



ENCOURAGING AND SUPPORTING YOUTH ENTREPRENEURSHIP (TURKEY)



1. A short overview of youth entrepreneurship in your country – what it means, how popular it is and the various stakeholders involved.

Turkey offers quite a sophisticated environment for youth entrepreneurs. Youth entrepreneurship at the country level is supported by various policy tools. In particular, there are different kinds of governmental support mechanisms provided by Small and Medium Enterprises Development Organization (KOSGEB), Ministry of Science, Industry and Technology and The Scientific and Technological Research Council of Turkey (TUBITAK), and the Ministry of Youth And Sports. In this context "Entrepreneurship Support Program" by KOSGEB, "Technopreneurship Support Program" by the Ministry of Science, Industry and Technology, "1512 - Entrepreneurship Progressive Support Program" and "1514- Venture Capital Assistance Program" by TUBITAK and Applied Youth Entrepreneurship Training Program by the Ministry of Youth And Sports can be listed as leading support activities. Also several entrepreneurship training programs are organized by EU Turkey Business Development Centres (ABIGEM).

Looking at the challenges of youth entrepreneurs, it can be said that there have been many obstacles, including the high costs of navigating the inefficient and inconsistent bureaucracy, the difficulty in protecting intellectual property rights, and monopolistic marketplace dynamics in which dominant players' abuse smaller suppliers in Turkey. Also there is the problem of limited access to capital in Turkey. For Turkey's youth, entrepreneurship seems like a pipedream given this financial limitation. Accordingly, Entrepreneurship experts recommend that the government launch alternative capital markets, incentivize small business lending and enact regulatory reform labor laws (to allow for part-time, flex-time and long-term consultants).

Perhaps the most difficult to change, as is often the case around the world, is culture. Although entrepreneurs "by necessity" are generally respected for their work ethic, entrepreneurs "by choice" who have other promising career options are often discouraged by their families. High-impact entrepreneurs are admired but considered "lucky." In addition, the absence of a "win-win" social and business culture undermines entrepreneurship and innovation. Thus, Turkey is in as much need for cultural capital as financial capital.

Beyond culture, there also lie challenges with skills and within the education system. Among young Turks, vocational high school students are more inclined to explore entrepreneurship as a career path than the more skilled students, but they lack business skills and the necessary self-esteem due to a "vocational school stigma". Endeavor has also found that the average person's ability to identify business opportunities is low. Introducing entrepreneurial thinking and entrepreneurship education early at all levels can go very far in nurturing a culture that rewards prudent risk-taking. Turkey could also incentivize university-private sector collaborations to expose students to the power of entrepreneurship.

Sources:

<http://www.caseswork.eu/wp-content/uploads/2014/03/Best-PracticeTurkey.pdf>

<http://www.gemconsortium.org/docs/download/2297>

2. What are the best projects, initiatives, opportunities, and programmes that exist in your country to encourage and support youth entrepreneurship delivered within education (from age five – 25). Please provide a minimum of four clear case studies and where possible speak with the people involved in them.

There are various good practices aiming to encourage and support young entrepreneurship provided by many institutions and organizations in Turkey. Such mechanisms, as well as providing financial support to entrepreneurs, contribute to the development of an entrepreneurial culture by means of transferring experiences about markets, production, and management issues. Some of good practices are given in below:

2.1. ISTANBUL OZYEGIN UNIVERSITY – CENTER FOR ENTREPRENEURSHIP



2.1.1. Could you give little bit information about the center?

The Center for Entrepreneurship (CfE) serves as a platform that provides and develops the entrepreneurship activities and services of Özyeğin University (OzU). The Center aims to build entrepreneurship culture and skills with its educational, research and outreach programs targeting both real people and legal entities.

CfE will help OzU to achieve its strategic goals by providing a set of Best-in-Class professional services that are complimentary to OzU's other Business Units and enhance OzU's ability to offer highly successful solutions to its clients in the field of entrepreneurship while meeting the needs of society. Value of CfE - To Our Clients: CfE will help its clients significantly improve their capabilities and performance by assisting them in applying innovative ideas, new information technologies, and new management concepts in their business.

2.1.2. What is the “10,000 Women Entrepreneurs” project?

10,000 Women is a social responsibility project launched by a global financial services firm Goldman Sachs in 2008 and it is currently conducted in 43 countries in the world. The aim of the project is to strengthen collaborative economic growth by means of providing education about entrepreneurship and business world to women entrepreneurs who have their own businesses but are lacked of adequate facilities.

10,000 women project is carried out by a network which consists of over 90 academic institutions and non-governmental organizations in the world. Also, more than 45 of them are academic institutions.

