

SECO Entrepreneurship Program

Implemented by Swisscontact and J.E. Austin Associates

1 Key data

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|-----------------------------------|---|
| Duration | 01.07.2015-30.06.2019 |
| Target countries | Albania, Bosnia and Herzegovina, Macedonia, Peru, Serbia, Vietnam |
| Implementing organisations | Swisscontact Swiss Foundation for Technical Cooperation J.E. Austin Associates, Inc. |
| Financed by | Swiss Agency for Economy Affairs (SECO) |

2 Overall description of the program

The Entrepreneurship Program aims at strengthening the entrepreneurship ecosystem in six targeted countries (Albania, Bosnia and Herzegovina, Macedonia, Peru, Serbia and Vietnam). The program works with relevant ecosystem organizations and supports them in improving their business model and acceleration programs and thus their performance. Consequently, the program does not work directly with companies, however entrepreneurs, startup teams and companies at an early stage will profit from state of the art services to grow and sustain their business.

SECO Entrepreneurship Program designed four main fields to support ecosystem organisations throughout the duration of the program:

1. Incubator & Accelerator Support

Incubators and accelerators are supported in developing or enhancing self-sustained business models and management capacities as well as introducing up to date acceleration programs for growth-oriented entrepreneurs.

2. Mentoring

Enabling ecosystem organizations to build their network of local (and diaspora) mentors and define a value proposition to help engage and retain those mentors. The organisations are further supported to provide mentor and master mentor workshops.

3. Angel Investments

Supporting ecosystem organizations to activate and engage with angel networks and jointly organize angel investor workshops to ultimately facilitate private investments in startups/young companies.

4. Media Buzz

Media work is a central and transversal matter and takes place on two levels. Firstly, ecosystem organizations are supported to increase their capacities on producing and sharing content regarding entrepreneurship. Secondly, local media representatives and journalists are sensitized to increase publications on entrepreneurial topics and success stories.

SECO Entrepreneurship Program also strives to **enhance women entrepreneurs** and their participation in the ecosystem (throughout the program, specifically through 2 events targeting women entrepreneurs) as well as to **include the diaspora** as mentors, in the media as well as potential investors in aspiring entrepreneurs.

3 General principles

SECO Entrepreneurship Program

- uses an indirect, systemic approach to strengthen the overall entrepreneurial ecosystem
- does not have a sector focus to include innovation and opportunities wherever they occur
- serves entrepreneurs at all stages along the life cycle of business creation
- serves entrepreneurs of all age groups
- does not provide financial support but support customised, individualized expertise
- focuses on urban or metropolitan areas with the biggest pool of talent

4 Organisational Setup/Team

HO Zurich:

- Stephan Leiser (Global Manager)
- Teresa Widmer (International Relations Manager & Knowledge Management)

Office Tirana:

- Jakob Modéer (Manager Western Balkans)
- Blendina Cara (Program Officer and Monitoring and Results Measurement)
- Kasianilda Nika (Finance and Administration)
- Vasken Spiru (Ecosystem Facilitator)
- Keti Gjipali (Ecosystem Facilitator)

Macedonia is operated out of Tirana (permanent representative Nina Nikolikj)

Office Belgrade:

- Miloš Lazović (Program Officer and Monitoring and Results Measurement)
- Svetlana Basaric (Finance and Administration)
- Luka Prišunjak (Ecosystem Facilitator)
- Milena Milić (Ecosystem Facilitator)

Bosnia and Herzegovina is operated out of Belgrade (permanent representative Alema Pelesic)

Office Lima:

- Charlotte Ducrot (Manager Peru)
- Kenia Ordonio (Program Administrator)
- Adrian Montalvo (Monitoring and Results Measurement)
- Gissela Moncada (Financial Officer)

Office Ho Chi Minh City

- Hub Langstaff (Manager Vietnam)
- Quynh Anh Nguyen (Program Officer)
- Tran Tri Dung (Monitoring and Results Measurement)
- Dang Dung (Financial Officer)