



NEWSLETTER n. 1

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Have you ever thought about starting your own business or decided to take the plunge?

Whatever your situation, it is likely that being an entrepreneur or having a business idea you have come across more questions than answers, especially when it comes to financing.

Establishing successful relationships with investors, in particular with business angels, and raising finance effectively is often not an easy task. In fact, there is little training in this area at all levels of education.

Due to entrepreneurs' lack of knowledge about business angels, relationships can become ineffective and frustrating for both parties, which can result in tensions, misunderstandings and an imbalance of control and power.

This series of conflicts is a major stumbling block when starting out on the path of entrepreneurship. So how can we keep moving forward without continually stumbling? With training, training and more training.

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BAKE OR HOW TO PROVIDE INNOVATIVE TRAINING IN ENTREPRENEURSHIP

Our European project Business Angels Knowledge for Entrepreneurs (BAKE) is a response to this lack of knowledge and training in the field of education for entrepreneurs.

BAKE is an innovative training for entrepreneurs on how to effectively raise finance and establish successful relationships with business angels.

The project will develop a toolkit for both profiles (entrepreneurs and investors) with fair and balanced guidelines, training materials, vocabulary usage and case studies.

In this way, entrepreneurs will participate in cutting-edge and forward-looking training courses, adapted to the needs of the sector they are targeting.

IN LINE WITH THE EU 2020 STRATEGY

The need to improve people's entrepreneurial and innovative skills has been highlighted in three of the flagship initiatives of the EU 2020 Strategy for smart, sustainable and inclusive growth: "Innovation Union", "Youth on the Move" and "An Agenda for new skills and jobs".

The training programme developed by BAKE will have a strong work-based learning component, thus involving people employed in start-ups or growing companies, and will focus on bridging the economic, relational and skills gap between different income groups and groups at risk of exclusion.

Thus, BAKE will improve access to high quality training materials for entrepreneurial fundraising free of charge, including for those with fewer opportunities.