10,000 Women Turkey Program was launched by Özyeğin University in 2009 in collaboration with Goldman Sachs. The main objective of this 4-year project is to provide business and management education to 400 women who have the potential to grow their business. Other objectives of the program are as follows:

- to expand women's share of business world work to create new business areas and to help bring more wealth to their families, communities and nations.
- to increase business capacity of women entrepreneurs who did not receive high-quality business education and empower them.
- to support graduate women entrepreneurs in the way of becoming a global player in business world by means of networking, mentoring and coaching services.

The training program, which is designed to fulfill all gaps about required proper business education consists of 6 modules. All trainings are given in 3 semesters throughout a year and participants do not pay any fees.

2.1.3. What is the 10,000 Women project in Turkey doing? How many people are applying this program in Turkey?

So far, 274 women entrepreneurs received training in the first three year of the project. In the last year of the 10,000 Women Entrepreneurs Program 130 women participated training program.

A total of 182 hours of training are given six weeks which spread over a period of three months in 10,000 Women Entrepreneurs Certificate Program. Training program includes;

- Entrepreneurship and Access to Capital
- Marketing and Sales
- Organizational Planning and Process Management
- Accounting and Finance
- Trade and Business Plan Development
- Business Plan Evaluation

During the program, trainings is carried out in support of laptops provided to each participant and the language of instruction is Turkish. Courses are provided by academics in Özyeğin University as well as experts in their field of professional consultants / instructors and guest speakers.

2.1.4. What are the main problems about women entrepreneurs in Turkey? What are the services provided after the course program?

Today, many business woman; are lacking in mentors, networks, consulting and other important support services. Under the program, each woman who is eligible for certification as a successful entrepreneur is being monitored for at least one year and various services such as business mentoring and coaching are provided by the program. Also, proper works is done for each year to benefit our graduates from grants and loans provided by Small and Medium Enterprises Development Organization (KOSGEB).

2.1.5. Where can we find additional information (web links, photos, pdf's etc.) about the program?

Web site: <http://www.10000kadin.org/>

Facebook: <https://www.facebook.com/10000Kadin>

E-mail: info@10000kadin.org

2.2. ISTANBUL OKAN UNIVERSITY - ENTREPRENEURSHIP AND INNOVATION PLATFORM



2.2.1. What kind of services in entrepreneurship and innovation platform are offered?

The platform services are divided into 5 categories as the basis. The content of these categories are mainly as follows:

1.CENTRES	1.1.Centre for Entrepreneurship
	1.2.Muhammad Yunus Centre for Microfinance and Social Business
	1.3.Social Entrepreneurship and Social Responsibility Application and Research Centre
2. TECHNOLOGY TRANSFER OFFICE	2.1.R&D Directorate
	2.2.Incubation Centre
3. CERTIFICATION SERVICES	3.1.Small and Medium Enterprises Development Organization (KOSGEB) Programs
	3.2.The Scientific and Technological Research Council of Turkey (TUBİTAK) Programs
	3.3.R&D Management Certificate Program
	3.4.Technology and Innovation Management Certificate Program
4. ACADEMIC PROGRAMS	4.1.Undergraduate Level Entrepreneurship Courses
	4.2.Entrepreneurship Graduate Program
5. COMPETITIONS	5.1.Social Entrepreneurship Camp
	5.2.Social Entrepreneurship project competition for High School Students
	5.3. Realize Your Idea with Okan University (Competition)

Source: <http://gyp.okan.edu.tr/index.html>

2.2.2. Could you give us information about some services related to entrepreneurship within the platform?

Within **Centre for Entrepreneurship**, main objective is to spread culture of entrepreneurship, innovation and creativity, and to develop new business ideas in Turkey. For this purpose the center can be found in the following activities:

- to make training programs to grow contemporary entrepreneurs,
- to provide mentoring and coaching services to entrepreneur students,

- c. to provide an environment which enables the creation of new ideas with corporate partnerships,
- d. to meet students with industry representatives in their professional fields,
- e. to cooperate with international organizations (e.g. ENDEAVOR, JCI, IBM, etc.) in the field of entrepreneurship, to organize events, to prepare projects to and to find resources for projects implementation,
- f. to establish a convenient library and archive to do research on entrepreneurship, to set up an electronic communications network in both national and international level,
- g. to collaborate with academics in the field of entrepreneurship and to contribute to the training of new academics.

Also we can direct to students with new business ideas our Incubation Center to develop and implement new projects.

Muhammad Yunus Centre for Microfinance and Social Business aims to be the center of excellence in applied research, advisory services, teaching and executive training on microfinance and social business at the Okan University. It aims to improve the knowledge on the mechanisms of microfinance and social business by giving people the solutions and propositions along with the financial tools they need to work their way out of poverty.

