



ENERGY **2**B

*Turning ideas into reality*

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*EBN Annual Congress & Digibic Awards  
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# Overview

- Introduction to Energy2B
- Virtual Entrepreneurship?
- Challenges and Opportunities
- Verdict on Energy2B

[www.energy2b.eu](http://www.energy2b.eu)



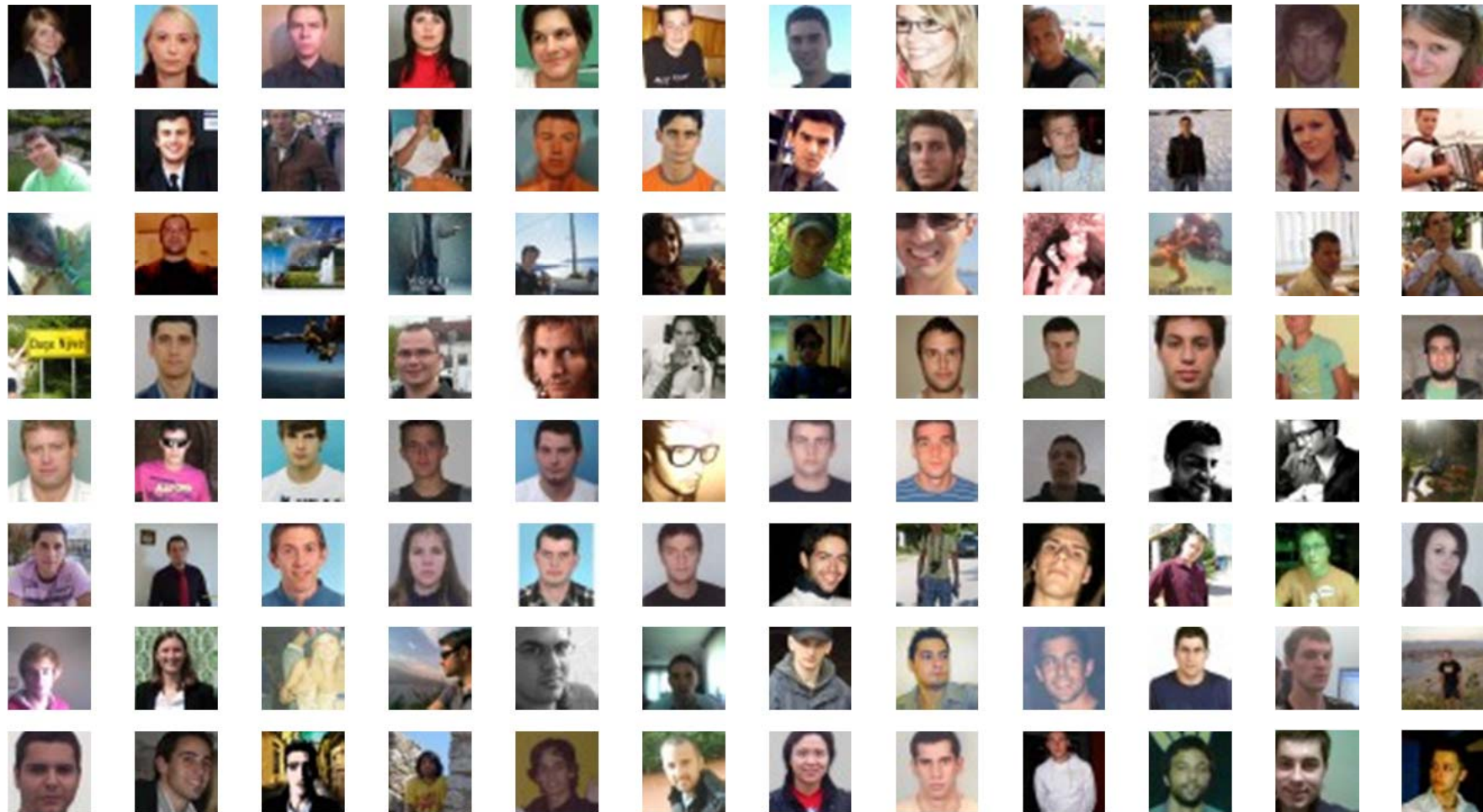
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# The Energy2B Students



## The Energy2B Concept

- Energy2B is an innovation stimulating initiative that targets university students
- Transform energy innovation ideas into new business start-ups
- Three project drivers:
  - the importance of energy efficiency and renewable energy
  - entrepreneurship for the exploitation of knowledge and technology
  - young people as the change leaders and decision makers of tomorrow



## The Energy2B Process



**OWN IDEA or IDEA FACTORY**

**LOCAL**

**BOOTCAMP**

**EUROPEAN**

- Web2.0 - our platform provides project visibility and engages a wide range of students in an innovative way
- Local support in conceiving idea and pan-European expert support network developing the idea
- Combining virtual resources with personalised offline service

