



This Project is co-financed by the European Union and the Republic of Turkey.



GROWING AND PROSPERING
THE ENTREPRENEURSHIP
ECOSYSTEM IN ANKARA
TO INCREASE
YOUNG EMPLOYMENT PROJECT

*For Smart
Entrepreneurship
Ecosystem in Ankara!*



**THE PROJECT FOCUSES ON SUPPORTING
THE ELEMENTS THAT NOURISH
THE ENTREPRENEURSHIP ECOSYSTEM,
IN ORDER TO IMPROVE
AND DEVELOP THIS ECOSYSTEM.**

**THUS, BY ORIENTING QUALIFIED HUMAN POWER
SOURCE OF ANKARA TO THE ENTREPRENEURSHIP
FIELDS WHICH WILL CREATE ADDED-VALUE,
YOUTH EMPLOYMENT WILL BE INCREASED.**



Technical Assistance for ‘Growing and Prospering the Entrepreneurship Ecosystem in Ankara to Increase Young Employment’ project started its activities on 27th June 2016.

This Project is co-financed by the European Union and the Republic of Turkey and Ankara Development Agency is the beneficiary.

Overall Objective

The overall objective of the project is to promote and increase employment of young people through Entrepreneurship in Ankara.

Geographic Scope and Duration of the Project

The project which will be implemented for 17 months between 27 June 2016 and 27 October 2017, covers Ankara’s centrum and 25 districts that consist Ankara (TR51 NUTS2) Region.

Target Groups

Target groups are determined as;

- Young unemployed newly graduated from the university
- Young entrepreneurs with innovative and techno-initiative ideas
- Young people who are still at school and unemployed people.

The Purpose of the Project

The aim of the project is to increase the rate of youth employment through developing and prospering of Ankara's entrepreneurship ecosystem.



Entrepreneurship ecosystem is the name of an effective atmosphere ensured to improve entrepreneurship. This atmosphere motivates, encourages, promotes potential entrepreneurs and contributes their development.

The main idea behind the project aiming the promotion of youth employment in Ankara, can be summarized as follows:

The project focuses on supporting the elements that nourish the entrepreneurship ecosystem, in order to improve and develop this ecosystem.

Thus, by orienting qualified man power source of Ankara to the entrepreneurship fields which will create added-value, youth employment will be increased.

“Entrepreneurship Ecosystem in Ankara will be improved”

With project activities, entrepreneurship ecosystem of Ankara will be supported in gaining dynamism at international level.



One of the most important outcomes expected during implementation is the establishment of “Ankara Entrepreneurship Development Centre” within Development Agency, with the function of “Entrepreneurship Support Office”, “Entrepreneurship Incubation Centre”.

As the Project’ first activity, an in-depth needs analysis will be carried out by identifying current status of the entrepreneurship ecosystem in Ankara and in Turkey with scientific methods.

Then, based on obtained data, tools and platforms to be presented to the use of entrepreneurs will be developed considering international and EU experience, such as;

- Tailoring specific training programs,
- Developing guides, manuals,
- Developing training materials,
- An online internet webportal with an infrastructure suitable for e-learning.

The project aims to be “guiding” the young entrepreneurship candidates who have a business idea but cannot commercialize this idea yet and need orientation.

In accordance with the results of “Current State Analysis” which is going to be carried out in this depth for the first time in Turkey, especially a technology-focused entrepreneurship’s road map will be drawn in Ankara. In order to raise awareness in the context of promoting youth employment through entrepreneurship, weekly training sessions will be organized in the universities in Ankara.

And one of the aims to be pursued in the project is to create original models, by taking into consideration of cultural and sociological structure of the entrepreneurship ecosystem in Ankara.

In this context, a mentor pool will be established through training mentors according to the needs of entrepreneurs.

In addition, by organizing trainings on “technology commercialization” which is one of the most important needs of the ecosystem, together with the mentorship services these trainings are planned to be offered simultaneously to the entrepreneurs.

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What we do Improving Entrepreneurship Ecosystem in Ankara, What Are Our Priorities?

The subject is being addressed in a three-layered structure;


The primary target group consists of well-educated young people who have knowledge on entrepreneurship.

The first layer is raising well-educated young people who have a considerable knowledge on entrepreneurship. Then, in order to maintain an effective ecosystem, “mentors” will be mobilized to support raising trainers, establishing new enterprises, and to the companies at the “start-up”




level. Mentorship program, in order to support at least 200 potential and existing entrepreneurs, will assign Mentors who are selected and trained. Every entrepreneur will receive mentorship support equivalent to 3-full time work day. Mentors will advise on business plans and models, provide commercial connections and financing networks, and will provide consultancy on other matters related to organization and business.

Thirdly, the indispensable part of achieving these goals is the studies on creating, raising awareness on related partners and general public; we have planned to benefit from audio-visual, printed-written, digital-electronic media in the most effective manner.

During the implementation of the project, gender equality and involvement of the civil society will be considered; it is quite important to publicize the activities ensuring active participation from businessmen associations, investor associations and from local chambers such as Ankara Chamber of Commerce (ATO), Ankara Chamber of Industry (ASO).



