



Operational Programme  
Human Resources Development,  
Education and Lifelong Learning  
Co-financed by Greece and the European Union



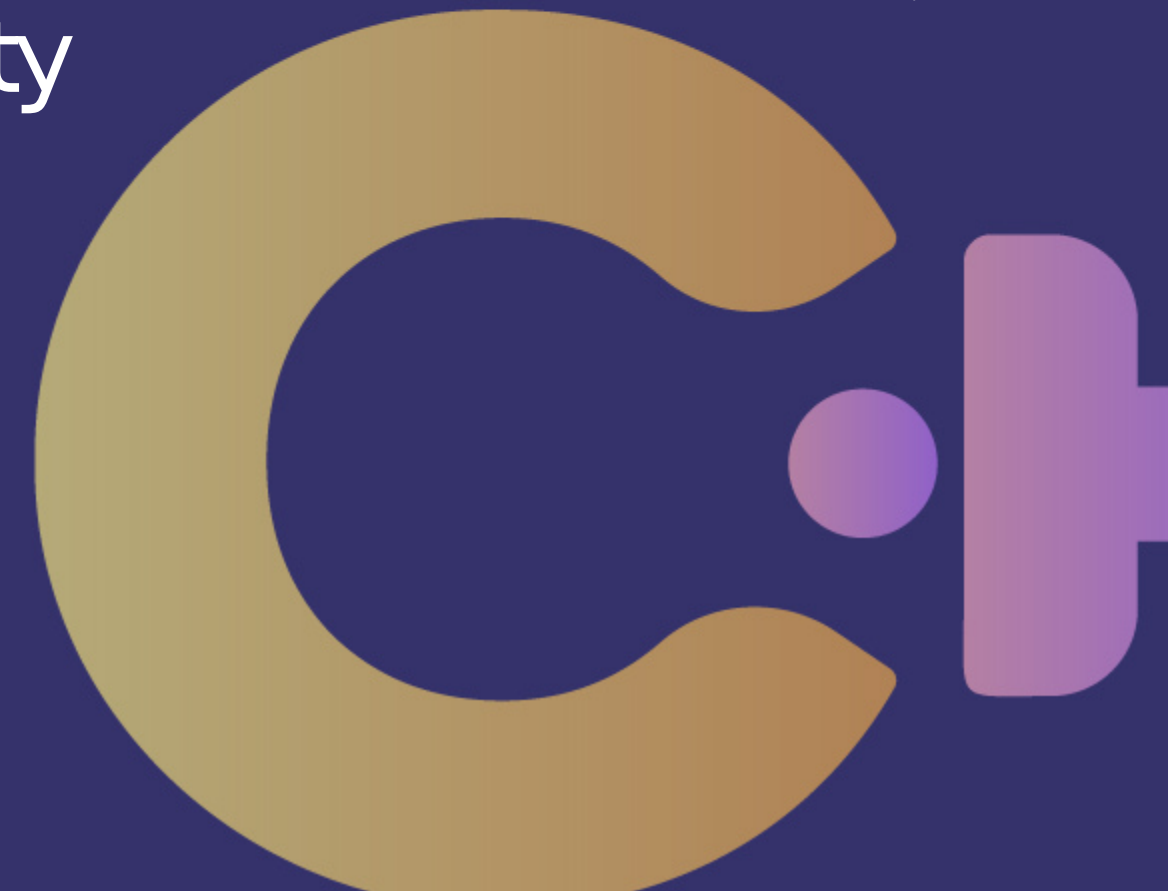
# CREATIVE<sub>plus</sub>

The **Entrepreneurship & Innovation**  
**Hub** of Panteion University

# Betty Tsakarestou, PhD



- Associate Professor at Panteion University
- Director of Advertising and Public Relations Lab (ADandPRLAB), Panteion University
- Scientific Coordinator, CREATIVE+ Entrepreneurship and Innovation Hub, Panteion University