# The Energy2B Idea Factory & Challenges



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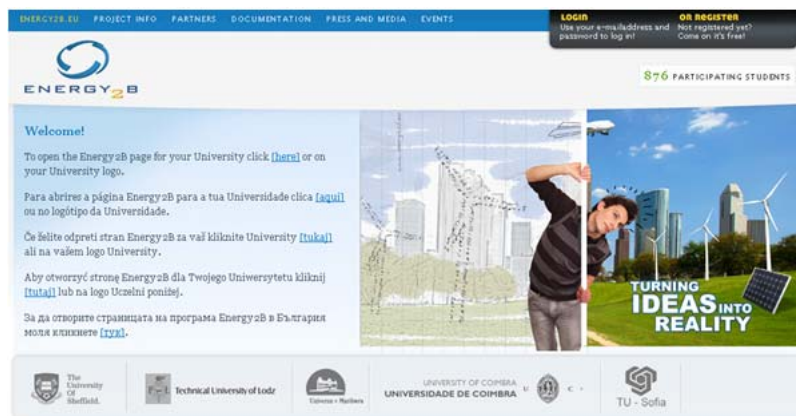
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## Basis of Virtual Entrepreneurship

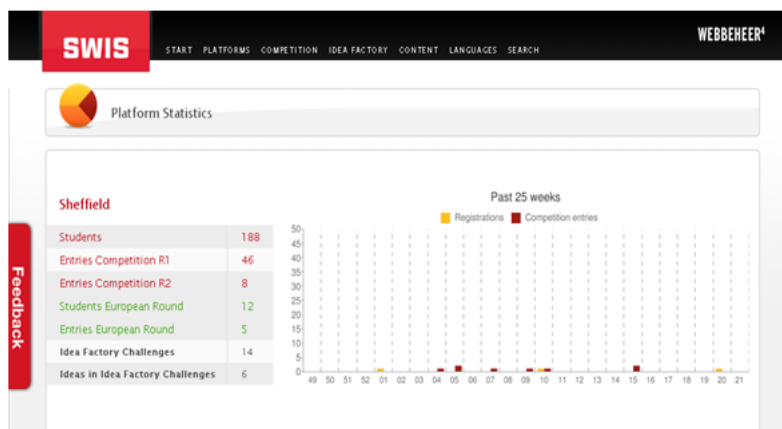
- Reducing entrepreneurial inhibitions/fear of failure and promoting creativity among nascent entrepreneurs
- Three core principles:



# Our Engine for Virtual Entrepreneurship



- The Energy2B web-platforms are central to the project
- Multiple ways for students to interact with/through the website
- Experts can interface with students
- Challengers can amend and track entries in the ideas factory
- Partners can follow the progress of all entrants



# Challenges

## ENABLE

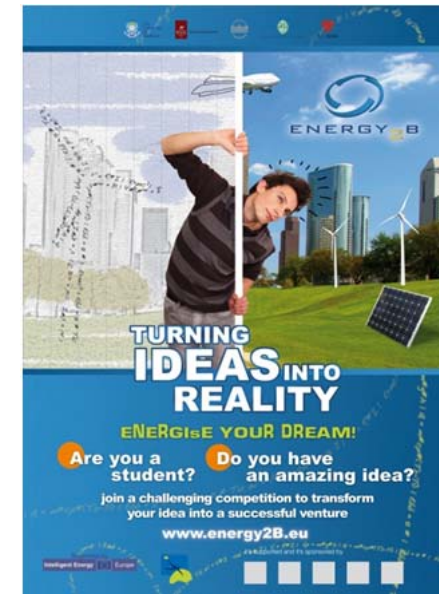
- Getting hits on the web platform
- Need for challenges in the idea factory

## MOTIVATE

- Inspiring the interest of students
- Giving high-quality support on/off-line

## MODERATE

- Creating a sustainable model
- Facilitating business formation



# Opportunities

- Web-platform most critical aspect of a successful project
- Expanding participation nationally within partner countries then extending across Europe and beyond
- Glocalising entrepreneurial opportunities for ecopreneurship – making the project universally relevant
- Enhancing web-platform and interfaces with other social and professional networking mediums
- Joining up the international network of participants
- Scope to diversify the focus in the future to include different challenges

## Progress & Outcomes of Energy2B

- Just completing first of the two project cycles – experts assessing European Competition from 876 entries
- Project aim is to promote entrepreneurial competencies in the field of environmental, renewable and green energy
- The web-platform provides a ‘place’ or ‘haven’ for nascent student entrepreneurs
- Creative and pragmatic ways to engage
- Energy2b is a catalyst to entrepreneurship

# Thank You For Listening

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## Project Partners

