



# SummerJam

Where small business **GO GLOBAL**

**PARTNERSHIP PROPOSAL**



**EXPERIENCE  
WORKSHOPS  
EDUCATIONS  
NETWORKING**

**BEACH  
SUN  
FUN ACTIVITIES  
AND PARTY**

**PANEL DISCUSSIONS  
PARTNER EDUCATIONS  
WORKSHOPS**

**SPECIAL EVENT**

## What is Summer Jam Croatia?

### Goals of the conference:

- to develop new business ideas that are going to be ready for implementation after the conference
- to educate delegates how to create new products and place them successfully in the market
- to inform delegates about global trends and opportunities in entrepreneurship and prepare them for the future changes
- networking and cooperation
- influence on opening new companies

Summer Jam Croatia is an international conference for entrepreneurs and those who want to start their own business. Conference is going to be held for a second year in August 2014. It is organized by Business Incubator of Faculty of Economics in Split, Croatia.

Summer Jam Croatia 2013 is a combination of active and business program. Goal of the conference is to create platform for international cooperation between entrepreneurs and young people from all around the world through development of their new business ideas and projects.

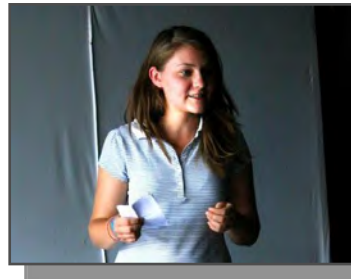
Guest speakers will be representatives of institutions associated with the topic of youth entrepreneurship and international cooperation, as well as supporting programs for entrepreneurs; representatives of higher educational institutions; entrepreneurs with experience in attracting investments, working in international markets and in currently fast growing business areas.

## Summer Jam Croatia 2013

Summer Jam Croatia 2013 was held in Pine Beach resort in Pakoštane near Zadar from 17.-21. of August under Patronage of Ministry of Tourism of Republic of Croatia, Ministry of Entrepreneurship and Crafts of Republic of Croatia and Croatian Agency for SMEs and Investments.

More than 40 delegates from Croatia and the world participated in the conference. During the conference delegates were able to develop their business ideas, learn from the experiences of entrepreneurs and gain insight into new trends and opportunities in entrepreneurship. Business program was complemented by an active program that included sports and recreational activities: kayaking, archery, water aerobics, climbing, sailing, adventure park and competitions in team sports.

Keynote speakers at the conference were successful young entrepreneurs and representatives of public institutions that helped participants to get an overview of the current state of the market trends and opportunities in the entrepreneurial venture.



**Lucie Kepler, Njemačka**

*"I enjoyed really much in Summer Jam. SJ is a good combination of work and fun and I love that we worked outside! Croatian people are really helpful and the seaside of Croatia is really beautiful. I'm very sorry to hear that young people want to leave Croatia because of the bad economy, I wish that those people stay and try to improve the economy because if I lived in Croatia I would never leave it."*

**Shaun Dickerman, SAD**

*"I'm really glad I participated in this type of program. I got a chance to check out the prospects for the business idea and at the same time meet people from Croatian, culture and beautiful coastline that I have heard so much about."*

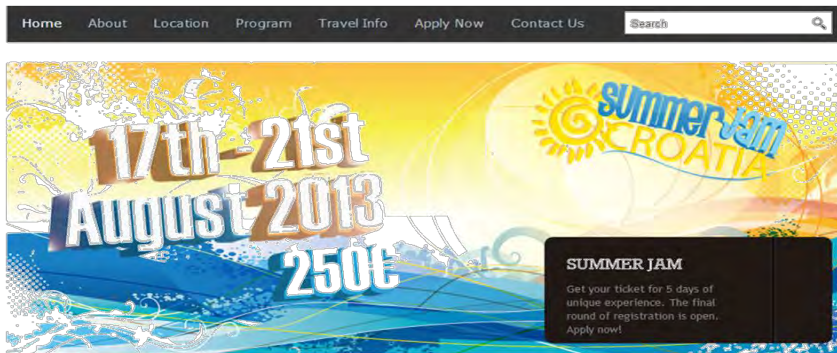


**Lo Tsz Kwan, Hong Kong**

*"Sessions were related, linked and you can learn from them a lot. We worked on our business plan and you can combine everything. I like Summer Jam a lot because you can meet people from other countries and also develop your intercultural and interpersonal skills"*

# Summer Jam Croatia 2013 in numbers

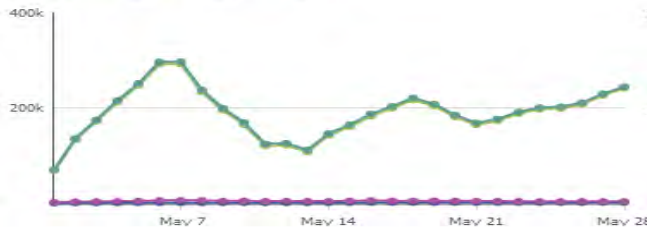
Over 40.000 views on conference web page  
Over 3.700 likes on conference facebook page.