The Center intends to create a culture within academia, with the goal to serve society's most pressing needs through social business to

- Conduct practically relevant academic research in the area of social business
- Design curricula for social business
- Initiate social business activities for students
- Provide physical space as well as assistance to students, allowing them to work on and develop social business ideas.

The Centre offered first training session with the Grameen Creative Lab in June, 2012. During the three day training week the Center and GCL will impart knowledge about social business including most recent case studies and best practice examples. In a small group of around 20–30 people we developed a systematic understanding of social business to understand the benefits that social business can have for society. The group identified existing social needs in specific regions and collectively brainstorm and create ideas for social businesses for this region. They learned about different creative workshop methodologies and identify concrete steps to set up a social business and build up the foundation for the social business initiative.

Our academic programs within the platform is intended for undergraduate and graduate students. At the undergraduate level, the "entrepreneurship course" is offered in every fall and spring semesters for 14 weeks and 3 credit hours. In these courses a total of 86 leading professionals in business world shared their experiences with students between years 2008-2014.

Although entrepreneurship excitement is high in Turkey, there has many initiatives fail in a short time. The main reason for failure of a business idea is the lack of necessary knowledge and skills in transforming this idea to a successful business. In this context, the objective of the **Entrepreneurship Graduate Program** is to give knowledge and skills to startups at the graduate level. The program spreads three semesters and includes courses such as "Strategic Planning", "Managing and Organizing of Start-up", "Business Environment and Institutions in Turkey", "Financing of Start-up", and "Marketing Strategy". At the end of the program, each student prepare a business plan for a new initiative with a group of three students.

2.2.3. Where can we find additional information (web links, photos, pdf's etc.) about the program?

Web site: <http://gyp.okan.edu.tr/index.html>



2.3. MIDDLE EAST TECHNICAL UNIVERSITY (METU) TECHNOPARK – TEKNOJUMPP PROGRAM



2.3.1. What is the TeknoJumpp Program?

Teknojumpp program modeled by the METU Technopark in 2013 is the Turkey's first international-dimensional acceleration program. The main objective of the program is to gain experience, knowledge and connections which accelerate the process of internationalization of technology-based initiatives.

Teknojumpp stands out as an acceleration program which is fairly well constructed and driven directly to the success of entrepreneurs in terms of both operation model and all the facilities in Turkey.

The program consists of two stages in Turkey and the United States. The aim of the first stage in Turkey is creation of a basic infrastructure for customer development of entrepreneurs in international arena and the receiving investment. In this 6-week program, entrepreneurs could receive support about CEO of residence, mentoring, corporate valuation, investor presentations, mini-MBA program, business model workshops and marketing. A Demo Day holds at the end of this process and the selected entrepreneurs are supported by including in the United States program.

The main objective of the 4-week U.S. program is to provide business development and enable entrepreneurs to attract investment. Also, trainings about unique rules of the United States market and consultancy activities in field of law, accounting, marketing, sales, and presentation is provided to adapt entrepreneurs quickly to market conditions.

2.3.2. What is the current state of the program and the applications?

Teknojumpp was able to bring big sound in the entrepreneurial ecosystem in the first year. In 2013, 20 entrepreneurs were accepted into the Turkey program, then eight entrepreneurs included in the U.S. program. During this period, supported entrepreneurs within teknojumpp program began talks with foreign investors and they were able to reach new customers.

2.3.3. What are the expectations from initiatives as teknojumpp program? What kind of support can receive initiatives under the program?

The most basic evaluation criteria is to offer grow fast and scalable technological products or services. Also, in order to be included in the program, entrepreneurs required to have already introduced products into the market. Among the applicants, the most suitable of 20 are accepted into the program.

Teknojumpp entrepreneurs will receive the following services:

- CEO in Residence
- Mentoring
- Demo Day
- Consulting and Networking
- Team Coaching
- Training (Business Model, Entrepreneur Financial Modeling, Investment Process, Investor Presentation, Business Valuation, Market Research, Microeconomics and Pricing, Branding, Finance, etc..)

2.3.4. Where can we find additional information (web links, photos, pdf's etc.) about the program?

Web site:

http://odtuteknokent.com.tr/portal/faces/teknojumpp-navigation/home?_afLoop=1163771276417712&_afWindowMode=0&_afWindowId=azcbb9hk6122#%40%3F_afWindowId%3Dazcbb9hk6122%26_afLoop%3D1163771276417712%26_afWindowMode%3D0%26_adf.ctrl-state%3Dazcbb9hk6144

E-mail: selin.kiral@odtuteknokent.com.tr

2.4. BOĞAZIÇI UNIVERSITY- ENTER PRIZE COMPETITION



2.4.1. What is the Enter Prize Competition Program?

Enter Prize Entrepreneurship Competition Program, which is took place first time this year by Boğaziçi University, has brought together the university students which have business ideas from all universities in Turkey with the leading entrepreneurs, investors and educators in entrepreneurial ecosystem. The program organized an 8-month contest stage and after the first phase of the contest, groups have received trainings in the areas of creating business plans and models, financial management, business law, marketing, human resources, and advanced presentation techniques in context of Entrepreneurship Summit. The competition program holds annually.