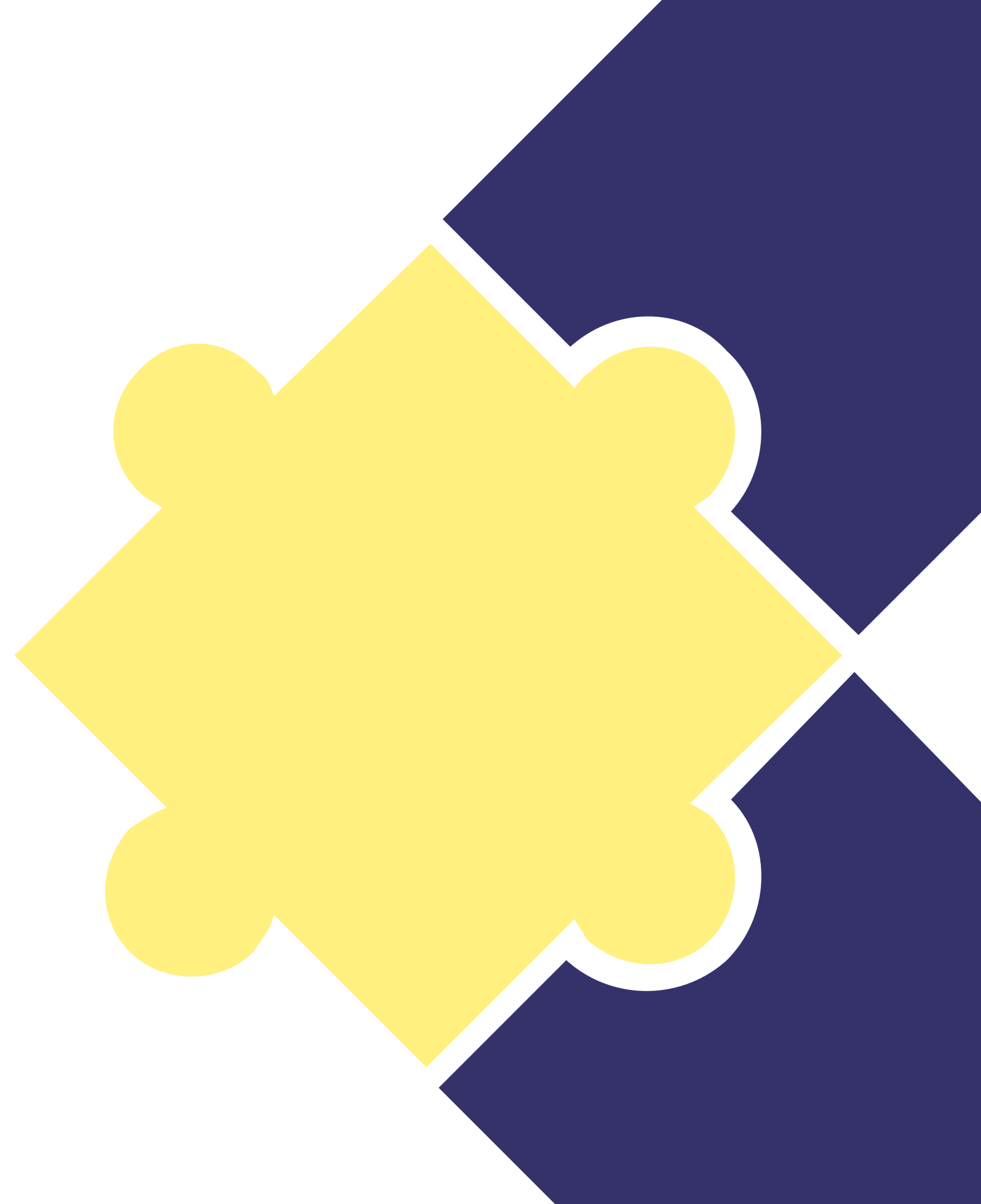




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# Our Team





**Betty  
Tsakarestou**

Associate Professor |  
Director of ADandPRLAB |  
Scientific Coordinator of CREATIVE+



**Nikos  
Daskalakis**

Associate Professor  
of  
Finance & Accounting



**Katerina  
Sideri**

Associate Professor of  
Political Science |  
Founding member of TECHNIS



**Maria-Meng  
Papantoni**

Professor of European Business Law |  
Head of European Center of Economic and  
Criminal Law (ECECRIL)



**Yiannis  
Skarpelos**

Dean,  
School of International Studies,  
Communication & Culture |  
Professor of Visual Culture Studies



**Vasilis  
Tselios**

Assistant Professor  
of  
Regional Analysis  
and Politics



**Fotis  
Milienos**

Assistant Professor  
of Applied Social Statistics &  
Methodology of  
Quantitative Research



