Fotis Draganidis
@draganidis

Working @Microsoft Innovation Center in Greece. Twitting about startups, entrepreneurship, education, innovation and IT trends & Microsoft latest technologies

Athens · draganidis.com
In the next 30’ Minutes

1. Thoughts on Startups and how to start one
2. What is MIC and how we could help you
Why Start a Startup?
1. Learn about business [marketing, business models, market research etc]
2. Learn technology
3. Make connections
4. Build your soft skills muscle (presentations/pitching/networking/working in teams)
5. Build a job for yourself (how safe is “employee safety?”)
6. Have fun!
Why to Not Start a Startup?

1. You have 90% chance to fail
2. More risky than being an employee
3. More work than being an employee
Starting your First Startup

Step 1: Research your Idea
[market research online and offline, competition analysis, Pollfish, AYTM, Mturk etc]

Step 2: Build a Team
[who should be your co-founder, Opencoffee, StartupWeekends, Friends, Events, F6s.com]

Step 3: Build your Hypothetical Business Model
[learn about the lean startups, do hypotheses about customers/partners/products]

Step 4: Build your MVP to Test this Business model in the Real World
[test your hypotheses]

Step 5: Find Capital to Grow (?)
[Crowdfunding, Seed Capital, Jeremie Funds, Innovation Contests, Incubators, Accelerators]
Contests for Ideas

- Imagine Cup Greece from Microsoft Innovation Center (Only for students)
- Aegean Startups from University of Aegean and TANEO
- Kainotomeis from Eurobank
- I-bank, Innovation and Technology from Ethniki Bank
- Ennovation from AUEB and ELTRUN
- Odysseies Kainotomias from University of Ioannina
- Kainotomia from Nea Genia
- Call to Innovation from TedX Athens
- Make Innovation Work from Hellenic American Chamber
- Hackathon by Microsoft
- Wowzapp by Microsoft
- Hatzioannou Entrepreneurship Contest
Microsoft Innovation Center Greece

Who we are
What we do
Why do it
How we can help your startup
Who we are

What we do
Why do it
How we can help your startup
Inaugurated in 2008
Offices [Kifisia 221 Marousi]
Eleni Rachaniotou (TK-BZ)
Developer and Platform Evangelism Lead at Microsoft Hellas

Dimitris-Ilias Gkanatsios (TK-UX)
Windows Phone Technical Evangelist at Microsoft Hellas

Fotis Draganidis (MK-BZ)
General Manager at Microsoft Innovation Center and Education Lead at Microsoft Hellas

Isavella Benekou (UX)
Audience Development / Experience Marketing at Microsoft Hellas

Lydia Morazzani (BZ)
Business Operations Manager and Bizspark Lead - Microsoft Innovation Center

George Kanellopoulos (TK)
Senior Technical Evangelist at Microsoft Hellas
R&D Team

Fotis (A.) Karayannis
Consultant on Information and Communications Technologies and Infrastructures Research
Greece | Research
Current The Netherlands Organisation for Scientific Research (NWO), Microsoft Innovation Center- Greece
Previous Athens University of Economics and Business, EGEE project, Greek Research and Technology Network S.A.
Education Ethniki Metsovio Polytechnico

Naim Gaberlo
Software Developer and Administrator on Microsoft Innovation Center Greece
Greece | Computer Software
Current Microsoft Innovation Center Greece
Previous NCSR Demokritos, Medtronic Hellas
Education Athens University of Economics and Business
Global MIC Network
Who we are

What we do

Why we do it

How we can help your startup
**Microsoft Innovation Center**

- **Enable**: Engage, support and influence innovation & entrepreneurship practices, facilitate access to funding, offer free tools.
- **Trigger**: Engage with the local communities, run competitions, offer trainings, support and host entrepreneurship events.
- **Support**: Support a selection of innovative ideas through implementation using Microsoft's vast partner, business, and worldwide Innovation Center network.
- **Promote**: Promote final products or services through the Microsoft PR engine both locally and internationally.
Free Software

Microsoft BizSpark™
✓ Free Software to Startups
✓ 210+ startups enrolled

Microsoft DreamSpark™
✓ Free Software to Students
Startups are provided with working space free of charge

5 to 10 new startups incubated at the MIC every year

Overall support offered
care across
is a community of cancer patients and caregivers, offering the best way to fight cancer beyond their hospital, from diagnosis to long-term care.

How does CareAcross help you fight cancer?

**Information**
Reliable cancer information based on decades of experience, including available treatment options and the latest developments in oncology.

**Support**
A community of people just like you, who understand how you feel, can help you make the most of your treatment and get stronger every day.

**Advice**
Expert guidance on cancer risk factors and prevention, symptoms, diagnosis, treatment options, side-effects and long-term care.
Our Kinect games offer children with disabilities pleasant learning experiences. Special Educators effectively train children and easily monitor their progress.
Puzzle School

Stage 1
Ages 2+
2 to 7 pcs.

Stage 2
Ages 4+
8 to 24 pcs.

Stage 3
Ages 6+
35 & 45 pcs.

Back to School with Puzzle School!!
The Ultimate iPad Puzzle Game in Three Stages for Kids of All Ages Learn More
Compare parking lots by price, reserve your spot today and take advantage of special parking rates!

- on iPhone
- on Android
Japan 2005: 2nd Place in World Finals!

Brazil 2004: 3rd Place in World Finals!

Korea 2007: Among the best 8 teams in World Finals!

USA 2011: 1st Prize in Interoperability Challenge.
Imagine Cup: Team Symbiosis

Team Symbiosis

6th in WW finals in Software Development competition
Finalist for the IC Grant
The Accelerator for Global Startups

Startups that are selected for our accelerator achieve more for their business in 3 months than they would on their own in a year.
Why we do it
How we can help your startup
Who we are
What we do
Why we do it

How we can help your startup
1. Connections for your team ➔ come to Startup Weekend Athens
2. Software (a lot!) and Cloud (200USD/month) ➔ Subscribe at www.bizspark.com
3. Incubation ➔ send us your pitch
4. Business Consulting ➔ send us your pitch
5. Technical Consulting ➔ mostly on Azure/ VS.NET/ Windows App development
6. European Accelerators ➔ join our Startup Bootcamp pitch days
7. European Accelerators ➔ Apply for Microsoft Ventures (Berlin, Israel, etc)
8. Funds ➔ no local funding. Connections with VCs are possible.
Thank you
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