## Summer Jam Croatia - A Summer You Will Not Forget!

### Reach ?

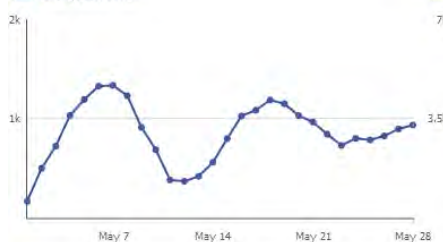
Organic?  Paid?  Viral?  Total?



### Viral Reach ?



### Talking About This ?



Countries		Pages	Hits
Croatia	hr	11,186	77,881
Macedonia	mk	9,329	77,981
United States	us	5,738	18,217
Republic of Serbia	rs	2,493	23,276
Bosnia-Herzegovina	ba	2,308	24,307
Germany	de	1,866	13,291
Albania	al	1,175	10,540
Italy	it	1,152	8,765
Austria	at	937	10,041
Sweden	se	835	6,695
Great Britain	gb	794	6,607
Poland	pl	596	6,510
Algeria	dz	594	4,836
Slovak Republic	sk	483	4,231
Egypt	eg	411	3,906
Portugal	pt	389	3,242
Latvia	lv	374	2,842
Denmark	dk	360	2,569
Romania	ro	359	3,092
Hungary	hu	350	2,668
Czech Republic	cz	338	3,005
Hong Kong	hk	336	1,751
Spain	es	304	1,993
Norway	no	286	2,229
Greece	gr	269	2,573
Slovenia	si	265	2,190
India	in	244	1,051
Canada	ca	220	1,818
Belgium	be	220	1,935
Montenegro	me	212	1,450
Netherlands	nl	212	1,590
Switzerland	ch	204	2,017
Bulgaria	bg	199	2,076
Ukraine	ua	195	1,411
Turkey	tr	194	1,385
Malta	mt	154	820
Japan	jp	151	498
France	fr	106	763



## Summer Jam Croatia 2014

This year the conference aims to connect entrepreneurs and young people from around the world which will work together on development of business ideas with the goal to make them ready for implementation after the conference. The program consists of a series of workshops, trainings and panel discussions through which delegates can acquire the necessary knowledge for the development and implementation of business ideas.

The conference concept consists of 4 blocks which will lead participants from business idea to final proposal for its realization. Through registration organizers will receive different business ideas from entrepreneurs and the jury will select the best project proposals which will be elaborated during the conference. Participants will have the opportunity to choose the ideas in whose elaboration they would like to participate. Next step is the formation of teams, development of a business model and plan with the support of mentors, educations and active programs which will enhance the productivity of teams. The next block contains the presentation, evaluation and feedback of project proposals. The last section contains the sales simulation, the ability to attract investors and set the initial steps for continuing cooperation between stakeholders.



TEAMS

ENTREPRENEURS

YOUTH

IDEA

DEVELOPMENT

EVALUATION

START



# SummerJam

Where small business **GO GLOBAL**

## YOUTH

- WORKING WITH ENTREPRENEURS ON DEVELOPMENT OF BUSINESS IDEAS
- HELP AND SUPERVISION BY MENTOR DURING WHOLE PROCESS
- SKILLS DEVELOPMENT AND LEARNING BY DOING
- EDUCATIONS AND PANELS
- LEARNING FROM OTHERS EXPERIENCE

## AFTER THE CONFERENCE

- KNOWLEDGE HOW TO START A BUSINESS
- KNOWLEDGE HOW TO CREATE BUSINESS PLAN AND MODEL
- PRACTICAL SKILLS
- POSSIBILITY TO CONTINUE WORKING WITH ENTREPRENEURS
- NETWORK OF CONTACTS



# PROGRAM OBJECTIVES

## WORKSHOPS

- Work in teams on creation of business plan and model
- Experience of leading/working in international teams
- Development of new skills and knowledge through learning by doing

## EDUCATION

- Educations about how to create business plan, model, how to plan, leadership, sales and budgeting
- Educations about needed procedures when opening a company
- Educations about global trends

