

GP 35: National and International Elite Pitching Sessions

Owner: ELITE BUSINESS WOMEN (EBW)

Start date: 2016

End date: on-going

Scope:	✓ training needs	policy measures	✓ other
Geographical focus:	local and regional	national	✓ International

EBW started as an on-line community and developed into the largest company for women entrepreneurs in Romania present at international level.

Aim:

- Bringing entrepreneurs together in order to develop, within the Business Clubs, networking skills and in the same time bringing to the table good practices for entrepreneurs through the presence of the best performing entrepreneurs as Speakers and Mentors.

Target group:

Women entrepreneurs

About the good practice:

Entrepreneurs need business development tools and one of these extremely efficient tools is presenting your services and/or products to your potential customers and/or business partners/investors. In Romania entrepreneurs, especially those outside of Bucharest, do not know how to present their business in an efficient way, do not have business cards.

With this in mind we have started ELITE PITCHING SESSIONS in the EBW Business Clubs. An important aspect of ELITE PITCHING SESSIONS has been on-site practice and feedback from organizers, mentors and other participants, in the same time developing local business environment, bringing awareness to partners and presenting successful local business models.

The key factors of success:

- Institutional partners
- Involvement of local entrepreneurs on the events
- Using of on-line platform

Resources needed:

12,000 €/ 4 events/Y

Evidence for success:

- ✓ 1280 participants
- ✓ 256 local partners
- ✓ 8 ELITE BUSINESS CLUBS
- ✓ 200 organization members

Potential for learning or transfer

- organizational model / implementation process
- specific tools (e.g. training, financial support, ...) marketing strategy



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