2.4.2. What are the rules of the competition and the evaluation criteria?

All undergraduate, graduate and doctoral students in Turkey can participate in competition. Also, students from different universities can create groups together. The number of members of a competing team shall be a minimum of 1 up to 4 students.

Assessment is based on five criteria. These criteria;

- Ethical Values
- Market Potential and Financial Return
- Sustainability (viability)

-Social Impact

-Innovativeness

2.4.3. What are the process and awards of competition?

Incoming projects are considered by the Board which consists of Bogazici University Business and Economics Club Board and Entrepreneurship Sub-Committee, precious faculty members from Bogazici University, and other elite universities in Turkey, angel investment agencies and representatives of the sponsor companies.

At the end of the first evaluation stage, the first 50 groups are eligible to participate in trainings in Entrepreneurship Summit. In Entrepreneurship Summit, the groups which attends all sessions and trainings can move on to the next stage and send their online business plans. The commission which performs the first qualifying, evaluate business plans and most successful 10 groups are announced. The 10 selected groups are required to develop their business ideas until the time of final presentation. In this stage, the groups receive 500 Turkish Liras financial support by the commission. Also, groups have the opportunity to work together a total of 12 hours with mentors on their business plans for 6 weeks.

In the final stage, teams perform their final presentations developed with mentors to the jury. The jury determine the successful first three groups and these groups receive their awards by the main sponsor companies. Besides, private company sponsors determine the most successful groups in accordance with their respective industries and give awards.

The winner awards include 35,000 Turkish Liras, 6-month mentor support, a technical office in incubation center for 6 months, a special business idea presentation right to strategic partners, and right to make presentation in The European Trade Association for Business Angels.

Second place awards include 20,000 Turkish Liras, 6-month mentor support, a technical office in incubation center for 6 months, and a special business idea presentation right to strategic partners. Finally, third place awards include 12,500 Turkish Liras, 6-month mentor support, a technical office in incubation center for 6 months, and a special business idea presentation right to strategic partners. Additionally, many special prizes are awarded by the strategic partners under competition.

2.4.4. Where can we find additional information (web links, photos, pdf's etc.) about the program?

Web site: <http://bogazicienterprize.com/>

Facebook: <https://www.facebook.com/ikboun>

Youtube: <http://www.youtube.com/user/ikboun>



3. Outside of schools and colleges, what programmes, encouragement and support is available for young people to learn about enterprise and entrepreneurialism? Please try to include all forms of support ranging from early stage (eg introducing the idea of starting a business) to more advanced stage (access to finance to grow a business). Again please provide a minimum of four clear case studies.

3.1. MINISTRY OF YOUTH AND SPORTS - APPLIED YOUTH ENTREPRENEURSHIP TRAINING PROGRAM



3.1.1. What is the Applied Youth Entrepreneurship Training Program?

The program is organized by Ministry of Youth and Sports in collaboration with Small and Medium Enterprises Development Organization (KOSGEB). In the first stage, program involves 12 provinces (Adiyaman, Ankara, İzmir, Bursa, Diyarbakir, Erzurum, Istanbul, Kayseri, Kocaeli, Konya, İzmir and Trabzon) and it is aimed to spread program 81 provinces in Turkey. The young entrepreneurs who successfully complete entrepreneurship training eligible to receive a certificate, shall have 30,000 Turkish Liras (TL) start-up grant and interest-free loans of up to 70,000 TL provided by KOSGEB.

3.1.2. What is the content of training?

Training program consists of the following four main modules covering a total of 70 (seventy) hours of classroom lectures and workshops.

Module 1; 8-hour training involves testing of entrepreneurial characteristics, business plan development, and creativity exercises.

Module 2; 18-hour training involves the concept and elements of the business plan (market research, marketing plan, production plan, management plan, and financial plan).

Module 3; 24-hour training involves workshops aimed at reinforcing elements of business plan (market research, marketing plan, production plan, management plan, and financial plan).

Module 4; 20-hour training involves issues to be considered in writing and presentation of the business plan.

The main modules mentioned above are given by the same instructor. Also, additional modules can be integrated into the program in line with the sectoral and local level needs (e.g. e-commerce, foreign trade, etc.). Classes can be up to 30 (thirty) students and participants do not be charged. The participants who participated in at least 80% (eighty) percent of the main modules of education, can eligible to receive a certificate. The target audience of Applied Youth Entrepreneurship Training Program is young people in the age range 18-29 who want to start their own business.

