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ATM for SMEs
Interreg Europe

Student entrepreneur competition

Fejér Enterprise Agency

1 / 9

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The project is implemented through the Interreg Europe programme co-financed by ERDF.



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The point of the competition

- ▶ Promote entrepreneurship among students between 14–18 years of age.
- ▶ First competition organized in 2013
- ▶ 110 teams submitted their application: in total 60 teachers and 440 students

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First steps

- ▶ Target group : Students of high schools and vocational institutions (secondary education).
- ▶ Nation-wide campaign
- ▶ Application on-line,
- ▶ The competition is organized and managed through the www.diakvallalkozo.hu website
- ▶ Judging system is also managed through the website

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Ildiko Nemeth



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The “learning by playing” principle

- ▶ The young students acquired up-to-date business skills and basic knowledge on entrepreneurship.
- ▶ Innovative exercises:
 - shooting a video about a business idea
 - simulating a business environment
 - on-line team games

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The innovative feature of the competition:

- ▶ partly managed on-line through the Credinfo system
- ▶ interactive and virtual exercises, simulation of a business environment and video of an innovative business idea
- ▶ active involvement of the target group
- ▶ widely acclaimed and recognized initiative (supported by schools, municipalities, foundations...)

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