



EVENT REPORT TEMPLATE (Annex H to Quality Control and Monitoring Manual)

This template has to be filled by project partners (organisers) for all IF4TM events (except SC meetings). Furthermore, this template can be used to inform colleagues and partners about other events attended (promoting IF4TM). In the second case please just fill in the first page and delete the chapters thereafter.

Authors:	MSc Ecc Milica Mladenović	
Event Title:	WORKSHOP "CANVAS Business Model & Finance for Startups"	
Event Date:	·	
Event Venue:	Belgrade Metropolitan University - Niš Bulevar Svetog Cara Konstantina 80A, 18000 Niš Classroom RU1	
Type of event: (National, international, press conference, promotional event etc.)	National	
Short description:		

The work package 5 (social engagement dimension) within project IF4TM includes activity 5.2 in which 6 creativity centers were established. Every creative center is organizing events like trainings, workshops, meetings, idea development support etc. BMU's Creative center carried out following activity.

Creative Center Manager and Metropolitan University's Teaching Assistant MSc Ecc Milica Mladenović held a presentation and a workshop "CANVAS Business Model & Finance for Startups" for students who applied for the Competition for the best student idea. After an explanation of the topics mentioned, students elaborated on the CANVAS business model and financial model of their business idea in an interactive discussion. Afterwards, they analyzed the value map from the customer perspective, and formed their customer profile. Finally, students received instructions on their business model upgrade, as well as on the preparation of their presentation. During the presentation, Milica Mladenović covered the following topics:

- CANVAS Business Model Value Propositions, Customer Segments, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partners, Cost Structure
- Value Map, Customer Profile, Map of a Day in the Life of Your Customer, Customer Empathy Map, Customer Journey Map
- Finance for Startups Funding Sources, Income Statement, Cash Flow, Break-Even Analysis

Organiser(s):	Belgrade Metropolitan University - Niš			
Agenda:				
Total number of participants:	4			
Links to further information:	https://www.metropolitan.ac.rs/novosti/radionica-canvas-poslovni- model-i-finansije-za-start-up-u-kreativnom-centru/			
Other personal remarks:				





AGENDA FOR THIS EVENT



Location: Bulevar Svetog Cara Konstantina 80A, 18000 Niš Institution: Belgrade Metropolitan University - Creative Center Niš

Date: 17.05.2019.

Time: 13h

Creative Workshop "CANVAS Business Model & Finance for Startups - Preparation for the Competition for the Best Student Idea" - MSc Ecc Milica Mladenović

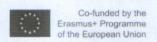
13.00 - 13.05h	Students' gathering
13.05 - 13.35h	CANVAS Business Model - Value Propositions, Customer Segments, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partners, Cost Structure
13.35 - 14.05h	Value Map, Customer Profile, Map of a Day in the Life of Your Customer, Customer Empathy Map, Customer Journey Map
14:05 - 14:20h	Break
14.20 - 15.20h	Finance for Startups - Funding Sources, Income Statement, Cash Flow, Break-Even Analysis
15.20 - 15.30h	Reflexion

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ATTENDANCE LIST





Attendance List

Event: CANVAS Business Model & Finance for Startups Preparation for the Competition for the Best St		
Venue:	Metropolitan University Niš - Creative Center	
Date:	17.05.2019.	
Organisers:	Metropolitan University Niš - Creative Center	

	Name	Organisation	Signature
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2.	Изрко Јовановић	Youleparten Mayorionia	Miss
3.	Васиније Станковић Игрко Јовановић МИСА МЕНДЕНОИО	Metu-Huss METROPOLITAN UNIVERZITIET FIT-Panythycke urpe	Merogeresbet Municipa
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PHOTOS FROM THIS EVENT