3.1.3. How to determine who will participate in training?

The applicants who will participate in the education are determined by an interview under the supervision of a commission which is formed in Youth Centers in provinces.

3.1.4. Where can young people find additional information (web links, photos, pdf's etc.) about the program?

Web site: <http://gencgirisimciler.gsb.gov.tr/#/genc-girisimciler/anasayfa>

Facebook: <https://www.facebook.com/GencGirisimcilerGsb>

Twitter: <https://twitter.com/GencGirisimGsb>

Also, potential participants can receive detailed information in Youth Centers.

3.2. GALATA BUSINESS ANGELS



3.2.1. Who is Galata Business Angels?

Galata Business Angels (GBA) is Istanbul's premier angel investor organization. The Galata Business Angels (GBA) is an organization committed to scouting, mentoring and finding funding to great young companies from start through a successful exit and that aims to increase the quantity, quality and success of angel investments in Turkey and in doing so create a greater pool of capital for innovative start-up companies.

GBA operates as a not-for-profit organization and acts as a platform where member angel investors and aspiring entrepreneurs meet to exchange ideas about startups and discuss opportunities. GBA also provides access to active national and international networks that enable improved access to follow on capital, markets, and mentoring for emerging businesses.

GBA comprises of executives, entrepreneurs and seasoned angel investors who aid in accelerating innovative, impactful, cutting edge startup companies to market leadership. The current members of GBA have founded and built world-class companies like Mynet, Airties, Gittigidiyor, Yemeksepeti, Markafoni, Pozitron, Vepa Grup, ReklamZ, DBI, 41-29 and been senior executives at pioneering companies like Apple, eBay, Maxim, Turkcell. We come from a wide array of industry expertise and together create an extensive network of entrepreneurial support. We mentor and coach the entrepreneurs, provide networking and help with team building, strategy and fundraising.

3.2.2. What is GBA's role in the sector?

- Being an entity where the Business Angels act together,
- Ensuring the recognition of the concept of Business Angels as the first network founded in Turkey,
- Supporting and guiding the entrepreneurs who want to establish their own business and to progress and simplifying their access to the necessary financial resources,
- Gathering the entrepreneurs and the business angels,
- Being a network where the Business Angels can meet and share their experiences,
- Ensuring the recognition of Angel Investment as a professional activity,

- Collaborating with universities and educational institutions in order to develop the ecosystem,
- Ensuring the strengthening of the present ecosystem of entrepreneurship,
- Inviting the Angel Investment Networks to Turkey and ensuring the flow of information,
- Developing the ethical rules in the sector.

3.2.3. What is the investment process of GBA?

We meet up with entrepreneurs and discuss their needs every month. Once a month, participants are trained and counseled on the different aspects of establishing a venture under the mentorship of Turkey's and the world's leading entrepreneurs. They receive information and advice on every topic ranging from the idea and revenue model and team and marketing strategy to growth and financing.

As a result of this investment-oriented exercise, GBA carries out an internal evaluation and proposes to participate as a group in the projects it has selected. If it is decided for a partnership as a result of the meetings held with entrepreneurs, GBA members coordinate with each other for active portfolio management and assign one of the members as the lead investor.

3.2.4. What do Galata Business Angels look for? What does look for in Business Angels?

We provide both capital and intensive mentorship as well as network for entrepreneurs. We are primarily focused on investments in Turkey. GBA Members will invest in these sectors with particular interest:

- Internet
- Mobile
- Software
- Telecom

We are currently NOT investing in biotech, life sciences, real estate, or movies. We concentrate mostly on seed stage investment rounds.

The main criteria used by Galata Business Angels to decide which businesses to invest in varies greatly, however, the following issues are taken into consideration:

- The expertise and track record of the founders and management;
- The businesses competitive edge or unique selling point;
- The characteristics and growth potential of the market;
- Compatibility between the management, business proposal and the business angel's skills and investment preferences;
- The physical and financial commitment of the entrepreneur.

The company must also ensure that the business angel willing to invest in them is right for their company. Before signing an agreement the business must ensure that:

- The management team and the business angel are compatible and will be able to work together.
- Business Angel's skills match the companies' needs.