**Pantelis  
Vatikiotis**

Assistant Professor of  
New Media and Journalism |  
Director of Journalism Lab



**Lefteris  
Gaitanidis**

Project Manager, Creative+



**Manos  
Kavarnos**

Communications Lead,  
Creative+



**Alexandra  
Tomara**

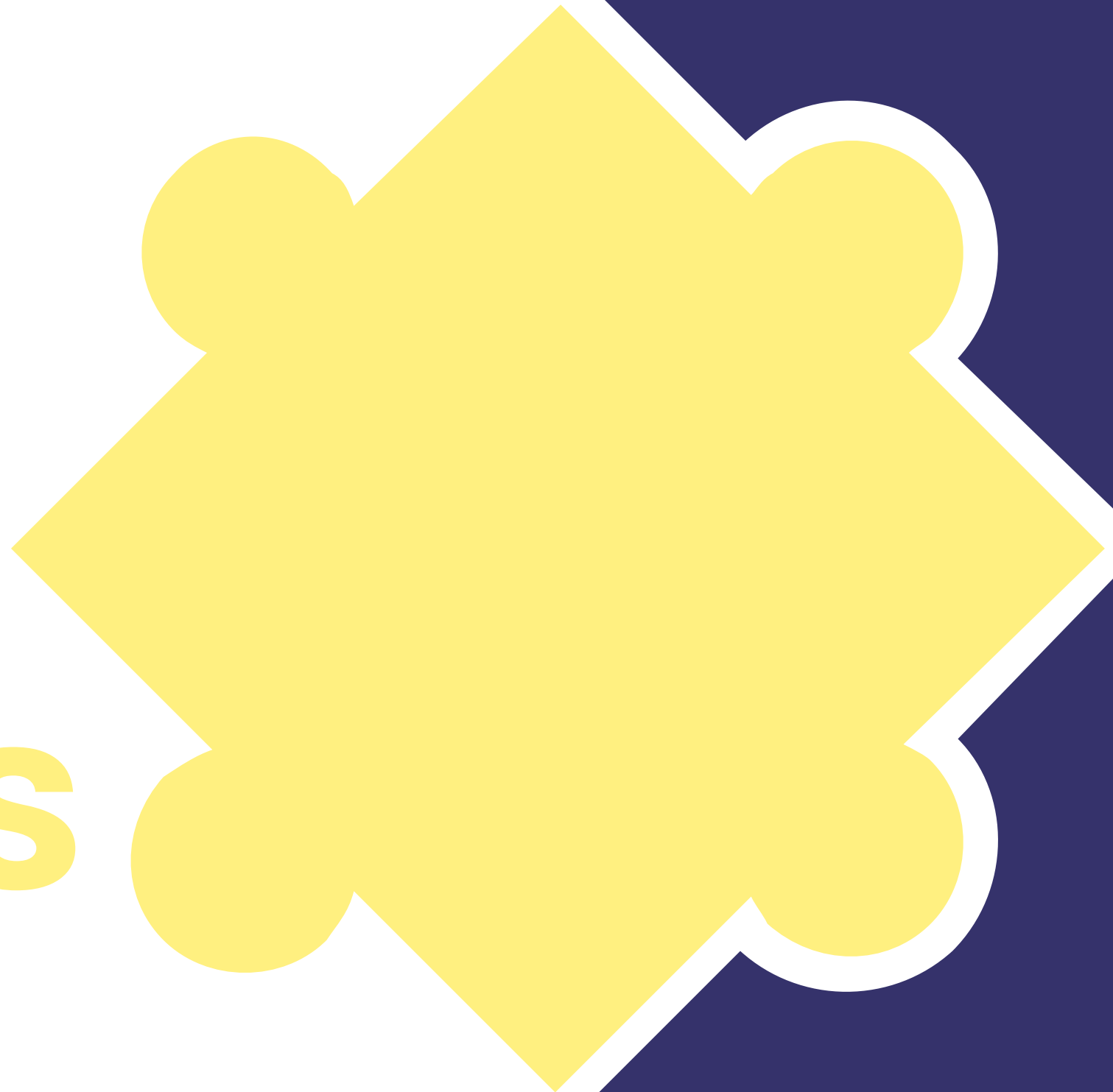
Legal Counsel



