

# **Microsoft** | Innovation Center



**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



Microsoft

Microsoft

Offices [Kifisias 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



## Fotis (A.) Karayannis

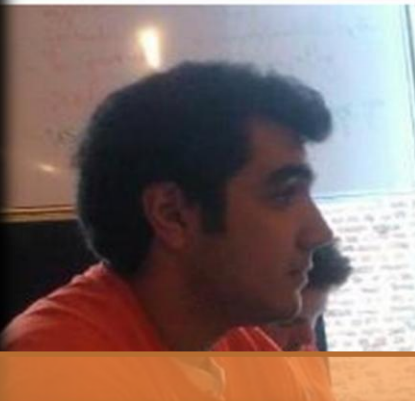
1st

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 Ethniko Metsovio Polytechnico

Send a message ▼

500+  
connections



## 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

Send a message ▼

co

R&D Team

# Global MIC Network



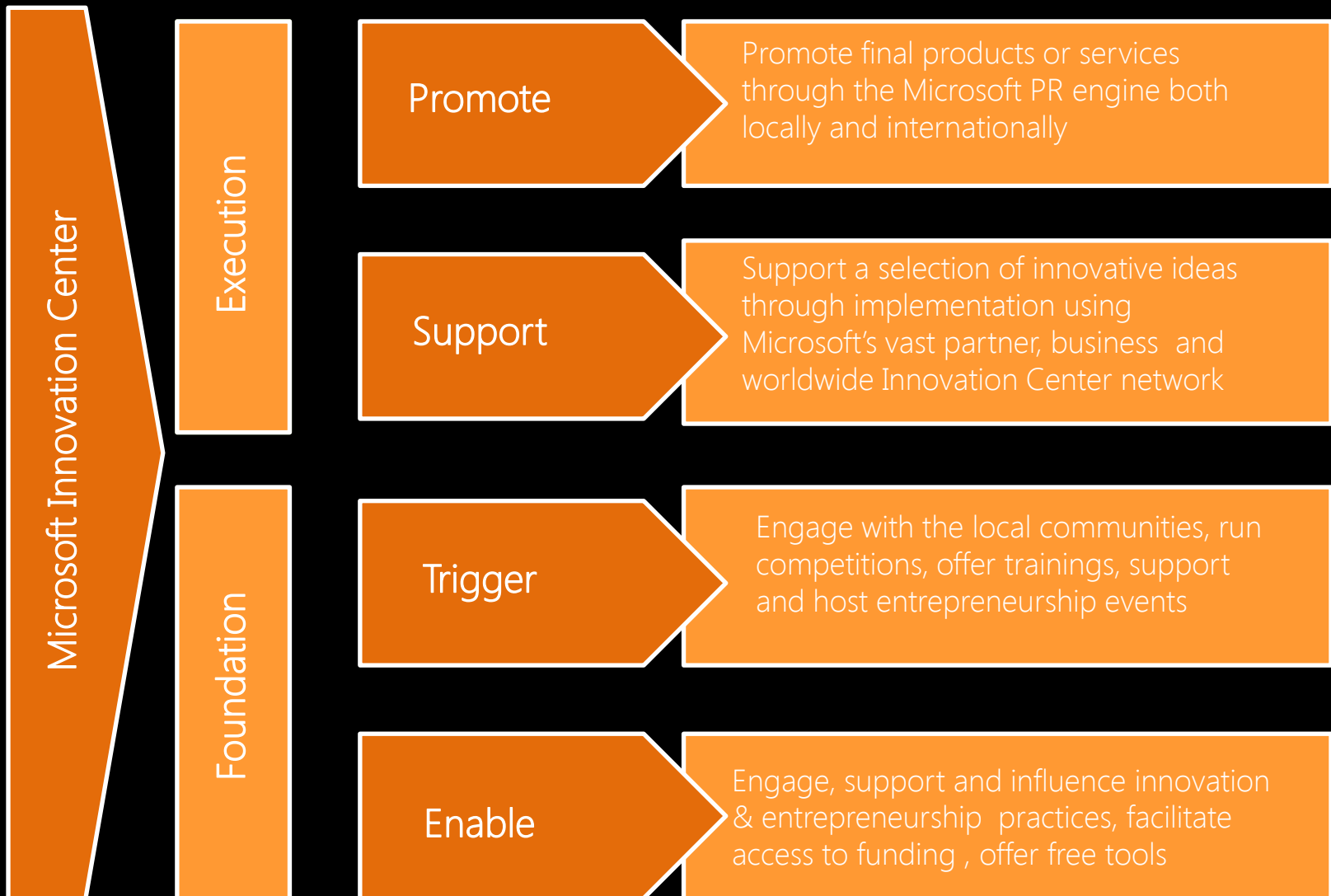
Who we are

# What we do

Why we do it

How we can help your startup

# Microsoft Innovation Center



# Free Software

## Microsoft BizSpark™

- ✓ Free Software to Startups
- ✓ 210+ startups enrolled

## Microsoft DreamSpark™

- ✓ Free Software to Students



# Incubation



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

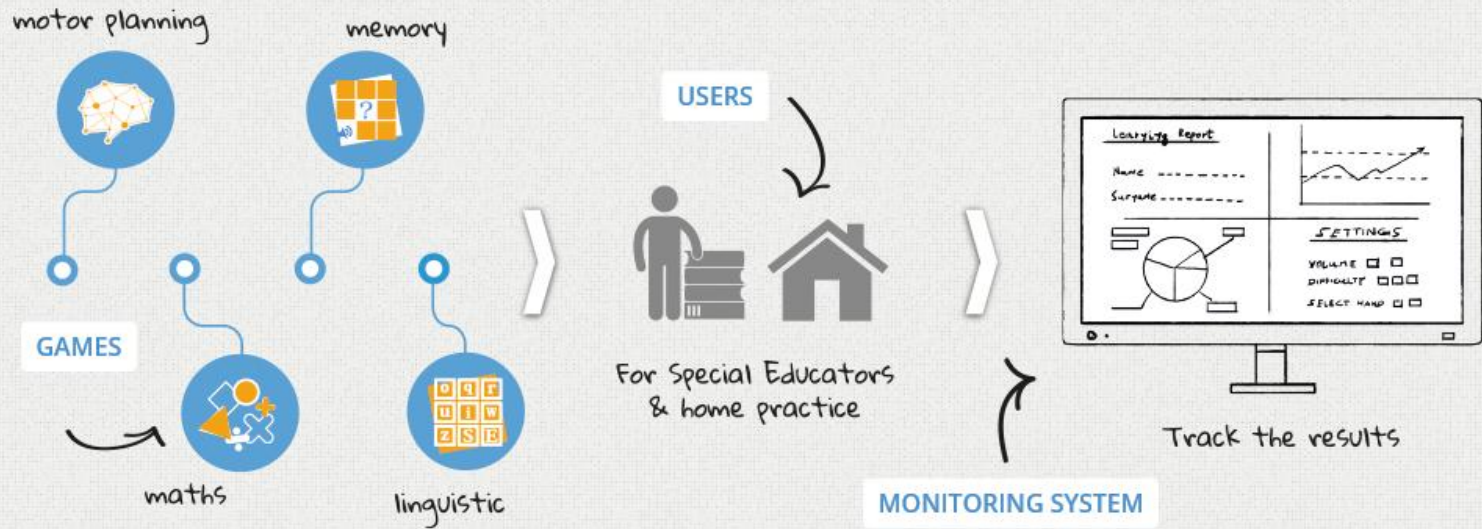
A community of people just like you, who understand how you feel, can help you make the most of your treatment and get stronger every day.

### Advice

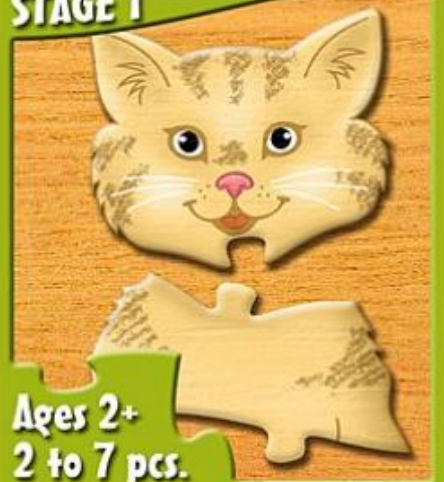
Expert guidance on cancer risk factors and prevention, symptoms, diagnosis, treatment options, side-effects and long-term care.

# PLAY. LEARN. IMPROVE.

Our Kinect games offer children with disabilities pleasant learning experiences. Special Educators effectively train children and easily monitor their progress.

