



PRESS RELEASE

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Youth Entrepreneurship a Priority Contributing to Innovation and Growth

5th cycle of the Innovative Youth Entrepreneurship Programme open for submissions egg – enter • grow • go Programme

With the aim of supporting innovative youth entrepreneurship, for the 5th consecutive year, **Eurobank**, in cooperation with **Corallia**, continues to offer young ambitious entrepreneurs the possibility of implementing their innovative business plans through the **egg – enter • grow • go** Programme.

A press conference was held on 20/02/2017 to announce the launch of the 5th 12-month egg cycle. People aged 18-49 who have an innovative business idea and wish to turn that idea into a successful business may apply for the most recognized business acceleration Programme in Greece. Deadline for submissions: 10 April 2017, 15:00.

A key innovation of the 5th egg cycle is that it has gone international, accepting submissions from Greek or EU citizens as well as third-country citizens with the right to reside in Greece and legally participate in the Programme throughout its duration. The positive interaction, coupled with the new experiences and the drive of all the executives within an innovative start-up, serve as a guide for changing the existing mentality and promoting the extroversion needed by Greek businesses today.

The entrepreneurial teams that will be selected through the evaluation procedure will have a comprehensive incubation, acceleration and co-working business framework available to them, including a comprehensive series of actions and tools to support them, for 12 months in total.

The 5th egg cycle is open for submissions that meet the business innovation, excellence and viability criteria, with no limitation as to the field of economic activity. Business plans that are particularly encouraged include those that keep up with current and emerging business trends at a national and international level (e.g. Financial Technologies and Applications), use innovations and new technologies extensively and can be successfully applied in everyday life (e.g. IT and Communications Technologies and Applications, Biotechnology, IoT), and/or contribute to the extroversion and growth of the Greek economy (e.g. Innovative Tourism Applications).

Eurobank Deputy CEO Mr. Stavros Ioannou stated, *“Our country [Greece] is confronted with what has come to be a long-lasting brain drain of its most capable and talented youth. Many international and domestic studies consider this one of the most adverse effects of the crisis, but also a key factor limiting Greek economic growth opportunities in the near future. Stopping capable human resources from fleeing abroad should be a constant and primary goal for all of us, in both the public and the private sector. As far as Eurobank is concerned, bringing out and supporting youth entrepreneurship is a choice, a priority and a main concern integrated in the broader strategy of our Bank. Through a series of initiatives, a key part of which is egg Programme, we aim to encourage young people to actively participate, develop their ideas in Greece, and contribute decisively and substantially to the*



recovery of the Greek economy, by implementing their own business plans. We are proud of the younger generations rising up to the occasion with an increasing number of proposals each year. This is the best guarantee for the future of this country.”

In his address, **Eurobank CEO & Group Chief Digital & Technology Officer Mr. Sotiris Sirmakezis** pointed out, *“For the 5th consecutive year, egg Programme swings open its gates and welcomes the innovative ideas of groups that aim to make a difference. At the same time, it aspires to hatch current and emerging trends in entrepreneurship and the economy at a national and international level, in order to actively contribute to both the growth and the extroversion of the Greek economy. This year, we have introduced significant changes: on the one hand we are open to groups outside Greece and, on the other hand, recognizing the added value that comes from interacting and co-working, we have focused on FinTech, as we bring the second Eurobank Beyond Hackathon closer to egg Programme. We aim to give people with different mindsets the opportunity to approach us, as we strongly believe that through the interaction and co-working of groups with different views, experiences and know-how, we can achieve real innovation, creating an even stronger and wider-ranging business ecosystem, which can help Greek entrepreneurship and know-how travel all over the world.”*

Corallia General Director Professor Vassilios Makios noted, *“Today, it is with great pride that we announce the launch of the 5th improved egg cycle and invite candidates with new and innovative ideas – and the desire to make them come true by putting all their efforts, imagination and devotion into hatching them – to submit their business plan. With the actions undertaken all these years, from clusters and thematic InnoHubs to international partnerships and youth entrepreneurship programmes in Greece and abroad, Corallia has proven that innovation and excellence can only be achieved through cooperation. The egg Programme, namely the most efficient accelerator in Greece, will continue to contribute towards changing the existing business culture and creating new businesses that will bring the country back to the forefront of economic developments.”*