



Aims & Activities

About Project

The GReaC (Getting Ready for Capital) project is EU funded and designed to develop a knowledge transfer strategy based on existing practices for supporting would-be-entrepreneurs in Poland, Belgium and Bulgaria in

- developing the proper understanding of the private equity market
- developing the business/communication skills needed for effectively present their business proposition to investors
- increasing changes to access early stage capitals.

GReaC Project aims at adapting and transferring to Poland, Belgium and Bulgaria an existing and successful training path developed in Italy, for would-be-entrepreneurs looking for start-up money.

The programme, designed to support entrepreneurs in effectively shape and present their business idea to potential investors, has been successfully developed and tested based on direct involvement of early stage investors in the process, tailor training initiatives.

Create a regional training and coaching scheme, ensuring that it will be embedded within the regional VET Systems:

- *create synergies among the key actors that should be involved in the process of facilitating knowledge-based start ups in accessing equity financing*
- *create a regional training and coaching scheme, ensuring that it will be embedded within the regional VET Systems*
- *favor the transmission to entrepreneurs of the proper attitude and skills to deal with financial investors;*
- *increase the professionalism of the personnel and the quality/effectiveness of the support services they provide to start-ups in facilitating the matching with financial operators*
- *promote a cultural change, stimulating a more supportive environment for start ups.*

Results:

Provide self-assessment tools and training/coaching sessions to raise the professional profile of innovation intermediaries to support and the skills of the would-be-entrepreneurs in accessing early stage capitals

Facilitate the match-making between entrepreneurs and investors increasing their changes to obtain early stage capitals

Support entrepreneurs in effectively shape and present their business idea to potential investors

Project Partners

Coordinator:

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"Support regional development through cooperation in national and international networks"

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Partners:

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European Business & Innovation Centre Network

"Creation of innovative companies and synergies between knowledge institutions (industry, SMEs, universities, research centers, etc.) from public and private sectors"

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Zernike Group

"Economic development through venture capital, innovative company / start-up management support and transfer of knowledge in the field of investment funds"

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GReaC

Getting Ready for Capital

Knowledge

Early Stage Capital

Development of entrepreneurship

www.greac.eu

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