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# Our Experts Mentors





**FILIPPOS  
ZAKOPOULOS**

INVESTMENTS / FUNDING FOR  
STARTUPS



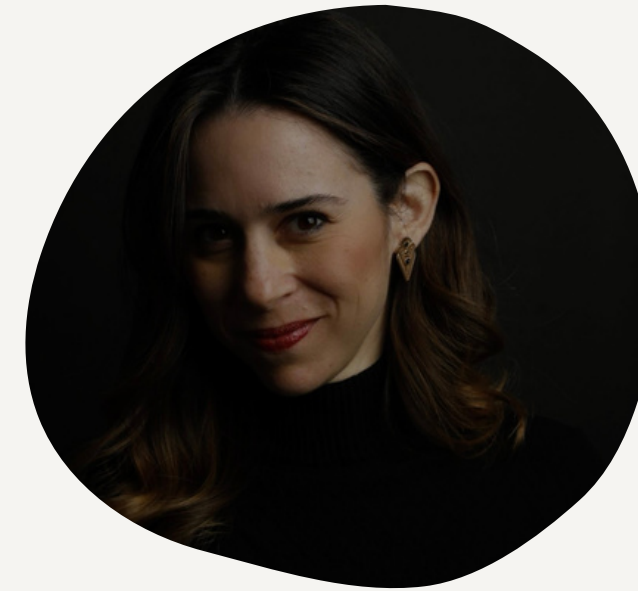
**THALIS  
LASPIAS**

(PRODUCT THINKING/ PRODUCT  
LEADER STRATEGIST) AND  
PROTOTYPE DEVELOPMENT



**GEORGE  
MARKATATOS**

DIGITAL TRANSFORMATION AND  
NEW TECHNOLOGIES



**MATHILDA  
NATHAN**

