

Interreg Greece-Bulgaria Co-Working

European Regional Development Fund



D4.2.3 -Bootcamp & Assumption Validation BG

Project Beneficiary 2

***EIDIKOS LOGARIASMOS KONDYLION EREVNAS ARISTOTELIOU
PANEPISTIMIOU THESSALONIKIS***



**By
*IDIMON CONSULTANTS***

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A. Description of deliverable 4.2.3

The general objective of Deliverable 4.2.3 is the organization of a Bootcamp in Haskovo during which Assumption Validation methods will be developed, concerning either start-ups or the development of a new service or a new product from existing businesses. In the implementation of the bootcamp, focus was given in the Assumption Validation approach that should be adapted according to the needs of the reference area. In the implementation of the Deliverable, a Specialized Executive in innovation issues and an executive specialized in the development of start-up entrepreneurship were involved.

B. The subject of the deliverable

The thematic object of the deliverable is **Bootcamp Assumption Validation Methods**.

The assumption validation Approach is based on the development of innovative business idea and its preliminary validation just before the start of making entrepreneurial start-up costs. The leading concept is innovation and established innovation leadership.

Basically, in management, innovation is defined as "**the creation and provision of goods and services that provide consumers with a certain benefit and are perceived by them as new or more perfect.**"

The reasons for the existence of innovations can be divided into the following areas:

- new needs - arise from changes in the external environment: demographic changes, standard of living, politics, technology and fashion. They lead to the emergence of new needs.
- new solutions - more effective and advanced products are created as a result of the achievements of the NTP and in the accumulation of new knowledge in technique, technology, management, marketing, etc.
- a gap in the company's strategic plan - due to the R&D, the profit of the company changes according to the stage at which the individual product units are located.

Innovative leadership is a complex economic concept, but also a phenomenon that includes in its composition two difficult-to-measure variables - innovation and leadership. The topic of both innovation and leadership are wide-ranging, independent of each other and different in characteristics and principles of action. However, at their point of intersection, they form an extremely strong management tool, and it is this plane that outlines the two curves (of innovation and leadership) and their overall impact on start-up companies with high growth potential.

The reason why innovation leadership is an increasingly topical topic is the uncertainty and increasingly rapidly changing conjuncture (or business environment) in which businesses must draw and execute their business plans. In such a changing environment, sometimes strategy, long-term plans and categorical principles are not considered benefits of an organization, but are considered a manifestation of backwardness and lack of flexibility in its management. That is why innovation and leadership are sought the new cornerstones of modern business in general, and this is especially

relevant when we consider start-up companies.

Both concepts cannot be easily evaluated and are not subject to a single classification. At the intersection of leadership and innovation in the so-called innovation leadership, they represent an extremely interesting topic for observation, analysis and study. And why not for modeling in the future. Innovation leadership in start-up companies can be viewed along two main lines:

1. Innovative leadership approach;
2. Leadership to support innovation.

The innovative leadership approach implies **the use of new, innovative and non-traditional management styles, innovative thinking when making decisions, managing tasks and people, and dealing with problems.**

This approach is associated with innovative organizational structures, flexible methods for making decisions in a dynamic environment (agile methodology, holistic approach, etc.) and the use of models for working out quick solutions to improve current what the known management and leadership skills and approaches.

Leadership that supports innovation, in turn, is **a skill and application of leadership that favors, provokes, and seeks innovation from the organization's employees.**

Such leadership provides the necessary climate for the proper direction of human potential in the creation and application of innovations. An important criterion for implementing innovation-oriented leadership is the creation of a culture of innovation, not the search for specific innovators or innovative ideas. This type of leadership is seen as a process of consistent activities to stimulate organizational participants to be innovative and generate ideas.

In both approaches to considering innovation leadership, the application of innovation leadership qualities is observed, which aim to bring the organization ahead of the competition, applying new methods and organization of work. And according to this criterion, the terms innovation and leadership find an intersection, namely - in the indisputable goal of start-up companies not to follow the environment, the market, trends, but to create them and be among the leading positions.

Looking at the two approaches separately and together, however, it can be concluded that they mutually complement and overlap. This is due to the fact that the application of leadership that is aimed at fostering innovation (2nd type) is itself an innovative type of leadership (1st type). And vice versa - applying an innovative type of leadership, setting an example to search for the new, the leader himself provokes the employees of the organization to be more open to innovations, be they of an organizational nature, product, process or marketing.

In both approaches, the leader is an innovator, due to the application of innovative techniques. In the second type of leadership, however, he also involves the team he works with for the purposes of more comprehensive and creative innovative solutions, outside the organizational ones. The second approach can be compared to some types of leadership that use the team's synergetic effect and the use of its potential by provoking creativity.

In order to make a more complete comparison between the two approaches to innovation leadership,

it is useful to compare the so-called business thinking of leaders with the innovation thinking of other leaders. The thinking of most leaders in business organizations is subject to extensive experience in practice, accumulated knowledge and already played situations. Decision-making, process organization, product development and overall managerial functions are based on the practice and experience of leaders. Business thinking is logical, based on statistical calculations, high probabilities, formulas, proven and tested business models. Deductive and inductive approach to decision making are favored as tools of business thinking. Very often, the reason for this is the need to justify the decisions made and the need to apply specific criteria by which the decisions were made.

Despite the logic and consistency of business thinking, it is not always applicable for the purposes of the innovation development and implementation process. And the cases in which its advantages are exhausted are the unstable business environment, the unclear and complex tasks before business organizations, new business challenges without a source from which to draw knowledge and practical experience. In today's business reality, volatility is characteristic and high dynamism is the only lasting trend.

