

INSIGHTS

CYPRUS, MARCH 28 – 29



THE CEL

VISION

The **Cypriot Enterprise Link (CEL)** is a youth-led organization aimed to connect and support the Cypriot entrepreneurial talent in order to form a local and a global entrepreneurial network supported by events, meetups, workshops and projects.

The **Insights Conference 2015** aims to provide a mix of practical and theoretical knowledge to an audience hungry to learn. The conference will take place over two days and will include workshops and talks by world-class founders who will share their startup experience and expertise with our audience. The Insights Conference will take place on **28th-29th March 2015** at the **Filoxenia Conference Centre, Nicosia, Cyprus.**



Nicosia

Insights (28-29/3/15)

Filoxenia Conference Centre

THE INSIGHTS

STORY

In 2013 we introduced the first **Insights Conference** in Cyprus.

- **400+** people attended. That was almost double our expectations.
- **20** sponsors including **Amazon Web Services, Yahoo Developers Network.**
- **9** international speakers including Andy Young – **Groupspaces**, Demetrios Zoppos – **OneFineStay**, Henry Erskine Crum – **Evently**, Nikos Moraitakis – **Workable** as well as representatives from **Prezi** – Andrei Boghiu, Alexis Pantazis and Emilios Markou from **Hellas Direct**, Simos Kittiris from **PeoplePerHour** and Kostas Sisamos from **Engino**.
- **4** specialised workshops on online marketing, design, Raspberry-Pi programming and raising funding.
- International press coverage through **Techcrunch** (“One of the leading startup events in Europe”), **Yahoo News** and others.
- Local coverage including front page features on the biggest newspapers and portals in Cyprus, prime-time television and radio appearance

THE STRUCTURE & THEMES OF THE INSIGHTS

EVENT

FORMAT	WORKSHOP	LECTURE/ TALK	DEBATE	SKILLS LAB	DISCUSSION
DESCRIPTION OF FORMAT	An expert providing insights into a subject - more technical	An entrepreneur providing inspiration/ telling his story	At least two experts of opposing views for a subject take questions from a moderator and the crowd	Practical application of a specific skill (more hands on)	Discussion is participant led. Goal is for participants to come up with an actionable plan for the future

THEMES

1. Industry Disruption - In this section we will explore how different industries can be disrupted in the future and incremental vs radical innovation.
2. Entrepreneurial Environments - In this section we will dive into anything that affects a startup ecosystem.
3. Startup World - Startups are a specific type of business animal, they have special requirements in their management, launch, growth etc. In this sections we will go into the details of what Startups need to grow.
4. Digital economy - A look into applications and social media and how they define the modern day economy.

EXPECT OVER

600

FOUNDERS

BUSINESS

ANGELS

MARKETEERS

ENGINEERS

SOFTWARE

DEVELOPERS

DESIGNERS

PRODUCT

MANAGERS

STUDENTS

& YOU!