## NETWORKING

- Ensure collaboration within teams to achieve better results
- Connect participants through sharing experiences in order to support future collaboration
- Special time for networking

# PROGRAM FLOW

## IDEA

ENTREPRENEURS ARE SENDING BUSINESS IDEAS UNTIL SCHEDULED DEADLINE  
SELECTION OF THE BEST IDEAS AND ANNOUNCEMENT TO APPLICANTS  
SENDING DOCUMENTS FOR PREPARATION OF ENTREPRENEURS BEFORE CONFERENCE  
FIRST DAY EACH ENTREPRENEUR IS PRESENTING HIS IDEA TO DELEGATES  
DELEGATES APPLY TO TEAMS AND ANNOUNCEMENT OF TEAMS

## DEVELOPMENT

EVERY TEAM HAS A MENTOR WHO IS HELPING THEM DURING WHOLE CONFERENCE  
TEAM FORMING AND STRUCTURE (ROLE ASSIGNMENT)  
CREATION OF BUSINESS PLAN  
EDUCATIONS FOR ENTREPRENEURS AND FOR DELEGATES BASED ON THE FUNCTION IN TEAM  
PANELS AND SHARING OF EXPERIENCE

## EVALUATION

FINALIZATION OF PLAN  
PREPARATION FOR SALES AND SELLING THE PROJECT  
PREPARATION OF PRESENTATION AND PRESENTING THE RESULTS  
EVALUATION OF PLANS  
FEEDBACK TO ENTREPRENEURS AND TEAMS

## START

NETWORKING WITH INVESTORS AND ENTREPRENEURS  
EXPLAINING NEEDED PROCEDURES FOR OPENING A BUSINESS AND MATERIALS  
ANNOUNCEMENT OF WINNING TEAMS  
ESTABLISHING COOPERATIONS FOR FUTURE HELP IN OPENNING AND TRACKING BUSINESS DEVELOPMENT

# PROGRAM

1st DAY	2nd DAY	3rd DAY	4th DAY	5th DAY	
	DAY 2 OPENING	DAY 3 OPENING	DAY 4 OPENING	DAY 5 OPENING	
	D E V E L O P M E N T	D E V E L O P M E N T	SMALL BUSINESS GO GLOBAL  SPECIAL EVENT	START	
OFFICIAL OPENING				OFFICIAL CLOSING	
IDEA PRESENTATION					
TEAM PRESENTATION					
TEAM FORMING			WORKSHOPS & EDUCATIONS	WORKSHOPS & EDUCATIONS	IDEA EVALUATION



Small Business Go Global is a special event that will be held on the fourth day of the conference under the slogan "Spin the Globe and Change the World". Event is composed of panel discussions, educations and partners workshops. Through panel discussions and educations speakers will share their experiences and educate participants about the importance of adapting its business to global trends and encourage them to cooperate with external markets. Through the partner workshops, participants will be working on solving case studies to gain insight into the work of international business companies and prepare for possible obstacles that could be encountered.

Topic of Small Business Go Global will be present throughout the whole conference. During the conference, participants will learn about global trends in entrepreneurship such as the impact of the Internet and social networks on the experience and relationships with customers as well as future predictions based on work experience on projects and business colonies, to adapt better to the market and stay ahead of competition. Since conference has international character, one of main objectives is also to encourage cooperation of the teams after the conference.





**SPECIAL EVENT WITH FOCUS ON  
GLOBAL TRENDS IN ENTREPRENEURSHIP**

**ENTREPRENEURS  
STORIES**

**PANEL  
DISCUSSIONS**

**PARTNERS  
WORKSHOPS**

## Conference Partner

### As a partner of the conference you will receive the following benefits:

- Space in brochures with information about the program and the conference participants
- Space in official conference newsletters
- Name of your organization as a partner in all official conference materials (posters, flyers, letters, accreditation, presentation)
- Organization's logo on the event website with a link to your official site
- Promotion through targeted media campaign of Summer Jam Croatia 2014 in the country and Europe
- Covered accommodation and full board for representatives of your organization on the conference for 5 days
- Mentoring teams during the conference, and a place in the jury for the evaluation of ideas
- Participating in a panel discussion during the event Small Business Go Global

### Obligations as a partner of the conference:

- Promotion of the conference through organization's communication channels
- Provide representative during the conference
- Ensure that organization's representative will come prepared for the conference and actively participate in the realization of the conference (mentoring, presentations)
- Ensure the participation of 5-10 delegates at the conference



Summer Jam  
CROATIA  
2013

Espin  
HAMA INVEST  
uBOR  
MINPO  
STATE

Summer  
Where  
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GO  
GLOBAL

Change the World

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