For the application of innovative thinking, along with the application of innovative leadership, six basic skills have been identified by the Center for Innovative Leadership. These are:

- attention to detail;
- customization;
- describing the situation with more tools;
- enrichment of work methods; good teamwork;
- hypothetical analysis and thinking.

Attention to detail gives an additional opportunity to discover currently unnoticed niches and to realize an innovative business idea. For the purposes of this skill, adeptness in observation and dispassionate analysis of what is happening should be developed by looking at the details and being alert for signals of innovation niches. An innovation niche in itself is a hitherto undiscovered potential of a process, product, marketing performance or organization, which would lead to the improvement of the activity and to the realization of higher utility and profit. Observation and attention to detail in the context of innovation thinking should be done through new perspectives, and why not through several at the same time. Admissions are allowed and encouraged.

Collaboration and co-working are extremely important in innovative thinking and in creating a company with high growth potential based on specific innovations. Rarely is a given innovation realized by a single innovator.

Good ideas are most often the result of successful communication, constructive criticism and sharing of experience between specialists of different types and methods of work. This is due to the reason that the combination of knowledge, skills and creative work of more specialists multiply the chances of achieving a better result by successfully combining opinions from different fields and satisfying more fully the client and market needs.

For the successful application of this skill for innovative thinking, it is necessary to formulate questions on the part of the participants in cooperation (partnership), to be provided to the other participants in the team and to be used to enrich the idea/innovation.

A successful START-UP business implies the achievement and/or implementation of a successful

innovation, the focus of which should be the knowledge of the customer. Most products are not based on a deep analysis of customer behavior and needs, and this is a major reason for their failure. Innovating should include an analysis not only of the customer per se, but also what the expectations are for the interaction of the product with the customer, how the product will affect him and what changes in customer behavior it will lead to.

The in-depth analysis of the client starts from an analysis of the environment in which he lives, works, interacts with the surrounding world. It is often assumed that the innovation process is driven by the innovator's limitations in terms of the organization and the sector in which he works; the market in which he already sells and knows; resource security; the team's channeled ideas and principles; the personal and individual preferences of managers and investors; the innovator's own preferences.

With all these limitations on innovation, innovation does not directly serve the customer, but is a consequence of a complex system for the realization and implementation of innovation, which is not distinguished by innovation in itself. For the implementation of more successful innovations, their rapid application and implementation are of crucial importance. That's why when you have a good idea, you shouldn't waste time on slavish analysis, seeking feedback from potential users or market research.

The innovative approach implies the rapid development of a prototype and its testing. In very complex and large projects, only part of the innovation could be tested. Prototyping should not be applied solely to product innovation. It can also be applied in process and organizational innovation by modeling situations and their approval through innovation.

Innovation promotion has an impact when it is fully communicated to employees at all levels of the organization. The innovation Start-up leader must demonstrate fairness in the process of creation and presentation of ideas, criticize and solve constructively, recognize and reward innovative performance, develop a working and effective mechanism that guarantees a constant source of ideas. To achieve the above, it is necessary that there are no organizational obstacles to innovative presentation and the generation of ideas. Organizational obstacles and fixed company policies are a counterpoint to the principles of innovative leadership. Therefore, existing procedural barriers, harsh criticism of new ideas, destructive competition among employees, fear of failure among idea-carrying employees, and the desire to maintain the status quo should be removed.

Jeffrey Baumgartner defines the innovation leader as **a revolutionary with good ideas who finds the right team to make the innovation happen.**

Or one that finds people with ideas and manages to put the ideas into practice and turn them into innovations. According to management specialist Glen Llopis, an innovation leader is a manager who knows how to connect the small points of ideas of the different specialists of the team and turn these differences and ideas into an innovation. According to Llopis, innovation must be a combination of internally and externally sourced ideas, and it is the innovation leader who brings together and combines ideas to result in innovation. He himself points out five basic skills that are the basis of successful innovation leadership: collaboration in discoveries; belief in oneself and the team; sharing and communication; decisive and courageous search for change; perfectionism.

The consulting company McKinsey summarizes the following good innovation practices of innovation leaders: defining the type of innovation that is profitable and sought by the

organization/leader; adding innovation and the status of innovation projects to daily goals and regular meetings; building an innovation measurement system; targeting innovation.

Innovation researcher Deschamps summarizes that innovations are inspired by good ideas, but implemented and realized through an innovative culture. According to him, the main skills for an innovative leader are: feeling for the customer, building a network, rewarding ideas and free time in which to generate ideas.

Madick and Ziger have identified 8 (eight) success factors for innovations in the start-up company:

1. understanding the needs of users;
2. achieving cost efficiency;
3. increase the time of overtaking the competitors;
4. increasing the initial profit margin;
5. increasing the costs of advertising and implementing the product on the market;
6. stronger support for the fiche manual;
7. active cooperation between the divisions of the company in the development of the new offer.

Methods for generating and assumption validation of start-up innovative ideas can be grouped into the following two dimensions:

- intuitive and rational methods.
 - intuitive methods (intuitive-creative) - are applied in the so-called creative groups based on collective or individual creative abilities. The most popular methods included in this group are: brainstorming method, Delphi method, heuristics, synectics, etc.
 - "brainstorming method" - is based on the principles of free association and creative reasoning of the participants in the creative group. The method is conducted in the form of an intensive discussion of all participants and a positive exchange of associations and opinions. The discussion is followed by an evaluation of the results. For the successful implementation of this method, a number of conditions must be met: *participants must be from 5 to 15; *the duration of the session should be from 15 to 30 minutes; *participants must be equal in the meeting; *criticism of ideas, censorship and rebuke of ideas are prohibited; *quantity is more important than quality; *the topic was communicated to the participants immediately before the meeting; *the assessment takes place in a period of 3 to 5 days after the session.
 - synectics - is based on the principle of systematic alienation from the original problem. Alienation is achieved by using analogies from other areas of life. For the successful application of the method, several conditions must be met: *5-7 people participate; *preliminary training of the participants is carried out; *the duration of the meeting is from 90 to 120 minutes; *mandatory visualization of the individual steps of the method.
 - rational methods (logico-systematic) – based on a systematic analysis of product characteristics or usage situations. Among this group of methods, the most popular are: functional analysis, the characteristic inventory method, and morphological analysis.
 - functional analysis – the behavior of users when consuming the product is

studied. On this basis, opportunities for modification or improvement are sought. It is most often applied to industrial markets;

- inventory of the characteristics – the characteristics of the product are studied. The method is based on a search for the characteristics that are desired by the users and in this way new ideas for product improvement are sought;
- morphological analysis – the main properties of the products are studied.