SOFT SKILLS OF LEADERSHIP  
AND PERSONAL DEVELOPMENT



**KONSTANTINOS  
APOSTOLIDIS**

ENTREPRENEURSHIP &  
INNOVATION IN CREATIVE  
INDUSTRIES, CULTURE,  
ENVIRONMENT AND THE  
CIRCULAR ECONOMY



**ARTEMIS  
LAMPRINIDI**

DIGITAL MARKETING, COMMS  
(BRANDING), SOCIAL MEDIA -  
STRATEGY & CONTENT  
DEVELOPMENT



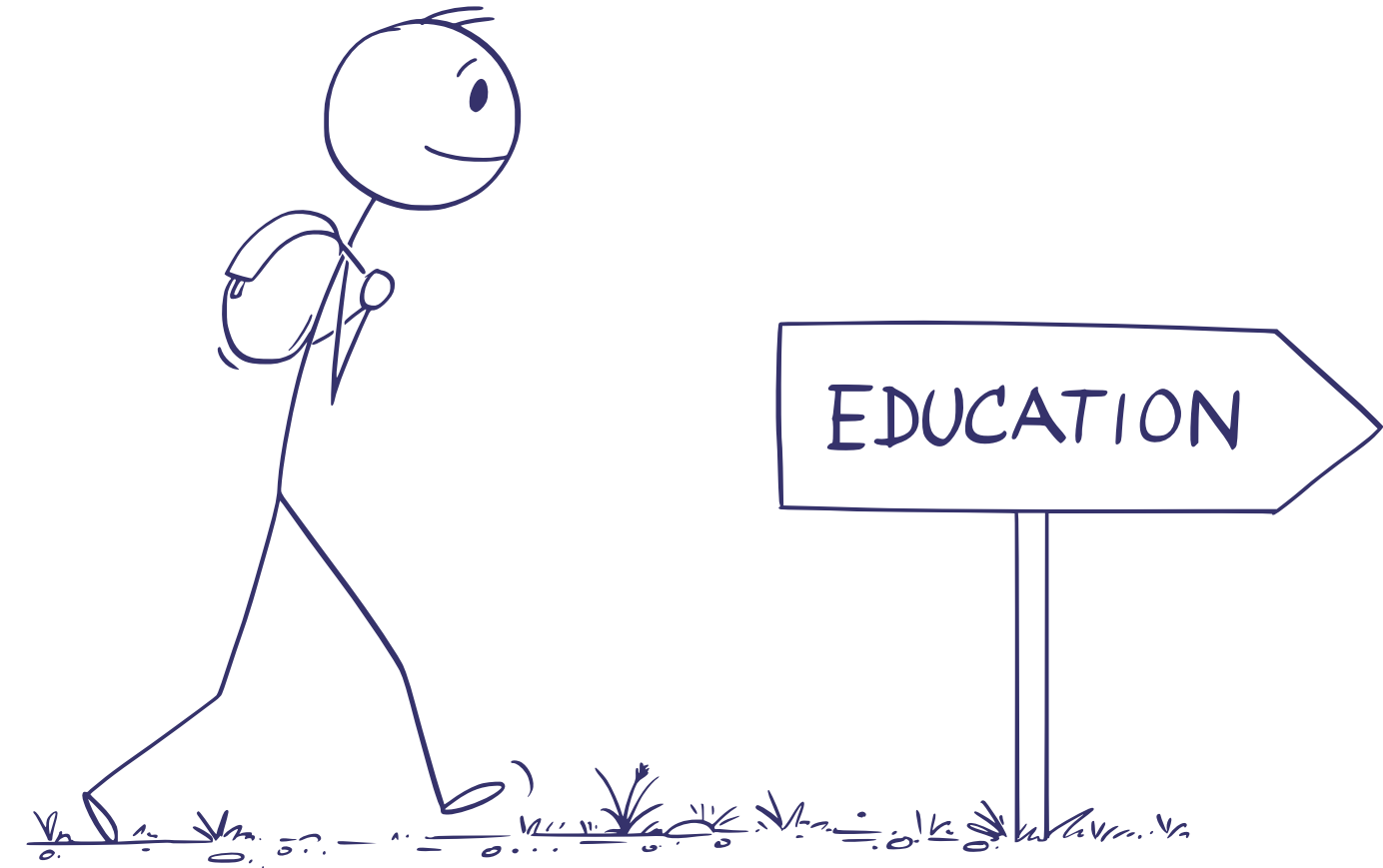
**EVA  
EPITROPAKI**

DEVELOPMENT OF BUSINESS  
MODELS FOR STARTUPS

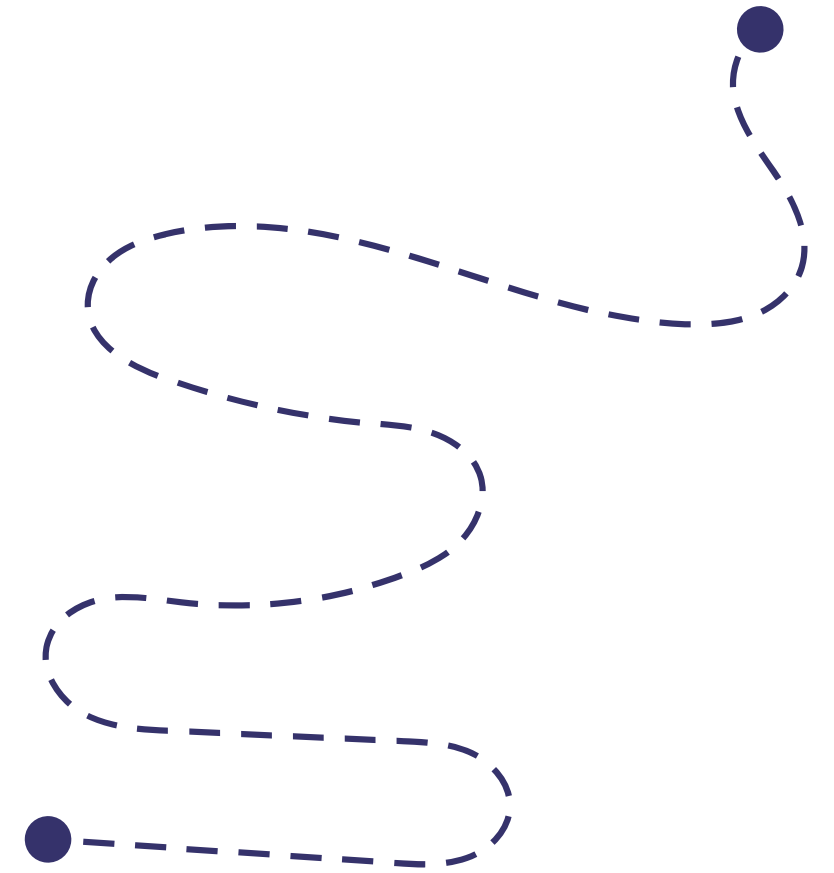


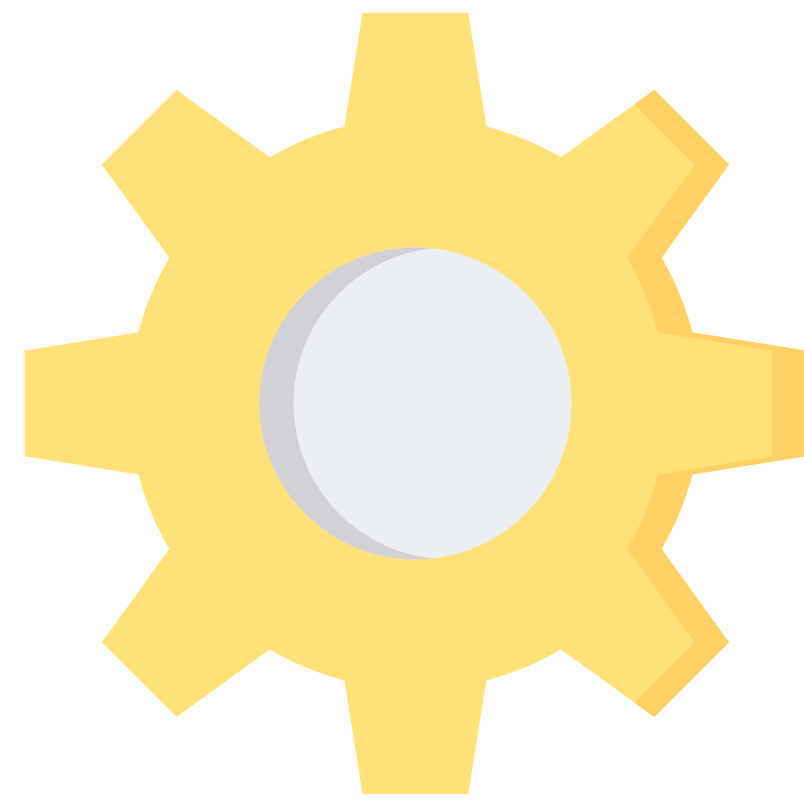
**VASILIOS  
KALYVIS**

UX EXPERT MENTOR



# Our JOURNEY





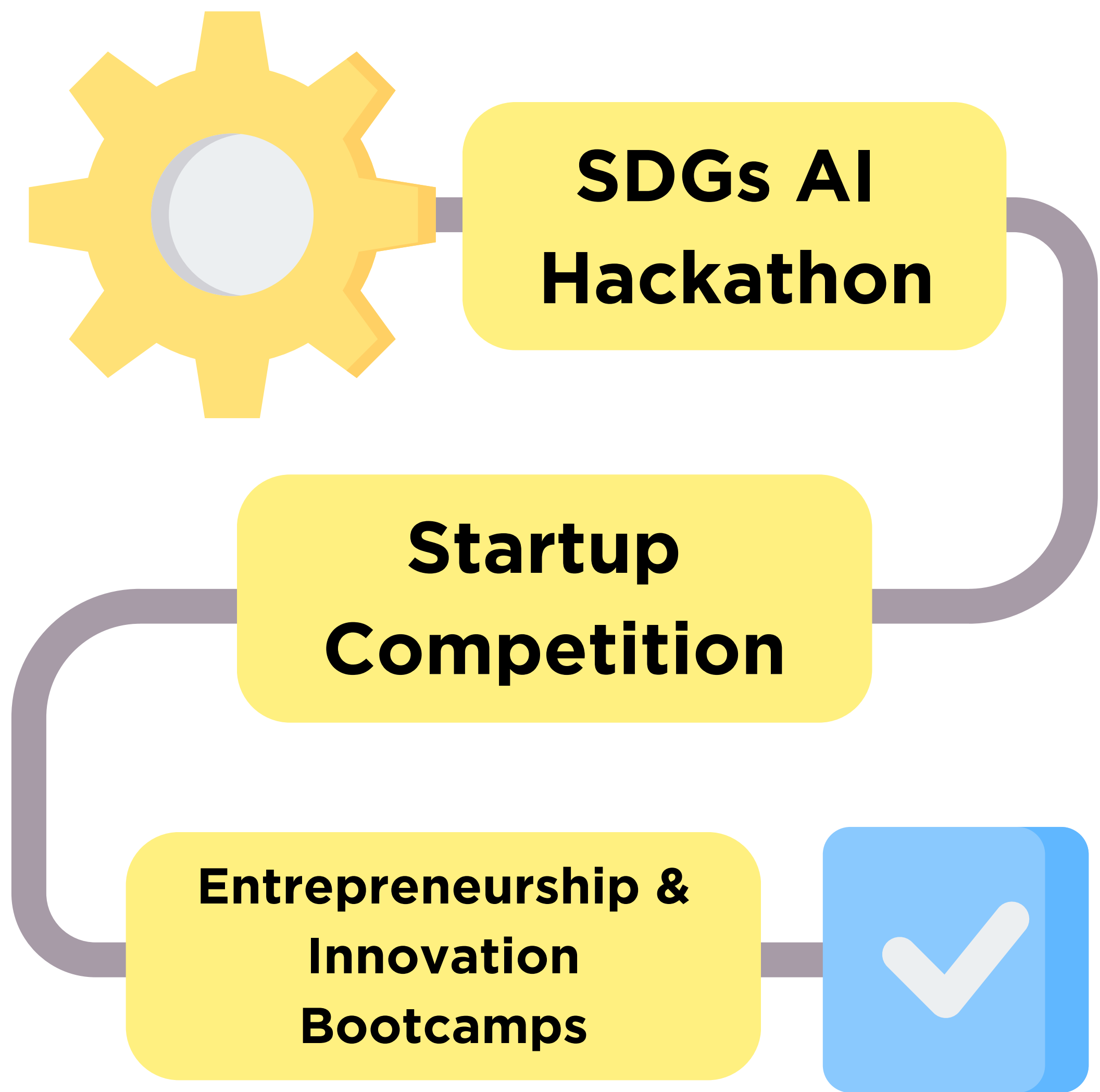
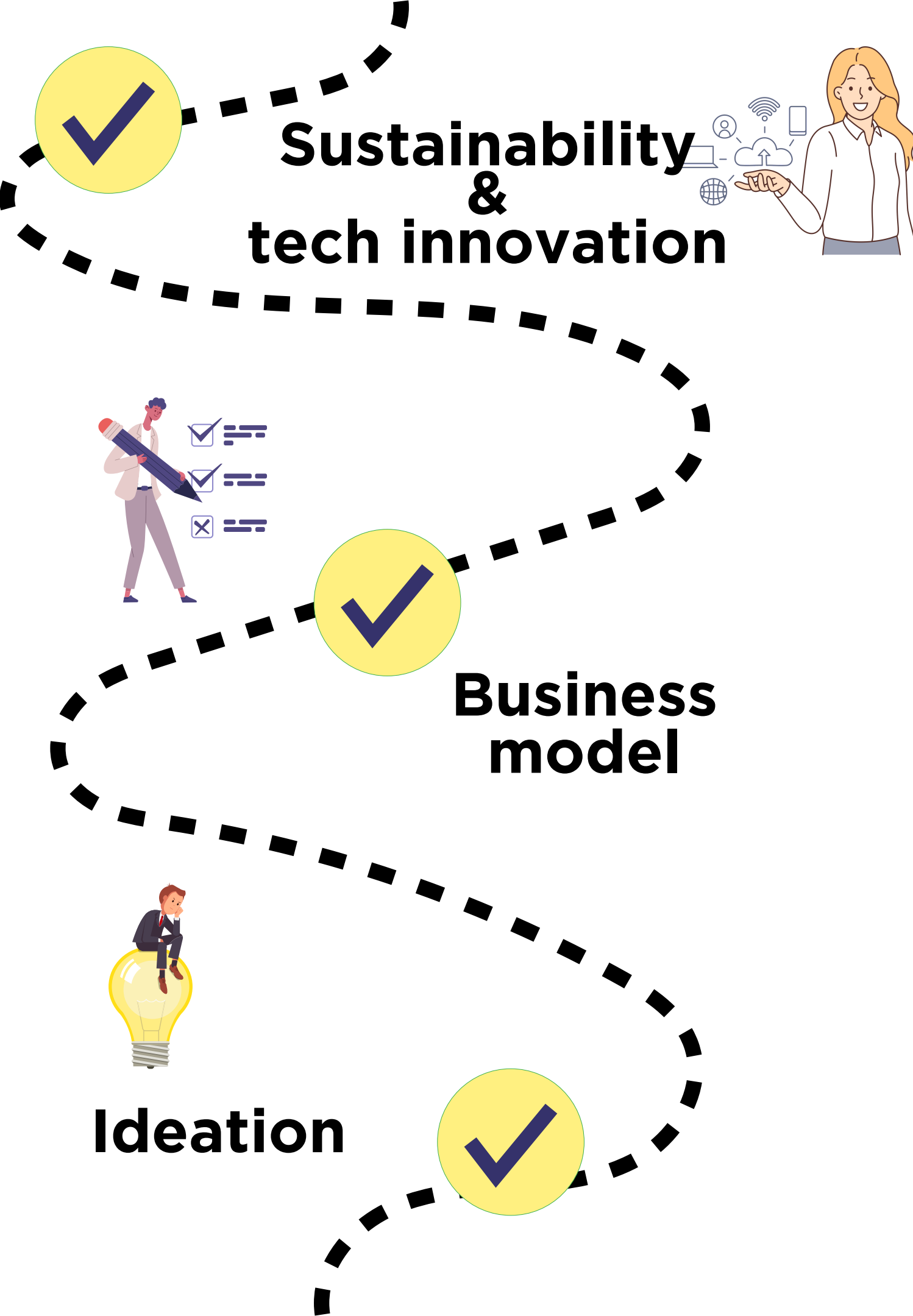
**SDGs AI  
Hackathon**

