



8 December 2021



## What specifically is your organization's role in this project? What is your contribution for the Innochange project?

Startup Wise Guys Foundation is the non-profit arm of Startup Wise Guys' accelerator fund and was created to develop sustainable local and international startup ecosystems and to help existing and future startup founders to become entrepreneurs.

As an InnoChange project partner, our role is to boost the entrepreneurial and innovation capacity of higher education institutions in our consortium. More specifically, our contribution consists in innovation & entrepreneurship training and mentoring of academic and non-academic staff, so that at their turn they can spread the new skills and knowledge in their academic communities.

In addition, we also offer intensive pre-acceleration mentoring of startup teams nominated by the InnoChange partner universities, so that we speed up their progress from idea stage towards international commercial success.

## The activities that were provided by Startup Wise Guys Foundation enjoyed great participant feedback. How to inspire young people to grow their business ideas into successful startups?

Great to hear that! Teaching the teachers is one of the best ways to gain widespread impact on our efforts to help people enter the startup and entrepreneurial world, so happy to be part of the InnoChange project.

As for inspiring young people, access to knowledge, best practice and ecosystem (also peer) support is extremely important. In Estonia, which is the birth place of Startup Wise Guys accelerator

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and foundation, startup founders are as young as 16 and 18 years old, and definitely being tech savvy and seeing startup entrepreneurship as a legitimate career choice helps raising this new generation of tech entrepreneurs. Having programs like InnoChange and similar support mechanisms definitely plays an important role.

## Based on your know-how, what is the secret of international success for future startup founders?

The secret of international startup success, according to Startup Wise Guys, consists of a motivated and complimentary team, bold business idea and desire to truly understand what the customer pain to build a product or service that tackles it well.

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