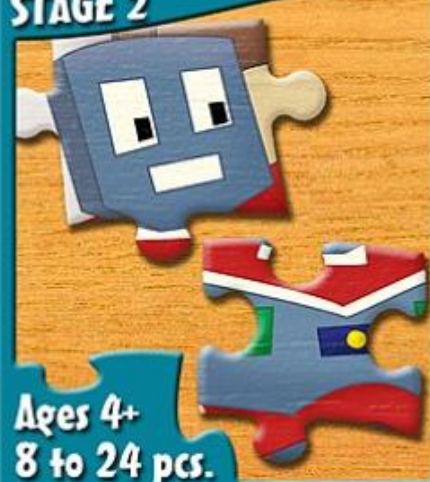


## STAGE 1



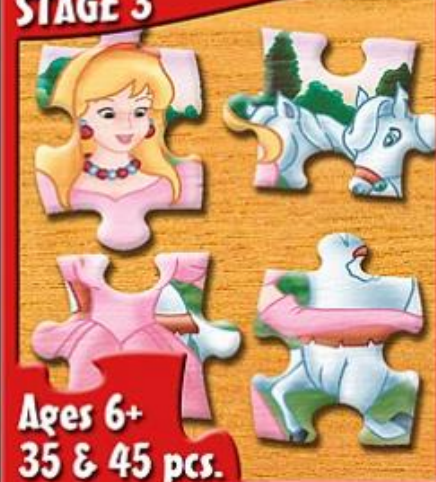
Ages 2+  
2 to 7 pcs.

## STAGE 2



Ages 4+  
8 to 24 pcs.

## STAGE 3



Ages 6+  
35 & 45 pcs.

# PUZZLE SCHOOL

## BACK TO SCHOOL WITH PUZZLE SCHOOL!!

The Ultimate iPad Puzzle Game in Three Stages for Kids of All Ages [Learn More](#)

Parking in London: Holborn OldStreet Waterloo Barbican Angel Marylebone Paddington Marble Arch  
South Kensington Leicester Square Tottenham Court Rd. Swiss Cottage

Parking in Athens: Kifisia Marousi Omonia Sintagma Kolonaki



Compare parking lots by price, reserve  
your spot today and take advantage of  
**special parking rates!**



# Greece Imagine Cup WW Rankings Software Design Competition



Brazil 2004: 3<sup>rd</sup> Place in World Finals!



Japan 2005: 2<sup>nd</sup> Place in World Finals!



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



USA 2011: 1<sup>st</sup> Prize in Interoperability  
Challenge.

# Imagine Cup: Team Symbiosis

## Team Symbiosis

6<sup>th</sup> in WW finals in  
Software  
Development  
competition  
Finalist for the IC  
Grant





startup  
weekend





# 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.



Who we are  
What we do

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](http://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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