**Startup  
Competition**

**Entrepreneurship &  
Innovation  
Bootcamps**









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# Our Value Proposition

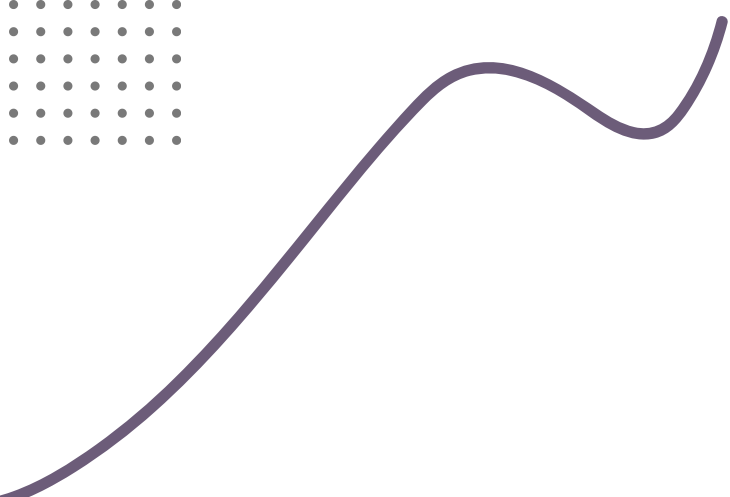




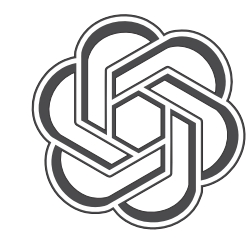
“

The ‘+’  
marks the added value in  
economy, entrepreneurship  
and innovation.

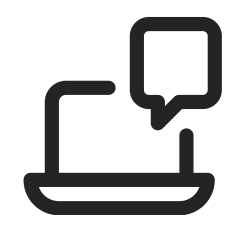
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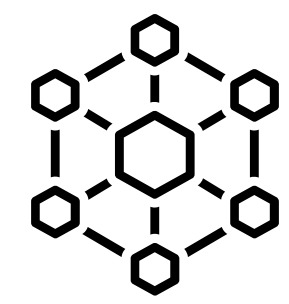
**Establish a culture open to innovation & new technologies**



**Tools for scientific innovation & ideation**



**Development of innovation & transfer of know-how in the academic area of Panteion University**



**Networking with the local and international entrepreneurship & innovation ecosystem**



# Fast & Slow

# Model by Daniel Kahneman

Forward **Fast**

through...