R. Cooper in his research gives 10 (ten) practical ways to generate and validate innovative start-up:

1. holding a "pizza-video" party (informal meetings of constructors and designers with users);
2. providing specialists with free time to prepare their own projects;
3. holding a brainstorming session with users during a field trip to the enterprise;
4. studying the attitude towards the company's products and towards that of competitors;
5. unspoken study of user needs;
6. use of interactive sessions with the participation of users who give ideas and specialists of the company who look for the reasonable solution;
7. routine search for information in industry publications;
8. visiting trade exhibitions;
9. visit of the sales and technical staff to suppliers' laboratories to study new technological and production processes;
10. creation of an "idea bank" accessible to the company's specialists.

C. Designation of speakers

The instructors/coaches of the Deliverable are:

➤ **Nikolay Sterev**

Nikolay Sterev is full professor at University of National and World Economy – Sofia. He is Head of Industrial Business Department and his main interests cover: industrial development, industrial growth, regenerative economy, Industry 4.0 and Industry 5.0 and others. He has PhD in marketing management and habilitation in marketing leadership

He is chairman of the (Bulgarian) Association of Professors in Economics and Management of Industry (APIUI) and chairman of Organization Committee of Industrial Growth Conferences. Professor Nikolay Sterev has published more than 100 publications and has participated in more than 25 international projects. He has been a keynote speaker on different international conferences and has been appointed as guest lecturers in different universities worldwide.

➤ **Diana Kopeva**

Diana Kopeva is a full time professor at the University of National and World Economy (UNWE), Business Faculty. She has a vast experience in leading and managing international projects. Currently she teaches courses in Entrepreneurship in Agribusiness, Strategic Management, Project Management, Innovations in Agribusiness. She is expert in development and improvement of materials for distance learning, online courses and teaching, as well as higher education teaching

curricula and training courses. She participated in development of training modules for adults and participates as a trainer in different trainings. She is well aware of the European Qualification Framework (EQF) and National Qualification Framework (NQF). She participated in development of training modules for improving the competences according the EQF and NQF. As an external key expert and monitoring expert she participated in elaboration and implementation of a projects related to diversification of activities in rural areas establishment of Innovation Centers, as well as assessment of their efficiency from the point of view of beneficiaries and society. She has participated in the development and implementation of a number of EU funded projects concerning innovation management tools and foresight implementation.

D. Program preparation

Implementation dates, times, final program are presented in Table 1.

Table 1. Bootcamp program

1st Cycle			2nd Cycle		
Date	Duration (hours)	coach-instructor	Date	Duration (hours)	coach-instructor
THEORY			THEORY		
D4.2.3 Bootcamp & Assumption Validation - BG					
THEORY			THEORY		
19.Jan 2023	6	Prof. Nikolay Sterev/ Prof. Diana Kopeva	27.Feb 2023	6	Prof. Nikolay Sterev/ Prof. Diana Kopeva
PRACTICE			PRACTICE		
24.Jan 2023	9	Prof. Nikolay Sterev/ Prof. Diana Kopeva	28.Feb 2023	9	Prof. Nikolay Sterev/ Prof. Diana Kopeva

Table 2. Detailed bootcamp agenda



PROJECT
***PROMOTING ENTREPRENEURSHIP BY SUPPORTING
 PROMISING INNOVATIVE IDEAS THROUGH PRE-
 INCUBATING MECHANISMS" (ACRONYM: CO-WORKING)***

Bootcamp & Lean Startup

Event	Bootcamp & Assumption validation
Date(s)	19 January and 24 January 2023
Organized by	EIDIKOS LOGARIASMOS KONDYLION EREVNAS ARISTOTELIOU PANEPISTIMIOU THESSALONIKIS
Venue	Regional Center for distance learning - Haskovo
Accessibility info	The venue is accessible to all stakeholders
Distribution	To all stakeholders
Local contact persons	Diana Kopeva, Nikolay Sterev

Day 1: 19 January 2023

time	topic
15:15 – 15:45	Registration of participants
15:45 – 17:15	The innovation in the foundations of Lean Start-up
17:15 – 17:30	Coffee break
17:30 – 19:00	Validation of technological innovations
19:00 – 19:15	Coffee break

19:15 – 20:45	Assessment of innovation start-up potential
END of Day 1	

Bootcamp & Assumption validation Day 2: 24 January 2023	
time	topic
9:30 – 10:00	Registration of participants
10:00 – 11:30	Group methods for evaluating ideas
11:30 – 11:45	Coffee break
11:45 – 13:15	Assumption Validation case study 1
13:15 – 15:45	Lunch break
15:45 – 17:15	Assumption Validation case study 2
17:15 – 17:30	Coffee break
17:30 – 19:00	Assumption Validation case study 3
19:00 – 19:15	Coffee break
19:15 – 20:45	Assumption Validation case study 3
END of Day 2	