3.2.5. What are the processes in the GBA?

- 1 - GBA Venture Academy

- 2- Entrepreneur's presentation
- 3- Internal evaluation in GBA
- 4- Investment appraisal
- 5 - Investment negotiations
- 6- Partnership
- 7- Identification of new targets and plans
- 8- Value development
- 9- Implementation of the business plan and objectives
- 10- Sales and marketing
- 11- Preparation for the next investment
- 12- Finding investors and funding
- 13- The investment after from GBA

3.2.6. Who are the members of GBA by stage or by sector?

BA members are generally semi-retired successful high technology founders or executives, and have an interest in investing in high-risk startups. Our members are separated from each other both by stage (investment, finance, and marketing) and sector. The sectors are social media management, business development, team building and management, risk management, project management, technology and intellectual property rights, mobile, and social entrepreneurship.

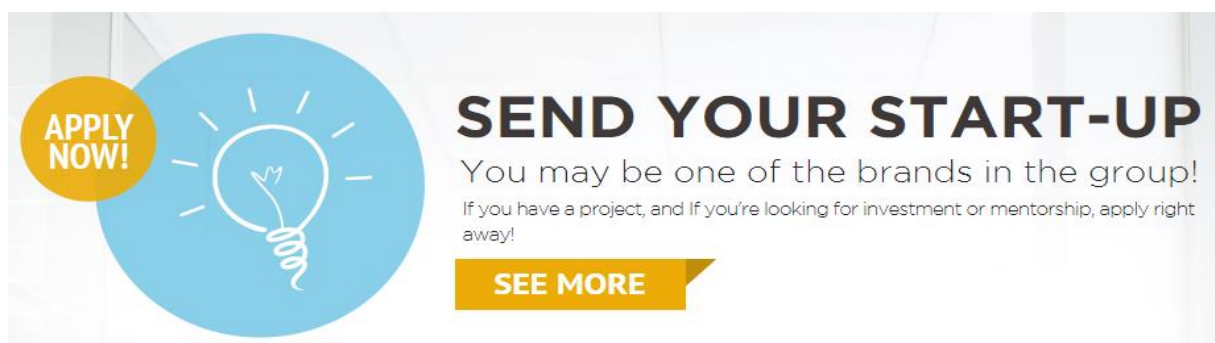
3.2.7. Where can young people find additional information (web links, photos, pdf's etc.) about the program?

Web site: <http://www.galatabusinessangels.com/>

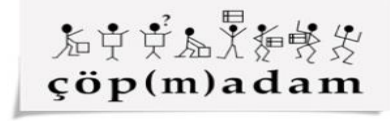
Facebook: <https://www.facebook.com/galatabusinessangels>

Twitter: <https://twitter.com/galataba>

E-mail: info@galatabusinessangels.com



3.3. ÇÖP(M)ADAM



3.3.1. What is çöp(m)adam?

Çöp(m)adam is a Turkish company established in 2008 that designs, manufactures and sells original lifestyle products for good people. The products from our range are designed for everyday use, from casual to stylish. Many of our products are practical and some are just simply nice. They also come in variety of styles and are always great to own or to give away.

When revamping its corporate social responsibility efforts, Unilever Turkey was pleased to learn that they can contribute to a community-based project that would allow the company and the university to address current social needs of Turkey ranging from waste reduction to women empowerment. Carefully researched to identify gaps in the marketplace and provide meaningful solutions to critical issues while simultaneously aligning with both sponsors's business and sustainability objectives, çöp(m)adam together with Unilever Turkey joined forces in the last two years in order to contribute more effectively to our planet.

Questioning what is worth saving or not, çöp(m)adam started as an experimental project in Western Turkey addressing the issues of women's employment and the importance of recycling/re-using; and aims to utilize waste in a creative, aesthetically and unique way. Unilever Turkey got into the picture as the "Main Sponsor", committed itself by sharing its waste and PR services. The result; çöp(m)adam, the newest fashion trend in handbags, are sweeping Turkey and putting shopper's money towards a good cause. A cause that in one hand touches the issue of women empowerment, on the other waste reduction. Made entirely out of wrappers, a group of Turkish women have created a one-of a kind accessory that puts glamour into recycled goods. Made especially for ladies, these trendy bags give flavour to fashion, support the enhancement of awareness on environment.

"çöp" means "garbage" in Turkish; "madam", the same as the French word indicates. "çöp(m)adam" (Garbage Ladies) is symbolic of this meaning – taking garbage and turning it into something fashionable and fun; even though it sounds weird.

3.3.2. Why çöp(m)adam?

According to the data from the Turkish Ministry of Environment, in the year 2005, only 27% of the plastic waste was recycled. The total amount of plastic waste produced in the same year reaches at 500.910 tons. In İstanbul alone, 10.000 tons of waste are produced everyday. In a year the number reaches at 3,5 m tons. The rate of recycling of this amount stay only at 18%.

