Проект реализуется в рамках программы приграничного сотрудничества «Карелия» Финансируется Европейским союзом, Российской Федерацией и Финляндской Республикой.

Karelia CBC is a cross-border cooperation programme creating an attractive region for people and business.

Programme is financed by the European Union, the Russian Federation and the Republic of Finland.
Agenda

- Introduction
- Busy-Project
  - General information
  - Target WHY?
  - Actions WHAT?
  - Impact HOW?
Arttu-Pekka Tavia

- OAMK-OUAS
- Senior Lecturer
  - Entrepreneurship and new business

- Avanto - entrepreneurship program
- Business Kitchen co-working space
- Entrepreneur
  - CEO/founder Board Members Ltd
BUSY-Business for youngsters

- Karelia CBC
- Budget 520K
- 2,5 years
Partners

- Karelian Regional Youth Center
- Development corporation of Karelian Region
- Karelian Regional Institute of Continuous Professional Education
- Oulu University of Applied Sciences
- Business Oulu
- Bringing young people together
- Entrepreneurship & self employing
- Creating the right working environment
- Developing the support methods to CBC
- Strengthening and developing consult centers and infrastructure
- Building personal capabilities
- Providing the access to the best practices of business funding
Target (why)

- Network
- Mindset
- Opportunity goggles
- Ideas
- Base camp
- Viable international business
Why (target)

- Trust is base off co-operation
- To gain trust have to co-operate
  → Give opportunities work together
- Challenges to solve
  → common goal
- Educational context
  → Tools to develope ideas
Actions (what)

- Start Up Week
- 22h challenge
- Mentoring and coach
- Polar Bear Pitching/Slush
- Social media
- Co-working space
- New educational methods
What (actions)

- Find common interests
- Problems to solve → courage
- Sent to unknown
- Target
- → Opportunities
- Role models
- Place to build community
- Skills
Do right things! Fail Fast!
Juhani Rusachenko

- OUAS
- Project planning officer
- Execution of Karelia CBC projects
- International business student
Impact (how)

What kind of problems occur during our work in practice and how do we solve them?

- Building trust - fear of unknown (No experience of interaction internationally) - Informing and educating about opportunities

- Communication barriers - lack communication tools and connections, - Network platforms and matchmaking

- "It's hard to start developing international projects and networking without a little push" - Expertice, events

- Independant work of the teams without guidance and humane interaction (face-to-face) is inefficient

- This is why we create the co-working space - "A Finnish - Russian business hotline"
NO QUESTIONS?
As usual
Are U SURE?

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