PROJECT

PROMOTING ENTREPRENEURSHIP BY SUPPORTING PROMISING INNOVATIVE IDEAS THROUGH PRE-INCUBATING MECHANISMS" (ACRONYM: CO-WORKING)

Bootcamp & Lean Startup

Event	Bootcamp & Assumption validation
Date(s)	27 February - 28 February 2023
Organized by	EIDIKOS LOGARIASMOS KONDYLION EREVNAS ARISTOTELIOU PANEPISTIMIOU THESSALONIKIS
Venue	Trade high school - Haskovo
Accessibility info	The venue is accessible to high school pupils
Distribution	To all stakeholders in the Trade high school& teachers and pupils
Local contact persons	Diana Kopeva, Nikolay Sterev

Day 1: 27 February 2023

time	topic
10:15 – 10:30	Registration of participants
10:30 – 11:15	The innovation in the foundations of Lean Start-up
11:15 – 11:30	Coffee break
11:30 – 12:15	Validation of technological innovations
12:15 – 12:30	Coffee break
12:30 – 13:15	Assessment of innovation start-up potential
END of Day 1	

Bootcamp & Assumption validation Day 2: 28 February 2023	
time	topic
7:15 – 7:30	Registration of participants
7:30 – 8:45	Group methods for evaluating ideas
8:45 – 9:00	Coffee break
9:00 – 10:15	Assumption Validation case study 1
10:15 – 10:30	Lunch break
10:30 – 11:15	Assumption Validation case study 2
11:15 – 11:30	Coffee break
11:30 – 12:15	Assumption Validation case study 3
12:15 – 12:30	Coffee break
12:30 – 13:15	Assumption Validation case study 3
END of Day 2	

E. Compilation of educational material

The participants of the training camp were given three sources from where they can enrich their knowledge about the Assumption Validation methods. They were also provided with the presentations prepared by the lecturers.

F. Venue

The Bootcamp has been held in the UNWE Regional Center for Distance Learning (RCDL) – Haskovo

G. Publicity

Information about the Bootcamp- Assumption Validation was posted on the RCDL website, with printed announcements, on the RCDL Facebook page.

H. Implementation of deliverable

The implementation of D 4.2.3 has been organized in two cycles: Cycle 1: 19-24 January 2023 and Cycle 2: 27-28 February 2023. Scanned copies of Attendance Lists are presented in Annex 2. In Annex 3 are shared photos from the Bootcamp.

I. Evaluation of action

Bootcamp participants identify the topics covered as very important for starting a business. The practical sessions and discussions are essential in terms of clarifying their business idea and pointing to specific essential elements that should be taken into account. Proposals have been made to organize future such training camps and trainings. The practical orientation of the training camp is highly appreciated.

Annexes

Annex 1. Presentations of an Assumption Validation Methods

Presentation 1.



НАСЪРЧАВАНЕ НА ПРЕДПРИЕМАЧЕСТВОТО ЧРЕЗ ПОДКРЕПА НА ИНОВАТИВНИ ИДЕИ ПОСРЕДСТВОМ ПРЕД- ИНКУБАЦИОННИ МЕХАНИЗМИ

ASSUMPTION VALIDATION ТРЕНИРОВЪЧЕН ЛАГЕР

РЦДО – УНСС, гр.Хасково

Тема Методология за валидиране на бизнес идеята

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Структура на темата

- **Иновацията в основите на Lean Start-up** [страница 3](#)
- **Валидиране на технологичните иновации** [страница 6](#)
- **Оценка на предприемаческия потенциал** [страница 10](#)
- **Групови методи за оценка на идеи** [страница 16](#)
- **Assumption Validation казус** [страница 18](#)
- **Въпроси за дискусия** [страница 19](#)

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Иновацията в основите на Lean Start-up



- **Иновацията** е фундаментален пробив в науката и/или технологиите, последван от свеждане до практика, последвано от практически и икономични средства за производство на иновации в продукти или услуги, последвано от широко приемане на пазара на продуктите или услугите.

- много богатства бяха направени в текстила и облеклото чрез снабдяване в световен мащаб и продажба на местно ниво (Macy's, Target или Wal-Mart)
- други текстилни предприемачи обединяват приложни технологии със сензори, светодиоди, нови влакна, тъкани и материали за създаване на иновативни продукти и услуги

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Иновацията в основите на Lean Start-up



• Казус 1

Как да намерите технологичния или продуктовия пробив?

УМНИ МАТЕРИАЛИ

ДИГИТАЛНО ПРОИЗВОДСТВО

БИО-МАТЕРИАЛИ



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Иновацията в основите на Lean Start-up



• Казус 2

Ролева игра: Как да разберете технологичния или материалния пробив?

Един от обучаемите да даде пример за иновации.

Останалите обучаеми да оценят със стикера оценката си за иновационния пробив.

Нещо ново



Вече съществува

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Валидиране на технологичните ИНОВАЦИИ



• Търсене на технологични иновации

- Ролева игра: Ролевата игра включва експертни лица, които разиграват сценарии. Тези сценарии често са такива, които експертите са наблюдавали по време на изследователската фаза на процеса на проектиране, когато са участвали в потребителско проучване. Тази техника е инструмент както за базирани на екип идеи, така и за комуникация с потребители и/или клиенти
- Активно търсене: Активното търсене се отнася за експертите, които търсят конкретно решение. Този метод може да варира от търсене в мрежата на изображения на настоящи продукти до търсене в книги, списания, вестници и т.н., за да се намерят демографските данни на определено население
- Списък с атрибути: Списъкът с атрибути се отнася до вземането на съществуващ продукт или система, разделянето му на части и след това повторното им комбиниране, за да се идентифицират нови форми на продукта или системата

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Валидиране на технологичните ИНОВАЦИИ