When we look on women's employment; Women's population comprises 49% of the whole Turkish population. The employment rate is also very low in Turkey. Only 1 out of 4 women is into the official work force, which is equal to 25% of the women population in Turkey. The rate of undeclared work is very high in the country, reaching at 75% which means that all the women working are not under a social security scheme.

Besides, we offer regular work to around 100 women in Turkey, who have a real passion for their work and are highly committed to Çöp(m)adam. All of our women are working in healthy and hygienic

surroundings and are paid a fair wage. The fact that we are in a position to guarantee regular employment means that our women are able to make significant contributions when it comes to providing sustainability for their families and communities.

3.3.3. What does the çöp(m)adam do?

Çöp(m)adam is a company that has a soul. We are not just selling products, we are doing something that is making a positive change in the world. We practice fair trade. Our mission is to create high quality fashion without the exploitation of workers and the environment that is too often present in our industry. We set-up our own manufacturing facilities in Ayvalık/Balıkesir and Diyarbakır (in cooperation with KA-MER www.kamer.org.tr) in Turkey to leverage the artisanal talent embedded within the Turkish culture and to provide opportunities for women in impoverished communities. We care for each and every one of the çöp(m)adams. They are the ones that put their skills and love into making the products. To make a çöp(m)adam bag, it takes from ½ to 5 days.

We are proud to pay fair and meaningful wages, (they are paid per item) not the minimum wages that dominate the industry, while offering our products at reasonable prices. We are proud to offer a clean and safe working environment and a job opportunity that lets mothers spend time with their families.

Every product that carries our logo has been designed with the input of our ladies. We are continually on the look-out for trends in the fields of fashion and the environment and are in constant dialogue with our customers in order to ascertain their needs, ideas and taste. We also ask our sponsors to look for new materials that may have potential for us. In this way, our brainstorming sessions with our ladies, sponsors, customers and sale points usually generate all manner of good ideas that we then go on to examine with a critical eye. Only the very best ideas are then developed further. If one of our products is ever going to be sold to the public, it will need to fulfill a number of requirements.

3.3.4. What is the label of çöp(m)adam?



3.3.5. Where can people find additional information (web links, photos, pdf's etc.) about the program?

Web site: <http://www.copmadam.com/>

Facebook: <https://www.facebook.com/pages/  p-madam-the-garbage-ladies/>

Email: info@copmadam.com

3.4. JUNIOR ACHIEVEMENT - INTERVIEW WITH KERIM CALISKAN



3.4.1. Could you give little bit information to us about yourself?

I have had B.A degree from Business Administration. I worked as Corporate Operations Manager Istanbul at Domino's Pizza, Turkey from 2009 until 2010. I was accountable for realization of sales and operational profits of 34 stores, growing & developing the business, devising yearly sales plans & strategies, planning & budgeting, training for the team, marketing as well as ensuring adherence to company standards. Prior to this, I was District Manager at Starbucks Coffee, Turkey from 2006 until 2008. I was responsible for managing the district including 12 stores, in terms of profit, cost management, planning & budgeting. I also worked on implementing the sales strategies at the district & store levels and developed project plans to increase sales. Earlier, I was Regional Sales Chief at Dia Supermarket, Turkey from 2001 until 2006 and was responsible for managing a team of store managers, sales team and stores. I also worked at Migros, Turkey as a Store Manager for over two years. I have an experience of about 13 years in marketing. Since 2011, I have been working for JA Turkey as Interim CEO.

3.4.2. What is the Junior Achievement?

JA is a non-profit organization teaches young people about entrepreneurship, financial capability and helps them to get employability skills.

3.4.3. What is the Junior Achievement in Turkey doing? Are there any events that you do annually? How many people are applying this program in Turkey and from which high schools?

JA Turkey inspires and prepares young people to succeed in a global economy. We implement financial literacy and entrepreneurship programs for youth in Turkey. Our main programs are JA Company Program for high school students and JA More than Money Program for primary school students. We organize innovation camps and trade fair events annually. We have around 2000 students applying Company Program mainly in Istanbul, we have several schools in Izmir and one in Adapazarı provinces. The program is implemented in both private and public schools. We have around 90 schools in Istanbul applying this program.

3.4.4. Are there any real projects that have turned into reality from the Turkish students?

There have been very good projects but our main goal is to inspire the young people during their school time. Therefore we do not have very good channels to follow the students after they graduate. The one I remember was in Izmir American College, one student continued to produce the product and sell after he graduated.

3.4.5. How do you see these young Turkish entrepreneurs? What do you think about them?

Our young Turkish entrepreneurs have a great potential, first of all we try to give them courage to create new thing. I really believe our young generation will develop new thing to change the World. We must show to them a good role model, and our young generation must follow new development because everything is changing rapidly in our world. We need more innovation and more search to create new thing. I believe everyone will be successful if you are hardworking, I think this is the best key to be a successful person and do not afraid to be an unsuccessful. Most of successful businessman have had a many unsuccessful stories in their life.