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Actions on Raising Awareness on “Youth Entrepreneurship”

Besides the organization of the opening and closing conferences, in order to raise awareness on the matter and to popularise the outputs of the activities, since our target group mainly consists of “Young People”, as one of the easiest ways to reach them “social and digital media” opportunities will be intensively utilized.

Not only awareness on entrepreneurship, but also through well-structured interviews, deep-seated cooperation opportunities with local stakeholders will be paid regard.

All requests and services demanding online services will be involved in the web portal established within the scope of the project.



Website and Web Portal

Our web portal **www.girisimci.ankaraka.org.tr** located under the website of Ankara Development Agency, was prepared in compliance with the simultaneous access of at least 2000 users, and content will continue to be shared after finalization of the project.

In addition, through an appropriate infrastructure for “online and offline” content broadcast, the portal also provides a “Web TV” service.

As a significant element of sustainability, webportal is an “interactive and dynamic platform” for trainings and other activities besides publication of training materials.

Youth Entrepreneurship Development Program

The program will be organized so as to be at least in 5 universities in Ankara. It is expected to reach 500 participants with total 5 groups. The training is planned as 7 full days for each groups. If we sum up training's content;

- Technology commercialization process
- Technology evaluation, assessment
- Technology value proposition
- Marketing, commercialization roadmap
- Negotiation techniques

An “online training module” is being developed for the dissemination of training program contents. Thus, it is planned to create opportunity for people who cannot participate in the training yet want to benefit from it.



“Technology Commercialization” is important for Young Entrepreneurs

Young Entrepreneurs Technology Commercialization Program

The issue of “technology commercialization” is one of the significant components of the project. The aim of the program is to mobilize academic potential in Ankara which has many higher education and research institutions “in order to promote youth employment”.

Science and research advancing in academic institutions are needed to be transformed into value through the commercialization of the technology.

This transformation was planned to begin with the encouragement of entrepreneurship programs and young scientists.



Technology Commercialization Trainings

During the project, the trainings will be carried out for 3 times and for 12 full-days, attendance of 40 people to each training and reaching 120 trainees in total, is planned.

For the purpose of increasing the success of commercialization and the effect of the training, the program will consist of theoretical and practical components; and will cover the sharing of training notes at international quality, contacting with potential customers and experts in related areas, and consulting in several matters.

The training program will involve evaluation of technology, conducting main research, offering its value, marketing, negotiation, technology assessment, making commercialization plan and developing presentation skills.

Implementation of Mentoring and Consultancy Services

Among young entrepreneurs, and people with original business idea, people whose project is considered successful, including those who are establishing a company, participating in the activities within the scope of the project, a group to be considered important will be supported with mentorship and consultancy services. At the end of the process, "successful ideas" will be selected in all programs.

Mentors will perform mentorship on administrative, financial and marketing issues for each entrepreneur at least for 3 days, and prepare a report for each trainee. Mentorship and consultancy services will cover the following areas;

- Strategy development,
 - Sales and marketing,
 - Branding,
 - Pricing,
 - Market penetration,
 - Creating customer loyalty,
 - Financial management,
 - Accessing financial sources,
 - Opening up to international markets,
 - Creation of domestic and foreign networks
- Connecting to domestic and international networks,
- Any other case dependent needs

Qualified Trainings for an
Effective and Sustainable
Entrepreneurship
Ecosystem!

Training of Trainers Program

For the purpose of creating an effective and sustainable entrepreneurship ecosystem, providing qualified trainings is one of the aims of the project.

With this activity, it is intended to ensure “self-sufficiency” in mentorship, consultation and training needs in Ankara region.

Within the scope of the activity, a training program and curriculum will be prepared. Approximately 30 candidates to be selected among the personnel of Ankara Development Agency who will be a part of this activity. For all participants whom to be certified internationally, alternative curricula are being prepared covering the following certification programs.



This Activity will train and prepare 30 ADA (Ankara Development Agency) personnel for international certifications provided by several international institutions: Project Management Institute - PMI (PMP, PgPM, RMP or PBA certifications), Association of International Due Diligence, CQF Institute, Global Association of Risk Management Professionals-GARP. For each of the certification, preparation sessions will be organized in a flexible manner in accordance with the work schedule of ADA personnel, training programs will be provided within Agency or in the Project Office which is located next to it. The official Exams to be organized after the trainings will be held in each institution's Examination Centres in Ankara or online. Project will undertake the training, and give an official "Training Preparation Certificate" for each certification, assist personnel members in the application process, and cover exam trials up to two exams.

Entrepreneurship Competition

The "Award" in this competition is to participate in an international camp with a training in the mentorship of real businessman, and a project development activity.

Besides the participants of the project activities, the competition will be also open to public. There will not be a pre-selection and all candidates will be assessed in the election board.

As a general frame, candidate projects will be evaluated according to their commercialization strategy, market potential, innovation capacity, environmental awareness and social effects.

For more information about the project:

www.girisimci.ankaraka.org.tr



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YOUNG ENTREPRENEURS!
**Contact us through below given communication channels
to find out how to benefit from the project.**

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