• Търсене на технологични иновации

- **Мозъчна атака:** Мозъчната атака включва генериране на голям брой решения на проблем (идея) с акцент върху количеството идеи. По време на този процес не се оценяват идеи; всъщност необичайните идеи са добре дошли
- **Сътрудничество /co-working/:** Сътрудничеството се отнася до двама или повече души, които работят заедно за постигане на обща цел. Експертите често работят в групи и създават съвместно по време на целия творчески процес
- **Критика:** Критиката се отнася до получаване на информация относно текущите идеи. Това може да бъде съвместно, като получаване на критика от колега или от хора, които критикуват собствените си идеи

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Валидиране на технологичните ИНОВАЦИИ



• Търсене на технологични иновации

- **Инкубация:** Инкубацията се отнася до отдръпване от проблема, за да позволи на подсъзнанието да работи
- **Прототипиране:** Прототипирането се отнася до разработване на модел с ниска вярност на идея. Тези модели могат да бъдат изработени от всякакви материали
- **Скициране:** Скицирането се отнася до груб чертеж на идея
- **История:** Историята е начин за експертите да представят информацията, получена в изследователската фаза на процеса на проектиране

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• Τърсене на технологични иновации



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• Τворческо решаване на проблеми

1. Създаване на безпорядък при намиране на ситуация, която представлява предизвикателство.
2. Намиране на данни за идентифициране на всички известни факти, свързани със ситуацията; да се търси и идентифицира информация, която не е известна, но съществена за ситуацията.
3. Намиране на проблем и идентифициране на всички възможни формулировки на проблема и след това - изолиране на най-важния или основен проблем.
4. Намиране на възможно най-много решения на постановения на проблем.
5. Намиране на решение с помощта на списък от избрани критерии за избор на най-добро(ите) решение(я) за действие.
6. Намиране на приемане на всички усилия за реализация на решението, определяне на план за действие и прилагане на решението.

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Оценка на предприемаческия потенциал



• Идентифициране на възможностите за иновации

• 1. Аналогичен бизнес

- Вече внедрена иновация в сектора на старт-ъп бизнеса, но която работи на други географски пазари
- Вече използвана иновация, но извън сектора на стар-ъп бизнеса.

- Какви видове иновации са довели до успех?
- Тези иновации приложими ли са за вашата стар-ъп компания?
- Какво бихте могли да повторите от иновацията във вашия бизнес, за да създадете пазарна възможност?

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Оценка на предприемаческия потенциал



• Идентифициране на възможностите за иновации

• 2. Нарастващи тенденции

- силна тенденция към самообучение, виртуални преживявания и предлагане на виртуални услуги
- Посещение на виртуални събития и уеб семинари, организирани от лидери, експерти във и извън вашата индустрия
- Четене на публикации
- Използване на външни услуги за отчитане на тенденции.

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Оценка на предприемаческия потенциал



• Идентифициране на възможностите за иновации

• 3. Екстремни клиенти

- Обичат компанията Ви
- Мразят компанията Ви
- Спират да прави бизнес с вас
- Никога не са купували от вас

- Пред какви ключови възможности, проблеми или заплахи са изправени в момента?
- Какво ще трябва да направите по различен начин, за да преодолеете предизвикателствата на вашия пазар?
- Каква желана промяна бихте искали да видите в бъдеще?

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Оценка на предприемаческия потенциал



• Идентифициране на възможностите за иновации

• 4. Нуждите на клиента

- скорост, качество или нива на обслужване

• 5. Сътрудничество

- провеждане на стратегически семинари
- Те трябва да предложат устойчив път към рентабилност
- Възможностите трябва да бъдат разширение спрямо съществуващите способности
- Те трябва да са в съответствие с нарастващите/дългосрочните тенденции

free [Business Innovation Checklist](#)

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Оценка на предприемаческия потенциал



• Идентифициране на възможностите за иновации

- Ролева игра: Можете ли да намерите прозореца за иновации?



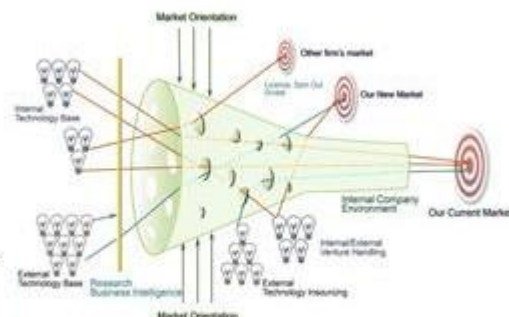
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Групови методи за оценка на идеи



• B2B инициативи

- Отворени предприемачески платформи
- Иновационни мрежи



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Групови методи за оценка на идеи



• B2B инициативи

- Споделени пространства /co-working/
- Споделени идеи /co-creation/



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Assumption Validation казус



• Ролева игра: Бихте ли подкрепили иноваторите?

- Обсъдете предизвикателства пред стартап компания, която трябва да избере
 - 1. Пластмасова алтернатива за еднократна употреба
 - 2. Многофункционална пластмасова алтернатива
- Изберете една от двете алтернативи да защитавате и в групата обсъдете възможни решения на избрания проблем.
 - Използване на естествен текстил, биоразградими, евтини, местни, щадящи околната среда алтернативи като юта, памук, вълна, коприна за замяна на пластмасови торбички за еднократна и многократна употреба
 - Предлагане на ценово ефективни, здрави дизайни за пластмасови алтернативи за пазари с различен капацитет (обем и тегло)



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Дискусия и въпроси



- ΚΑЗУС 1
- ΚΑЗУС 2
- Ролева игра 1
- ΚΑЗУС 3

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БЛАГОДАРЯ ЗА ВНИМАНИЕТО!

