

# ENTREPRENEUR JOURNEY PROGRAM FACTSHEET

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Ministerium für Wirtschaft und Klimaschutz



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# Overview

The Entrepreneur Journey Program is an innovative initiative aimed at fostering an entrepreneurial culture among early-stage startups in Albania. Through targeted sub-programs, strategic development, and resource dissemination, this program equips aspiring entrepreneurs with essential skills, knowledge, and opportunities necessary for launching and scaling successful business ventures.

## Program Structure

The Entrepreneur Journey Program comprises two main sub-programs for incubation and two significant resources aimed at capacity building and guiding sustainable practices:

## 2 Sub-Programs for Early-Stage Incubation:



### Ignite Entrepreneurship

Focuses on stimulating an entrepreneurial mindset among Albania's youth.



### Aspire Entrepreneurship

Provides hands-on support for developing and scaling minimum viable products (MVPs).

## 2 Key Products Developed:

### Capacity Building Strategy for Innovation Centers in Albania

Offers a comprehensive strategy to support innovation hubs.

### Guide to Circular and Green Economy for Startups

Serves as a manual for startups to integrate sustainable practices into their business models.



# Sub-Program Details

## Ignite Entrepreneurship

### Objective

Inspire and develop entrepreneurial skills among young Albanians.

### ACHIEVEMENTS



Conducted **12 training sessions** attended by over **40 participants**.

### KEY TOPICS INCLUDED



Entrepreneurial Mindset



Critical Thinking



Design Thinking



Brainstorming Techniques



Market Analysis



Sustainable Business Strategies



Persuasive Pitching

**45%** ♀

Female Participation, Enhancing Gender Inclusivity.

**10**

New Startup Ideas Generated And Pitched

Positive Feedback from

**100%**

of participants confirming the program's value.

# Sub-Program Details

## Aspire Entrepreneurship

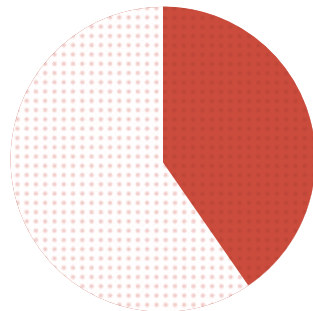
### Objective

To assist startups in the practical application of business concepts to develop scalable MVPs.

### ACHIEVEMENTS

**43**

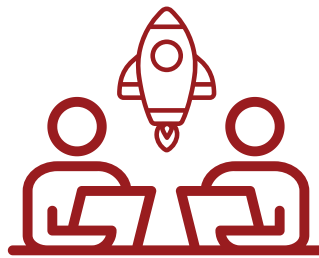
Startups  
Enrolled



**62**

participants from which  
26 were female for a  
42% female participation

**16-40**  
Age Group

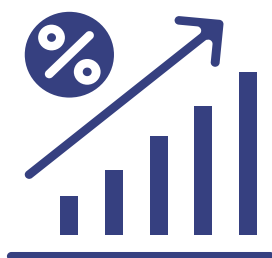


**32**

startups incubated,  
offering tailored support  
and mentorship.



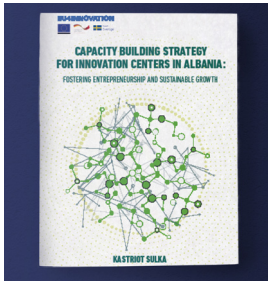
**Successful Demo Day event where 13 startups presented their business plans to potential investors.**



**High engagement rate with significant improvements reported in business model developments and market readiness.**

## Products & Events

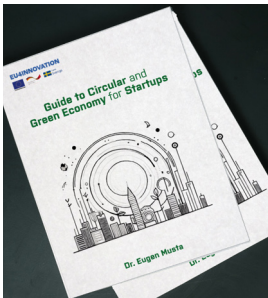
### Products and Resources



#### Capacity Building Strategy

**Content:** This strategy outlines methods for innovation centers to support startups, focusing on digital skills, market entry strategies, and funding strategies.

**Impact:** Utilized by innovation centers and startups to structure their growth and development plans.



#### Guide to Circular and Green Economy

**Content:** Includes principles of circular economy, sustainable business models, and environmental compliance.

**Usage:** Distributed to over 40 startups; available for free; instrumental in guiding startups towards sustainable practices with a significant impact reported by 60% of the recipients.

## MAJOR EVENTS

### CONFERENCE

#### “Transition from Linear to Circular Economy: Albania’s Journey Through Challenges to Opportunities”



#### Overview

Featured keynote speeches, panel discussions, and interactive workshops.

#### Outcomes

Attended by **96 stakeholders**, resulting in heightened awareness and actionable insights into sustainable practices in business.



### DEMODAY Event



#### Objective

Showcase innovative and sustainable business ideas developed by participants.

#### Results

Featured **13 startups**, with three receiving awards for outstanding business plans. This event not only provided visibility but also facilitated future funding opportunities.





# Aspire Entrepreneurship

## Future Directions

Building on the success of the current program, future initiatives will focus on:



Expanding the reach of both sub-programs to include more participants and sectors.



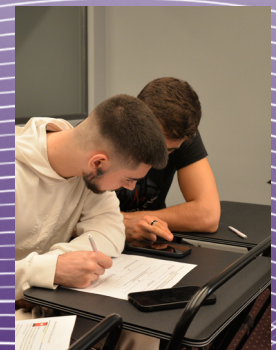
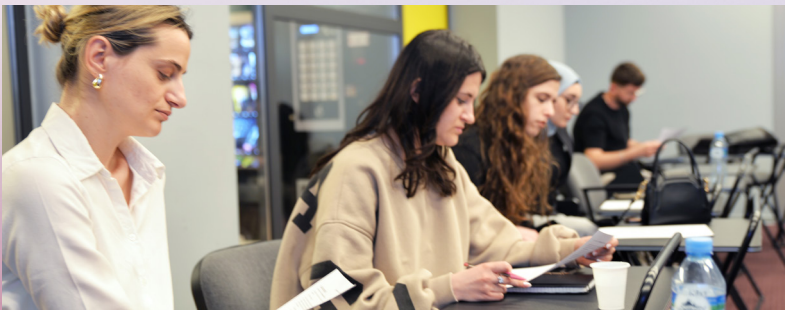
Enhancing the content and accessibility of the guidebooks to ensure broader implementation of sustainable practices.



Continuing support and mentorship for current participants to ensure long-term success and impact.

## Conclusion

The Entrepreneur Journey Program has markedly contributed to the development of a robust entrepreneurial ecosystem in Albania, characterized by innovative, sustainable business practices and increased capacity for growth and impact.



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