3.4.6. Were there any projects that made you very excited? What was your favorite product from the past?

We've seen a lot of creative product in our Company program which was produced by student Company. I've seen a different product was in Company of the year challenge in Romania. The Company has produced special application to communicate with deaf people the application was showing some special moves get communicate with deaf people.

The Company has won the challenge they were the winner of the Company of the year.

3.4.7. What are your future plans?

Our plans is to grow and spread around Turkey while increasing the number of students, schools and teachers applying our programs.

3.4.8. What do you think about the entrepreneur ecosystem in Turkey?

We need too much road to go to improve entrepreneur ecosystem in Turkey, I think future concept is going to be the internet trade so we must find the way being inside this World.

3.4.9. If you were an investor, will you invest in Turkey? Why?

My answer would be yes because economic indicators show that our economy is growing fast and we have a young population which is crucial criteria for the labor force participation and the market economy.

Source:

<http://www.youngturkishentrepreneurs.com/interviews-with-turkish-entrepreneurs.html>

3.5. WWW.FONGOGO.COM – A STARTUP STORY



3.5.1. Could you tell us about yourself briefly?

We have a dynamic 6-people team including founder partners (Ali Celebi, Ali Tirkes, Louise U. Westerlind). We are a company located in Istanbul. We do massive support, better known as "crowdfunding." Outside of our team, we have Fongogo representatives who believed in this concept in order to increase awareness and dissemination of massive support both in Turkey and abroad. Besides we are moving together with many solution partners such as non-governmental organizations, entrepreneurs, incubators and angel investor networks. All of these partnerships allow us to find quality and reliable projects and also to meet project owners with the appropriate support networks.

3.5.2. Could you give some information about your online web page? What type of products / services do you offer, what type of needs can you meet?

In Fongogo.com, we provide an alternative service method to the entrepreneurs, small and large companies, fictitious individuals and non-governmental organizations who seek to implement their own projects. This method is called as mass support, in other words crowdfunding. This is how it works: Projects are creating pages, locate in our system, they are announced, interested people or institutions are supporting them, so we can find large funds with little supports. Also project promotion can be done in this way. There is a reward corresponds to each amount of support. At the end of the project, rewards are being sent to supporters.

Fongogo also works directly with project owners except and offers close support in project development stage. During the project it gives marketing strategies and press and announcements support.

3.5.3. Where the idea of online commerce arose from, how did you decide? What are the benefits of selling services or products online in comparison with selling in physical environment?

Mass support is based on the idea that many people can support with small amounts. As for the spreading projects to a wide audience, social media is very critical. In particular, we are reaching new generation through social media. Those who want to support can easily support by online payment system. At the same supporters obtain details of projects and time can easily see updates on internet.

3.5.4. Have you received support in deciding whether to do this job?

As mentioned we have three partners. Shareholders believe in this idea after a long research and investigation process. Each one believes mass support wholeheartedly.

3.5.5. What are the challenges of doing online business?

First, of course, to announce your site to a wide audience. Also, to ensure understanding and safe use of the system. Of course, compatibility between the target audience and internet users is important. However, the most important issue that we challenge is to make massive support concept understandable and to spread it as far as possible.

3.5.6. What kind of marketing activities do you effort to provide traffic to your site and publicize it?

Social media takes a very big place in our business model. We are progressing by means of announcing our projects in the most influential social media platforms, as well as coming together with our representatives and our partners in offline meetings. We use the press as much as possible.

3.5.7. How do you assess online sales sector in Turkey?

Turkey has a great potential in the online sales. Each year, considerable growth rates are taking place. However, it is hard to be said that online business models fully adopted for all sectors in Turkey. See the examples from global markets, we still have a long way to go. However, we are very hopeful. Every online business model that can meet the right audience at the right time will take its share of this growth.

3.5.8. What should be considered in doing online business? What do you recommend those who want to do this job?

Firstly, they need to fully understand the potential in Turkey. Each year many start-ups are forced to close their companies without grow up by a lot of reasons. Turkey is growing very fast in terms of online sales, but it does not mean that all kinds of online business will be successful. They should analyze the sector very well, make research and develop the right strategy. Also they have to flexible to the market data and able to change themselves immediately.

3.5.9. Where can people find additional information about the site?

Website: <http://www.fongogo.com/>

Facebook: <https://www.facebook.com/Fongogo>

Twitter: <https://twitter.com/Fongogo>

Blog: <http://blog.fongogo.com/>

E-mail: Info@fongogo.com

Source: <http://muraterdor.com/www-fongogo-com-startup-hikayeleri/>