ASSUMPTION VALIDATION ТРЕНИРОВЪЧЕН ЛАГЕР

РЦДО – УНСС, гр.Хасково



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ΤΡΕΝΙΡΟΒΨΕΝ ΛΑΓΕΡ

**Μεθοδι за валидиране на Бизнес идеи и
предположения, отнасящи се или до
стартиращи фирми, или до разработването на
нова услуга или нов продукт от съществуващ
бизнес**

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Какво включва процесът на валидиране на бизнес идея?

- Процесът на валидиране обикновено
включва
 - **оценка на характеристиките на идеята**
 - **разбиране на пазарния потенциал**
 - **анализ на финансовата**
 - **анализ на оперативна осъществимост**

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Μεθοδi за оценка на жизнеспособността на бизнес идея от известни бизнесмени

- Лари Пейдж – Google
 - "Метод с четка за зъби"...

Този метод се основава на два въпроса:

- **Ще използвам ли този продукт или услуга редовно веднъж или два пъти на ден?**
- **Ще подобри ли този продукт или услуга живота ми?**

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- Уорън Бъфет
 - „Никога не купувам бизнес, ако не мога да опиша на един лист хартия моите обяснения и причините за тази покупка
 - Може да греша, но ще знам отговора на това.
 - Плащам 32 милиарда долара за компанията Coca Cola, защото
 - И ако не можете да отговорите на този въпрос, тогава не бива да купувате този запас или този бизнес
 - Но ако отговорите на този въпрос и го направите няколко пъти, ще спечелите много пари. "

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Въпросите трябва да бъдат разделени на две групи



- Една група въпроси трябва да определят възможностите на бизнеса, реализиран въз основа на бизнес идея, да намери своето място на пазара
- Втората група въпроси трябва да определя връзката между автора на бизнес идея и нов бизнес

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Въпроси за мястото и възможностите на бизнес идеята на пазара



- **Какво ще продаде новият бизнес?**
- **Кой ще го купи?**
- **Какъв е обемът на продажбите на продукти или обемът на пазара на услуги?**
- **Каква е разликата между бизнес идея и конкуренти?**
- **Възможно ли е практическо изпълнение на бизнес идея?**
- **Колко бързо може да се реализира бизнес идея?**

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Въпроси за отношението на автора към бизнес идеята му



- **Това наистина ли е бизнесът, който искам да правя?**
- **Мога ли да реализирам бизнес идеята си?**
- **Кои са моите недостатъци, които ще попречат на реализацията на бизнес идея?**
- **Как накратко мога да опиша бизнес идеята си?**
- **Готов ли съм да залагам своите ценности и дори апартамента си, за да финансирам изпълнението на бизнес идеята си?**

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- **Метод за оценка на бизнес идеи на известния бизнес експерт Джош Кауфман**
- **Той предлага да се присвои определен брой точки на проекта, оценявайки няколко показателя по десетобална скала**

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Критерии за оценка



- **Размер на пазара, на който ще влезете**
- **Таван на цените**
- **Уникалността на офертата**
- **Допълнителна оферта**
- **Спешност**
- **Сложност и бързина на навлизане на пазара**
- **Разходите за привличане на купувач**
- **Разходи за продукт и доставка**
- **Обемът на първоначалната инвестиция**
- **Мащабируемост**

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- След като преминете през всички горепосочени критерии, трябва да оцените идеята си по всеки от тях от 0 до 10 точки
- Ако общата стойност на проекта е над 75 точки, той има всички шансове за успех, ако е по-малък от 50 - по-добре е да го откажете

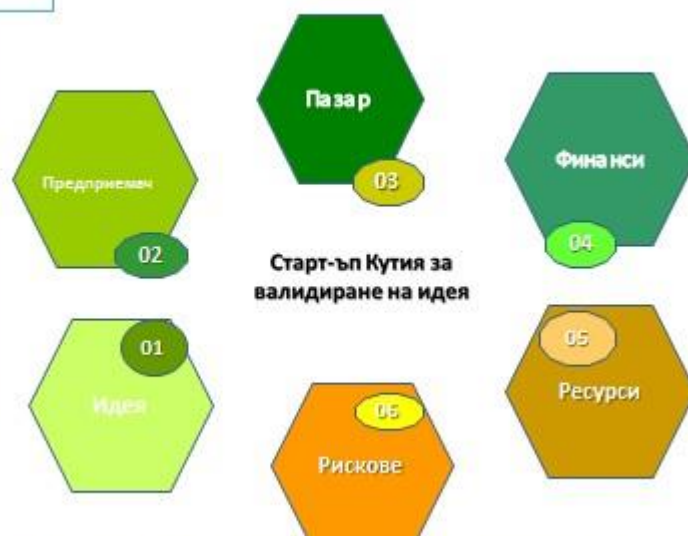
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Валидиране на бизнес идея



- Рамката за валидиране на стартиращи идеи е независим, обективен инструмент за самооценка, който носител на идеята или предприемач може да използва, за да **валидира своите стартиращи идеи**
- Рамката за валидиране на стартиращи идеи е създадена, за да оцени една идея **чрез шест области на фокус**
- Всяка фокусна област се анализира **независимо и тяхната връзка също се анализира помежду си**, за да се гарантира, че идеята е подходяща

