, causing a stir and making a splash around our particular set of core objectives which clearly define us. What defines MOB is not simply 'coworking', an event venue, a makerspace or a school. What defines MOB is what happens inside these spaces, the drive of our members to connect, collaborate, create, explore and evolve as a community.

Youngfish Youngfish is a two week full time program in creativity and innovation, for youth who are out-of-the-box adventurers or challenge seekers and actively in search for jobs. Participants will work in multidisciplinary teams and attend a series of workshops to resolve a real-life challenge. From 0 to 100, Youngfish empowers young people to realize their potential and actualize entrepreneurial projects by thinking, designing and making.

What does YETI do?

AJEV is partner in the development of this European project. The project promotes the idea of self employment to young people as a viable route to employment and creates learning opportunities that enable them to explore this option further. For those that want to progress, it provides a new approach and a new pedagogy for entrepreneurship training using teams of Young Ambassadors, 20 in total in the pilot, who are themselves successful young entrepreneurs to act as role models, deliver workshops and peer support through a young entrepreneur network. Please, check out the **website***.

EUROPEAN SOCIAL FUND*

The ESF is Europe's main instrument for supporting jobs, helping people get better jobs and ensuring fairer job opportunities for all EU citizens. It works by investing in Europe's human capital – its workers, its young people and all those seeking a job. ESF financing of EUR 10 billion a year is improving job prospects for

millions of Europeans, in particular those who find it difficult to get work.

The ESF is not an employment agency – it does not advertise jobs. Rather, it is funding tens of thousands of local, regional and national employment-related projects throughout Europe: from small projects run by neighbourhood charities to help local disabled people find suitable work, to nationwide projects that promote vocational training among the whole population.

There is a great variety in the nature, size and aims of ESF projects, and they address a wide variety of target groups. There are projects aimed at education systems, teachers and schoolchildren; at young and older job-seekers; and at potential entrepreneurs from all backgrounds.

IV. Co-working Concept

>Co-working spaces as new places of informal learning, collaboration and entrepreneur support<

Each and every day, more and more people are discovering co-working. The movement is not only a great alternative for independent workers, but it has been proven time and time again to be a sustainable and clearly identified solution for entrepreneurs and freelancers looking to build a network and collaborate with like-minded people.

Not only this, while co-working began as a movement of creative freelancers, in more recent times small businesses and even larger companies have started to get involved.

Many co-working spaces are experimenting with new directions and it is very related with the development of entrepreneurial skills. As Steve King from Coworking Labs says, co-working is a style of work – collaborative, cooperative, cross-functional, cross-organizational and centered around projects instead of departments or companies.

They have become the proper environment where develop entrepreneurial skills.

There are many Co -working spaces that today are being created in Spain, and they are of many types, among many other models.

- ❖ Co-working spaces for businesses in the same industry: such as space for creative businesses. > **Workether***
- ❖ Spaces that are mixed with incubator or accelerator services. > **Thinkandcloud***
- ❖ Public spaces based Administrations incubators with expansion of new services. > **Valenciaemprende***
- ❖ Interdisciplinary spaces for all types of entrepreneurs. > **Coworkingvalencia***
- ❖ Business incubators that have been expanded co-working services. > **CEEI Valencia**

On this page you will find a large selection of local co-working in Spain: > **Coworking Spain**

Good practices

Utopic_US* is a network that supports new talents, a co-working space where innovative and transformative initiatives launched generates its own projects that bring value to society .

But it is also an original concept of co-working space where freelancers professionals, freelancers and companies working in a production environment, collaborative and exchange of services, products, ideas and knowledge. There, expand their developing work nourished the heterogeneous ecosystem around them and are networked via virtual co-working platform that offers utopic_US (www.utopicusvirtual.es). And all in a climate of entrepreneurship and learning where innovative initiatives fail not.

Besides utopic_US co-working spaces housed in several training schools (design, humanities, photography, Apps, programming, Hamdmade, music) an art gallery (the utopic_Gallery) gastronomic bar (the mmm_US), and many project transformers.

Wayco*, born in 2013, and managed by AJEV, now is beginning to develop as Utopicus space in the city of Valencia.

GAR- AJE*: Project our Young Entrepreneurs Association of Madrid. An area of 800 m² to provide a complete service for entrepreneurs formed by an open space where you can hold events, meeting rooms, training rooms, co-working space, café, chill out, bike parking, kids area, and best the CAR (High Performance Centre).

The CAR (High Performance Centre) are 8 boxes which house the projects of entrepreneurs Madrid.

The Garaje is a meeting point of knowledge, ideas and networking opportunities, being chosen to host the headquarters reference events as Google, Pink Slip Party, Innosfera, Spain Sports Network and many more, thanks to its capacity of 114 people.

V. "In an Entrepreneur shoes" / Interview

In order to identify lacks, keys, troubles and secrets of entrepreneurship, the best way to do it is to be one of them.

To answer questions as "how to promote entrepreneurship" or "the best entrepreneur profile", lots of experienced entrepreneurs would agree on the same. That's why we have interviewed some profiles who have taken important risks in order to achieve their dream and have run a business.

One of them is Pedro, CEO and founder of Coto Consulting.
> **Here*** the complete interview.

> **Here*** more interviews to entrepreneurs.

VI. Bibliography

- Main information is based on the research made for YETI and SUC Projects.
- Information from each website (*)