



INTRODUCTION TO THE PROJECT

PROJECT'S PHILOSOPHY

Name of the project "*Septynių jūrų kapitonai*" is a literal translation of "Captains of the seven Seas" into Lithuanian.

The metaphor of Seven seas for a long time is known as a saying of true-life experience. A person who had crossed those seven seas become experienced, a storm – beaten captain with no fears of living. What are the main challenges that enterprising youth face nowadays? The answer is – they cope with the same seven seas which are: The Sea of Fear, The Sea of Doubt, The Sea of Knowledge, The Sea of Competition, The Sea of Personal Skills, The Sea of Innovation and The Sea of Finance.

The project „The Captains of Seven Seas“ (further The Project or C7S) is aimed to raise young and enterprising leaders who will boldly state that they have crossed the seven seas, have overcome all of the challenges and have themselves prepared for the future business journey.

The project integrates different tools and methods for promoting entrepreneurship – lectures, workshops, camps, communication with mentors, contests, journeys, consultations etc. We would like to emphasize that C7S is not a separate competition of business plans, seminar or start-up accelerator. This is a complex set of smoothly integrated measures aimed to promote youth entrepreneurship.

The main goal of the C7S project is to arouse the entrepreneurship competence of young people. In order to achieve this, particular tasks will be implemented integrally in all the stages of this project:

- Firstly, we seek to form positive enterprising attitude among young people.
- Secondly, we will teach youth on how to identify opportunities that help to create added value, i.e., to evaluate critically the opportunities for creating the added value and on this basis, formulate the direction of his/her own activity.
- Thirdly, we aim to develop young peoples' abilities to use recognized opportunities and practically create the added value.

During the all stages of the C7S project young people will gain knowledge and skills in both the environment of studies and the real life. The final aim of this project is to establish two or more start-ups or young perspective companies. However, we believe that participation in this project is going to be valuable to any young person, irrespectively, whether he/she will create a business after the project or will become a good specialist in his/her working area.

PROJECT PLAN

The participants of the C7S project will pass seven co-integrated entrepreneurship promotion stages in 10 month:

- „**Grow Your Idea**“ – Eight sessions for initiation of the entrepreneurship skills among the participants
- „**Create Your Team**“ – Three days entrepreneurship camp somewhere in the countryside
- „**Explore The World**“ – Unique entrepreneurship trainings during the trip around the Black Sea
- „**Test Yourself**“ – Eight business simulation sessions
- „**Create Your Plan**“ – Eight business planning sessions
- „**Accept the Challenge**“ – Business plan contest and Angel investors' forum
- „**Take an action**“ – Five sessions for launching a new business

We offer the mentors that will participate in the C7S project to join five free-of-charge trainings aimed at development of the mentorship skills – “Creativity and generating ideas”, “Turning ideas into businesses”, “Effective presentations”, “Coaching” and “Consulting skills”.

We will accept up to 160 participants to the project out of those who will register and qualify for participation. Applicants are welcome to register for participation in the project via www.kapitonai.lt. The deadline for registration is the 23rd of May, 2012.

The first stage of the C7S project will start in the end of June, 2012. We expect project to finish in the end of March, 2013.



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TARGET SEGMENTS

Our target segments are students, colleges and universities teachers and mentors. Students and teachers will form teams and go through all of the project stages. Mentors will be encouraged to assist and guide the team on the way from business idea to new start-up company.

We invite students who are aware that their life depends on their own and who are creators of their luck?. We also look forward to accepting those students who balance in between that awareness because they do not have enough skills, competences and self-confidence yet. In other words, we are looking for students with great potential of entrepreneurship.

We invite college and university lecturers who are enterprising and interested in innovations, who seek to broaden their individual and professional experiences.

We will encourage business representatives (mentors and angel investors) to actively participate in the project. The goal that is set up for business mentors is to provide personal supervision to the participants and their teams, give them advice, share experience, and help to materialize their entrepreneurship potential. The angel investors' objective is to consult the participants, positively critique their ideas and business plans and offer the funding for best business projects.

