



# VENTURE AN IDEA

imagine. launch. execute.

Nova Iskra pwc STARTIT

## VENTURE AN IDEA

Venture an Idea is a four-year activity that bolsters innovation-driven development and encourages an entrepreneurial mindset in youth. The activity improves the enabling environment for innovation while helping innovators to adopt market-driven approaches and better commercialize their products. By accelerating economic growth, thereby increasing equitable prosperity, Venture an Idea contributes to USAID's overall goal of a more prosperous and democratic Serbia committed to European integration and self-reliance.

### ACTIVITIES

- Promoting entrepreneurial values using examples and experiences of startup founders/entrepreneurs and developing entrepreneurial mindset and building tech entrepreneurship skills of science, technology, engineering and mathematics (STEM) students.
- Encouraging exchange of knowledge and experience in the ecosystem, building mentorship skills of university teaching staff for supporting development of student startup ideas, providing tailored mentorship support to selected startup teams and creating digital educational materials.
- Boosting innovation-related connections between academia and business, increasing capabilities of startup support programmes, and promoting entrepreneurship opportunities.

### RESULTS

- Improved perception of entrepreneurial values and importance of multidisciplinary teams for the success of innovation within targeted communities with 27.000+ article reads and video views.
- Entrepreneurial and innovation values promoted through organizing a SPLET Tech conference, a signature innovation & tech conference in Serbia with approx. 2.000 participants.

- Increased number of students have been provided with the skills to be successful entrepreneurs, with over 45 students completing entrepreneurship courses at STEM faculties.
- Mentorship skills of university teaching staff improved with 23 University teachers participating, completing the Experts2Mentors, a training program creating a base of mentors for innovation and student startup development.
- Tech entrepreneurship skills within targeted communities enhanced with 6 educational materials created: Blockchain guide; AI guide; FinTech guide; How to get a job in IT; MOOC introduction to Agritech; MOOC introduction to Gaming.
- Improved exchange of knowledge and experience in the ecosystem by establishment of an online knowledge-sharing platform and 130+ mentors onboarded.
- Overall understanding of Serbian innovation ecosystem improved by production of “Startup Scanner 2022”, a comprehensive report which serves as a reference for assessing the state of the Serbian startup ecosystem.

## ADDITIONAL INFORMATION

### PROJECT FUNDING

U.S. Agency for International Development (USAID/Serbia)

### PROJECT IMPLEMENTATION

Digital Serbia Initiative, in partnership with SEE ICT, Faculty of Organizational Sciences University of Belgrade, PricewaterhouseCoopers, and Nova Iskra

### KEY COUNTERPARTS

Startup founders and entrepreneurs, potential investors, Serbian business community, international business community, international digital professionals, decision makers in the Serbian Government, startup support organizations, university teaching staff, and university students (STEM and other)

### WHERE WE WORK

Nationwide

### PROJECT DURATION

July 2021 – August 2025

### TOTAL FUNDING

\$4,257,219

### CONTACT

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