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ДИСКУСИЯ



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ΚΟΝΤΑΚΤΙ

Κοординатор на проекта
IDIMON DEVELOPMENT CONSULTANTS

Web site: coworking-grbg.com

ТРЕНИРОВЪЧЕН ЛАГЕР BOOTCAMP AND ASSUMPTION VALIDATION METHODS

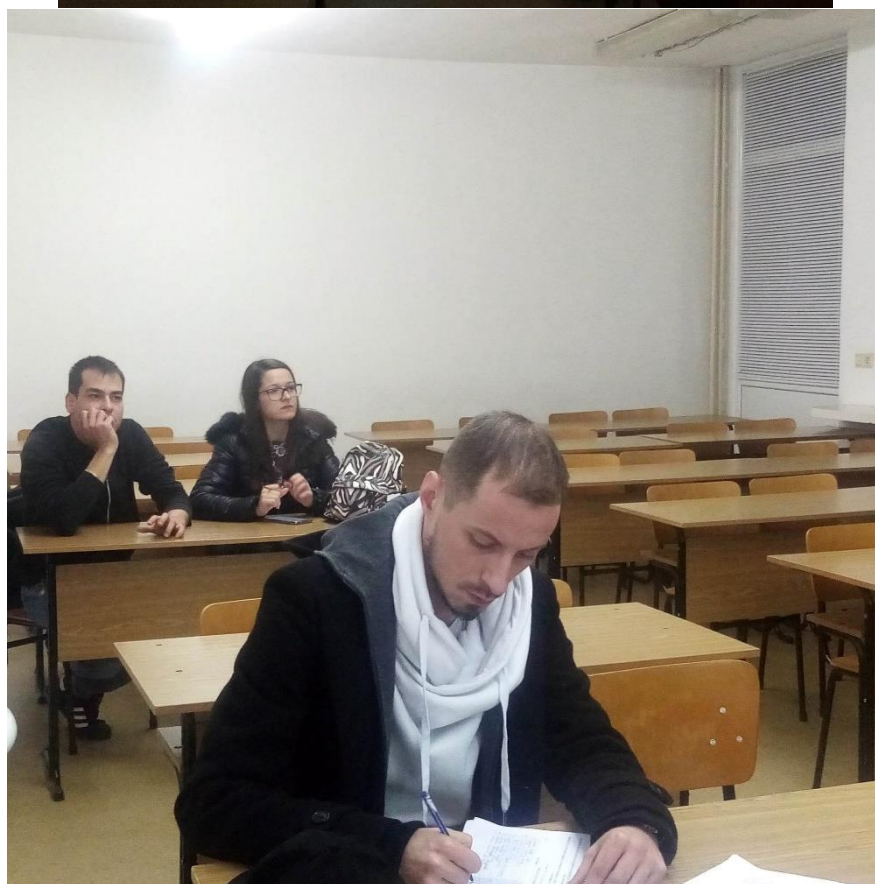
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Annex 2. Attendance List

Attendance Lists Cycle 1:19 January and 24 January 2023

ANNEX 3. Photos

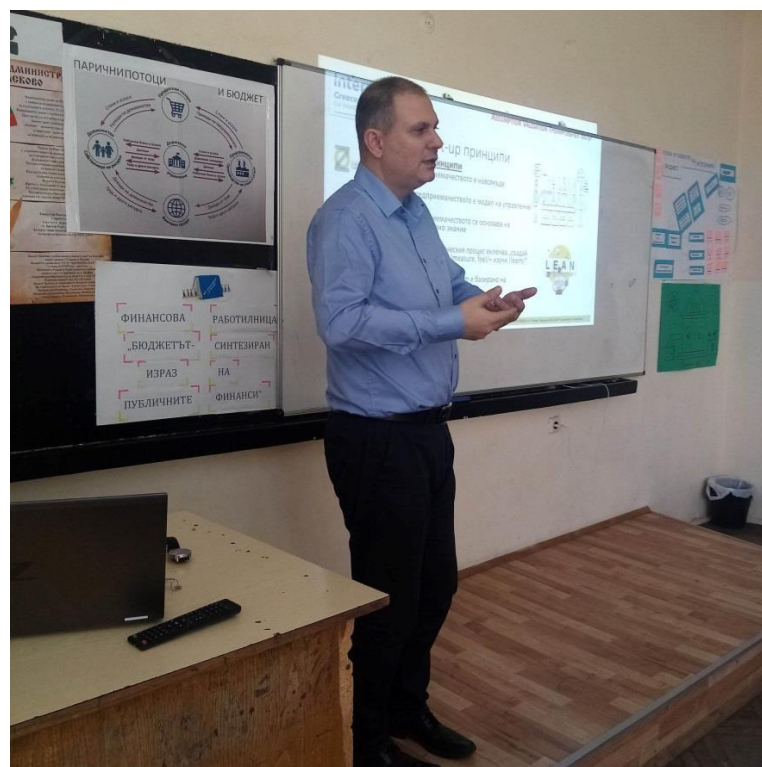
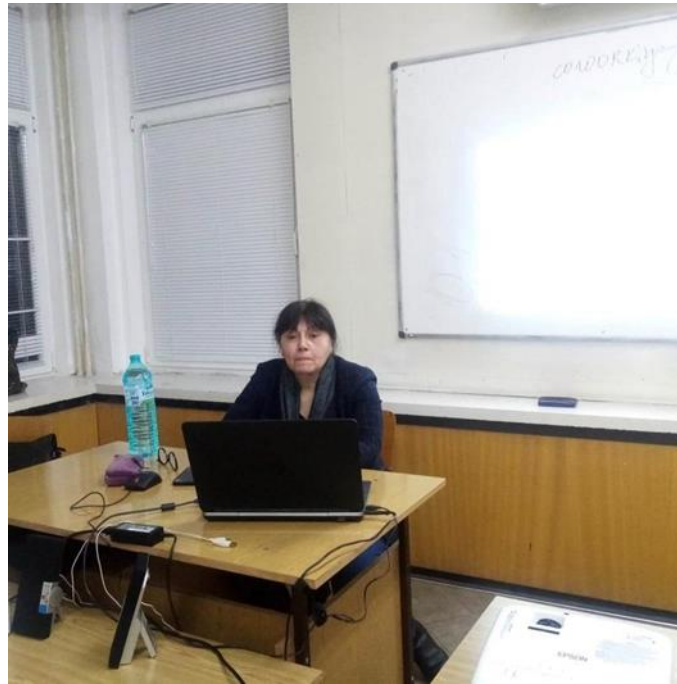
Photos on Cycle 1:19 January and 24 January 2023





Photos on Cycle 2:27-28 February 2023





Annex 4. Press Releases

Links to press releases and announcements are given below. The Bootcamp for LEAN Start-up has been announced on the website of the UNWE Regional Center for Distant Learning (RCDL) – Haskovo, on the Facebook page of the RCDL-Haskovo.