BENEFIT FOR PARTICIPANTS

Benefits for **students** provided by the project C7S:

- Unique “once in a life-time” 10-month experience.
- Exploring businesses both in Lithuania and foreign countries.
- Students will be professionally guided along their way from generating business ideas to establishing a company and funding it.
- Priceless network of enterprising students, successful businessmen and prominent professionals.
- Best mix of entrepreneurship trainings, business trips, workshops, contests, fundraising events and expert consulting that is perfectly balanced both for those who already has a stunning business idea and those who is seeking for a self-perfection and self-realization.

Benefits for **college and university lecturers** provided by the project C7S:

- Unique opportunity to be involved into best-of-class entrepreneurship promotion event in Lithuania.
- Perfect way to develop new methods of teaching, get new ideas and come closer to understanding your students.
- Opportunity to diversify your career through incorporating with entrepreneurial youth by starting up new businesses.
- Priceless network of enterprising students, successful businessmen and prominent professionals.

Benefits for business **representatives (mentors and investors)** provided by the project C7S:

- Free-of-charge training aimed to develop mentorship skills.
- Expanding your network within and outside of Lithuania.
- Fruitful ecosystem for bringing to life most risky and innovative business ideas that you are holding in your pocket.
- Implementation of your social responsibility.
- Way to incorporate yourself with entrepreneurial youth by starting up new businesses.

CONTACTS

Contact us if there are any questions about participation of the lecturers and mentors or other organizational matters:

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Students and lecturers from all Lithuania



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Registration and selection of the participants

STEP 1 „GROW AN IDEA“

8 Sessions x 1 day x 12 groups
140 students and 22 lecturers
June 18, 2012 – July 5, 2012

Topics of the eight sessions for initiation of the entrepreneurship skills: (1) Creativity and ideas generation, (2) Commercialization of the innovative ideas, (3) Effective presentations (4) Effective teams and leadership, (5) Negotiation skills, (6) Effective Communication (7) Stress management, (8) Time management

Evaluation and selection for further participation in the project

STEP 2 „BUILD A TEAM“

1 entrepreneurship camp x 3 days
40 students and 9 lecturers, 24 mentors and 9 foreign guests
July 19-21, 2012

Events of the entrepreneurship camp: (1) Team building, (2) Introduction of the mentors and investors, (3) Meeting with the young foreign start-upers and business experts, (4) Business ideas generation workshops, (5) Idea pitches.

STEP 3 „EXPLORE THE WORLD“

1 trip around the Black Sea x 4 groups x 12 days
30 students
July 28, 2012 – September 11, 2012

Entrepreneurship trip around the Black Sea:
(1) Trip around the Black Sea – Bulgaria, Romania, Ukraine, Russia, Georgia, Turkey, (2) 30 students will be divided into 4 groups, each group would travel 12 days, (3) Sessions of the entrepreneurship trainings during the whole trip (4) Meetings with the representatives of the local business in 14 towns

STEP 4 „TEST YOURSELF“

1 Business simulation game
30 students and 6 lecturers
2012 October - November

Business simulation sessions:
(1) Interactive business simulation game, (2) Management of the virtual organization under the real market and competitive conditions, (3) Consulting and virtual workshops

STEP 5 „CREATE A PLAN“

8 business planning sessions x 2 groups
30 students and 6 lectures, mentors
2012 October - November

Topics of the eight business planning sessions:
(1) Planning of the idea commercialization, (2) Analysis of the business environment, (3) Describing the Investment stage, (4) Marketing strategy, (5) Planning of activities (6) Planning of the income and expenditures, (7) Financial planning (8) Preparation of the final version of the business plan

STEP 6 „ACCEPT THE CHALLENGE“

1 Business plan contest
30 students and 6
(1) International forum of Angel investors and

Business plan contest and Angel investors' forum:
(1) International forum of Angel investors and venture capitalists, (2) Presentations of prepared business plans, (3) Investment auction and selection of the most attractive business plans for investors.

STEP 7 „TAKE AN ACTION“

5 sessions x 2 days x 2 groups
Not less than 2 teams, mentors
2013 February - March

Launching new businesses:
(1) Negotiation with Angel investors and preparation of the investment agreement, (2) Company establishment (3) Accounting and finance management, (4) Sales and tactical planning, (5) HR policy and HR management.



The result of the project
NEW PROMISING BUSINESSES