



OUR STORY

The gap between academic and entrepreneurial worlds is currently quite significant. The European Union is home to a flourishing generation of young entrepreneurs.

SMARTUP is a EU-funded project aimed at creating an online community of resources for young entrepreneurs, as well as at developing an innovative start-up Master program implemented in 4 European universities. The project involves experts from European higher education institutions, companies and business foundations.

Online and offline resources and tools, as well as the Master's program, are structured around the "doing" part (you enroll to start your venture), so that Europe's untapped potential in the startup world shall be untapped and leveraged to renew Europe's economy.

OUR PLAN

We will integrate contributions from academic institutions and business organizations by means of new methodological approaches, in order to produce 2 main outputs: an innovative Master on entrepreneurship and an inclusive web portal for students and start-up entrepreneurs willing to improve their entrepreneurial knowledge and mindset.

OUR TOOLS



**MASTER
PROGRAM**



**COACH
TRAINING**



**SERIOUS GAME
& APPS**

YOUR INVOLVEMENT

The SMARTUP community is highly inclusive: whether you are a student or a start-up entrepreneur, an investor or an experienced entrepreneur, you have a role to play!

Visit smartupeurope.eu and find out how you can become a SMARTUP ambassador, a Mentor, or one of our future Master Students. If you have any questions, you can also contact our team at info@smartupeurope.eu.

OUR SOCIAL MEDIA CHANNELS



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PARTNERS' CHOICES

TIMELINE

JAN 2017

**SMARTUP KICK-OFF
MEETING, MILAN**

JUL 2017

**LAUNCH OF SMARTUP WEB
PORTAL**

JAN 2018

**LAUNCH OF
SMARTUP MASTER
PROGRAMME**

FEB-MAR 2018

**DEPLOYMENT OF NATIONAL
ROUNDTABLES IN 7 EU
COUNTRIES**

FEB-NOV 2018

**IMPLEMENTATION OF
MENTORING AND COACHING
ACTIVITIES**

NOV 2018

**SMARTUP FINAL
CONFERENCE, BRUSSELS**



Startup Portugal is the Portuguese Government's strategy for Entrepreneurship. More than fostering an entrepreneurial spirit, it aims to support those who are already entrepreneurs, ensuring the longevity of the companies created and increasing the impact they have on job creation and economic value. Devised as a four-year plan, it is focused on three areas of operation: Ecosystem, Funding, and Internationalisation. More information can be found at <http://bit.ly/2tAL6TR>



FH JOANNEUM is partner in a new female entrepreneurship project: empowerWOMENT – Successful Entrepreneurial Empowerment for Women in Start-up Business. The project aiming at supporting female entrepreneurs in fragile and often difficult start-up situations. You can find more information about empowerWOMENT on www.empowerwoment.eu



In the framework of the Global Entrepreneurship Monitor the GEM 2016 Austria Report was presented at the Chamber of Commerce Austria in Vienna. The Global Entrepreneurship Monitor is the world's foremost study of entrepreneurship which provides high quality information, comprehensive reports and interesting stories, which greatly enhance the understanding of the entrepreneurial phenomenon. More interesting facts and figures at <http://bit.ly/2tIRaEf>



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