

**DRAFT PROGRAM and INSTRUCTORS for VALKA/VALGA**  
**Entrepreneurship Course**

October 16 – December 9, 2017

Opening event on 16/10/2017 at 16.00-18.30 at Valga County Vocational Training Centre (Loode 3, Valga)

Topics and instructors (date, time tbc):

- “Networking” by Natalja Tocolovska, Faculty member at Stockholm School of Economics in Riga, Founder of IT services company “Scandiantech”
- “Generating business ideas” and “Working in team” by Kristine Berzina, lecturer, researcher and senator at University of Latvia, Faculty of Business, Management and Economics
- “From motivation to sales results” by Ivo Jekabsons, Social entrepreneur, Founder of Latvia Charity Bank
- “Innovation” by Matiss Neimanis, Dr. sc.soc., Director of Innovation Centre of University of Latvia, Director of Green Technology Incubator
- “Building prototype” and “Pitching your business idea” by Rims Vaitkus, Experienced engineer and inventor, Educated and worked in Cinematography
- “Marketing strategy and positioning” by Karlis Purmalis
- “Preparing and running promotional campaign for your start-up” and “Business English basic vocabulary” by Madara Mara Irbe, Entrepreneur, Faculty Member at Riga Graduate School of Law
- “Business models” and “Cambridge phenomenon” by Prof. Alan Barrell, Entrepreneur in Residence at University of Cambridge, U.K., “Entrepreneurship Ambassador” from U.K. to Finland, Latvia, Estonia, China and elsewhere, [www.alanbarrell.com](http://www.alanbarrell.com)
- “Finance management” by Janis Baltacs

Final event on 09/12/2017 at 10.00-15.00 at Stockholm School of Economics in Riga (Strelnieku 4a, Riga, Latvia)