**ANALYSIS OF AN ENTREPRENEUR**

This report will be about the “Eflatun Academy” which is a new venture and a multidisciplinary academy in yacht and sailing training and several other training industries. They first started their venture with “yacht and sailing trainings” commonly in Istanbul but then the enterprise added “personal training”, “skating educations” and “cyber security educations” to the academy’s operations. They also organize “island tours” in the context of the venture. The report first starts with a market analysis of the industries that the academy is in. The second part of the report is mainy about the business model of the venture that will include the interview answers that I gathered from one of the entrepreneurs of the Eflatun Academy, whose name is Ömer Faruk Yetimoğlu. In the last part, the report includes my thoughts, alternatives and recommendations for the venture and its business and operating model.

**PART 1: MARKET ANALYSIS**

At the beginning, Eflatun Academy was established as a “youth training platform” with different training programs. Because of this, the market/industry they are operating is more than one. These markets are “yacht & sailing trainings”, “personal trainings”, “skating trainings” and also “cyber security educations” as a totally different market from the others. The venture is carrying out its operations in Istanbul, Turkey so the market analysis is mainly about the trends and the facts and the analyses of these industries in Turkey. There are so many sailing/yatching training ventures that operate commonly in Istanbul and other seabords like Marmaris, Bodrum, Kusadasi etc. As expected, this brings competition in the sailing industry. Some of them are sailing/yachting clubs rather than training firms, and the universities also have yachting/sailing clubs that may give educations on sailing. Eflatun Academy found its opportunity on several universities’ yachting/sailing clubs (Bogazici University, Istanbul University etc.) that have willing students who want to teach their knowledge to the others. There was also the effect of the fEflatun Academy’s sailing educations take place in Istanbul, Gocek, Didim and Marmaris. All other yachting/sailing clubs also face with competiton in the industry in these locations because these are the places that have the efficient air and sea conditions to sail in Turkey. Eflatun Academy is the only venture in Turkey that operates in all of these four different industries of “yacht and sailing trainings”, “skating trainings”, “personal training” and “cyber security educations”. It means that they have the sustainable competitive advantage for this mixtured industry. On the other hand, only in the dimension of yacht/sailing clubs, according to the data of Turkey Sailing Federation, there are 143 different sailing clubs that operates educations and activities in Turkey. (TYF, 2018). 32 of them operate in Istanbul as Eflatun Academy. (TYF, 2018).

**PART 2: INTERVIEW QUESTIONS**

What is your short bio? What is your entrepreneurial project?, give its history.

“I am Ömer Faruk Yetimoğlu and i am one of the co-founders of Eflatun Academy. My other partners in the venture are Bilal Colak and Seyit Vapurcu. Our story with sailing/yachting started when we were in military high school. Nine years before that, when we were in Naval High School, we had the chance to get experience on different boat types as daggerboarded boat, windsurfing, sporboats, tallships with twenty-two sails etc. In this process, we must also thank to our elders that have huge efforts in our development who are Ahmet Ali Car, Okan Hacifazlioglu, Hakan Sayin, Dorukhan Ozaslan, Murat Yavuzcan and Yüce Mert Köseoglu. When we have not finished our university education yet, we wanted to ingratiate the sailing and yachting sport that we won the championship in IYK and Istanbul competitions in the year 2015 to the people. When we were continuing our researches in the industry that we want to add an enterprise, we also worked as trainers in several different sailing clubs and boats and also attended to yachting/sailing competions to get more experience in the sport and to keep our relationships fresh with the yachting and sailing communities. At the end, we brought the “Eflatun Academy” to the deployment process and officially established it in July 2017, firstly in the industry of yachting and sailing as the area that we have the biggest experience on. In general, our entrepreneural project, our venture can be described as a “youth education platform” that is founded by the university students that aim to be the best in their specialty areas. Our academy aims to present succesful multidisciplinary educations and bring together the teachers that has a great experience on their areas. Our academy’s name comes from the first higher education institution in the history that is founded by the Ancient Greek philosopher Socrates. In our insigne, there are four interwoven squares that indicates the four area that we operate in or we aim to be in, these are “sports, art, teaching and leadership”. Currenty, we are actively operating in “personal training”, “skating education”, and “cyber security education” beside “yachting/sailing training”. Each passing day, with our young, dynamic and self-disciplined staff, we are continuing to expand our venture and our work areas. Our mission is; in a teaching environment that cares about differences, with developed technological opportunities, with young, dynamic and self-disciplined staff, to train individuals that search, interrogate, productive, informed and sentient for a peaceful world. Our vision is; to be a teaching institution that makes a difference in all areas of the education system and to make contributions to the humanity inheritance with both the organisational values and the quality of our education. On the other hand, in the “cyber security” side of our profession, we lead the willing high school and secondary school students that wish to step into the cyber security world and to get experience on the topics of cyber security. The opportunity that we saw in the area was the increasing demand and the need for the qualified staff in the cyber security area in Turkey. For this mission, we have a teaching staff from several succesful universities such as Bogazici University’s senior students. This year, we also started to organize island tours for different day intervals and groups.”

Who are your customers?

Actually, our platform address everyone because of the several training areas that we give educations. In the yachting and sailing training base, we are giving sailing lessons to many company employees, tourists, high school and university students.Currently, we are organizing planned educations with Hacettepe, Ankara and Medeniyet Universities’ saling clubs. We also offer several flexible packages that supply different organisations from marriage proposals to island tours. From the “cyber security educations” base, our customers are high school and secondary school students that aims to have an experience on the cyber world and the security of data and the world. But sometimes, if we have the sufficient demand, we arrange lessons also for the university students in the cyber security area. From the customer segmentation perspective, we mainly have younger and passionate customers because of the dynamic areas that we offer educations.

What is the main innovation in your project?

“The main innovation in this entrepreneural project was bringing close together the university students and also the future graduates to transmit their experience in the four education area that we offer to our customers, being new and highly qualified educators in this venture. We saw the opportunity of the entrepreneurial idea when we discover that we and our network (the university students) have the necessary qualifications to teach what we know to other people. We started with mine and other founnder’s expertise, which is sailing/yachting trainings and then as we expand our educator staff with different students from different majors such as computer science. Now our staff with computer science major are giving cyber security lessons to the high school students as we did in sailing industry at the beginning. We will continue to make innovations and we will expand our expertise areas to teach more in different areas. Our innovative ideas come from our belief to this youth training platform. “

What are the relationships you have with suppliers and customers?

“We don not have suppliers beside us as the university student network that creates the teaching staff from different universities such as Bogazici University, Istanbul University and Marmara University. From the customer base, I can easily say that we saw ourselves as a family with our dynamic and ambitious customers and we give the importance to maintain an environment of peace and sincerity.”

What are your plans for the near future (5 years ahead)?

“In the beginning of our future targets, as a teaching institution, we put the most importance to apply our venture to the modern world effectively and with discipline. We aim to pull through with flying colors with our education system that is appropriate to what our students and the generation Z want from us, following the necessities of the time, using technology in the most efficient way. We will continue to make innovations and we will expand our expertise areas to teach more in different areas.”

**PART 3: I AM THE ENTREPRENEUR**