Links:

<https://www.unwe.bg/cde-haskovo/bg/news/24755/%d0%bf%d0%b0%d1%80%d1%82%d0%bd%d1%8c%d0%be%d1%80%d1%81%d1%82%d0%b2%d0%be-%d0%bc%d0%b5%d0%b6%d0%b4%d1%83-%d0%bc%d0%bb%d0%b0%d0%b4%d0%b8%d1%82%d0%b5-%d1%85%d0%be%d1%80%d0%b0-%d0%b2-%d0%b1%d1%8a%d0%bb%d0%b3%d0%b0%d1%80%d0%b8%d1%8f-%d0%b8-%d0%b3%d1%8a%d1%80%d1%86%d0%b8%d1%8f-%d0%b7%d0%b0-%d1%80%d0%b5%d0%b0%d0%bb%d0%b8%d0%b7%d0%b8%d1%80%d0%b0%d0%bd%d0%b5-%d0%bd%d0%b0-%d0%b8%d0%bd%d0%be%d0%b2%d0%b0%d1%82%d0%b8%d0%b2%d0%bd%d0%b8.html>

<https://www.unwe.bg/cde-haskovo/bg/news/25370/%d0%ba%d0%b0%d0%ba-%d1%81%d0%b5-%d1%81%d1%8a%d0%b7%d0%b4%d0%b0%d0%b2%d0%b0-%d1%83%d1%81%d0%bf%d0%b5%d1%88%d0%b5%d0%bd-%d0%b1%d0%b8%d0%b7%d0%bd%d0%b5%d1%81-%d0%b5-%d1%82%d0%b5%d0%bc%d0%b0%d1%82%d0%b0-%d0%bd%d0%b0-%d1%82%d1%80%d0%b5%d0%bd%d0%b8%d1%80%d0%be%d0%b2%d1%8a%d1%87%d0%bd%d0%b8%d1%82%d0%b5-%d0%bb%d0%b0%d0%b3%d0%b5%d1%80%d0%b8-%d0%be%d1%80%d0%b3%d0%b0%d0%bd%d0%b8%d0%b7%d0%b8%d1%80%d0%b0%d0%bd%d0%b8-%d0%be%d1%82-.html>

<https://www.facebook.com/unwebg>

<iframe
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style="border:none;overflow:hidden" scrolling="no" frameborder="0" allowfullscreen="true"
allow="autoplay; clipboard-write; encrypted-media; picture-in-picture; web-share"></iframe>



University of National and World Economy
(UNWE/УНСС)

13 Ιανουαρίου · 🌐

...

☀️ От 16 до 27 януари 2023 г. в РЦДО-Хасково започва провеждането на тренировъчни лагери за създаване на успешни бизнес предприятия. Обучението ще се проведе от практики по развитие на стартиращото предприемачество, преподаватели в нашия университет.

★ Тренировъчните лагери са част от изпълнението на проекта „Насърчаване на предприемачеството чрез подкрепа на перспективни иновативни идеи чрез създаване на механизми за предварително инкубиране“ (CO WORKING), в който УНСС е партньор заедно със Стопанския факултет на университета „Аристотел“ в Солун, Александрийската иновативна зона АД в Солун и Националната компания „Индустриални зони“ АД.

📌 На 31 януари 2023 г. в РЦДО-Хасково ще се проведе Информационен ден, на който ще се представят резултатите от свършеното през първия цикъл по проекта. Ще бъдат презентирани най-добрите бизнес идеи, както и ще бъдат връчени сертификати на завършилите обученията през първия етап по проекта CO-WORKING. 🌟

<https://www.unwe.bg/bg/news/25367/как-се-създава-успешен-бизнес-е-темата-на-тренировъчните-лагери-организирани-от-.html>



👍 24

1 🔄

👍 Μου αρέσει!

💬 Σχολιάστε

Information at the premises of the RCDL



Interreg

Greece-Bulgaria

Co-Working

European Regional Development Fund



Регионалният център за дистанционно обучение на УНСС в Хасково

**организира
Тренировъчни лагери
от 16 до 27 януари 2023 г.
17.30 часа**

По проект CO WORKING:

**„Насърчаване на предприемачеството чрез подкрепа на перспективни
иновативни идеи чрез създаване на механизми за предварително
инкубиране“**

**Поканени са всички,
които желаят да научат как може да се организира създаването на успешно
бизнес предприятие.**

The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Cooperation Programme Interreg V-A "Greece-Bulgaria 2014-2020"

Interreg Greece-Bulgaria Co-Working

European Regional Development Fund



ТРЕНИРОВЪЧНИ ЛАГЕРИ

25 до 30 март -

Проф. Николай Щерев
Проф. Диана Копева

Обучението е безплатно. Провежда се от 17 до 21 часа в сградата на УНСС-Хасково. Участниците ще получат сертификат от УНСС. Обучението е част от проекта CO-WORKING, в който участва РЦДО на УНСС в Хасково и е по програмата за трансгранично сътрудничество между България и Гърция.

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