▶ Competitions (Bootcamps, Startup Competition, AI Hackathon)

▶ Mentoring

▶ Networking

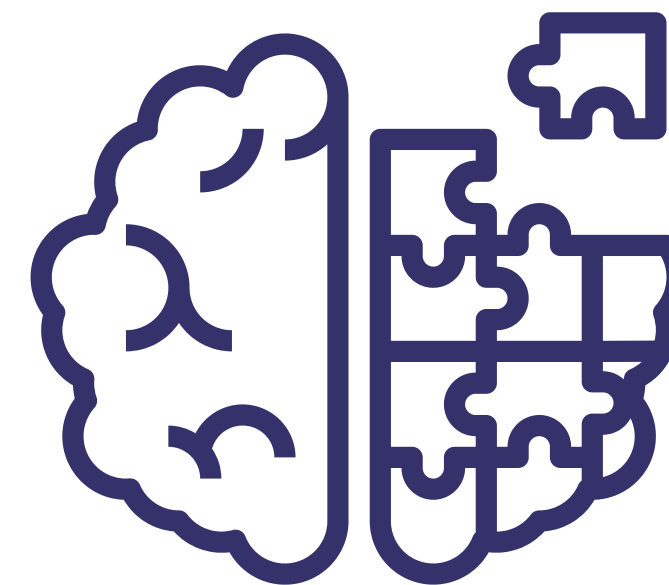
Take it **Slow**

through...

▶ Interactive-experiential workshops

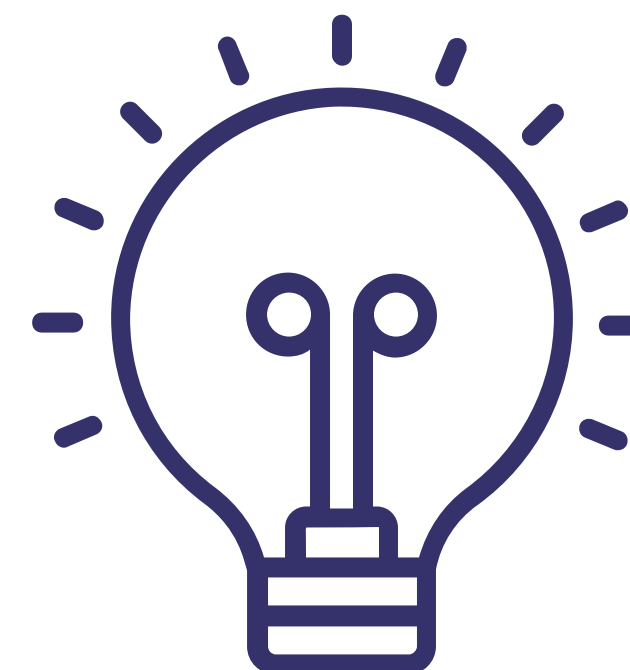
▶ Educational activities

▶ Co-creation of a culture of innovation



→ Our

# CHALLENGE



# How to drive

# CULTURE CHANGE

# in a University environment



**Synergies** between research centers of Panteion University and entrepreneurship & innovation initiatives

**Mentorship** by well-experienced professionals of the business community

**Up-to-date Curriculum:** Workshops that bolster entrepreneurship, innovation, creativity

**Cross-scientific** innovation projects



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# Our Strategy





# Rigorous **Self-analysis** is the

starting-point

1



# PESTLE

## Analysis



# Political

- Is there political stability?
- What is the government's involvement in the startup ecosystem?

# Technological

- How can we leverage tech in the University's community?
- How can new technologies impact Creative+'s growth?

# Economical

- Is there economic growth?
- How can we tackle the unemployment rate?

# Legal

- What is happening with changes to legislation?
- What's the legal-wise impact on accase to educational materials?

# Social

- What are the career attitudes?
- How does the University's community perceive innovation?

# Environmental

- How can we align the hub's initiatives with UN's SDGs?



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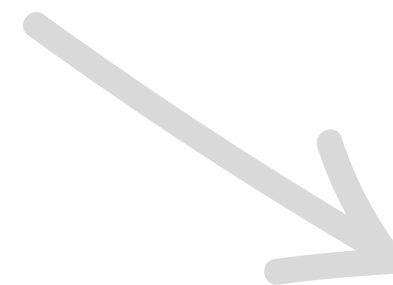
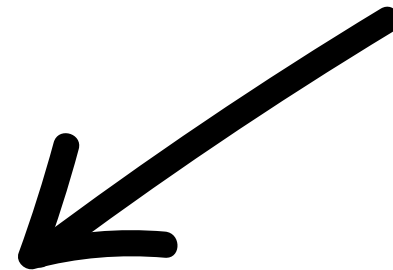
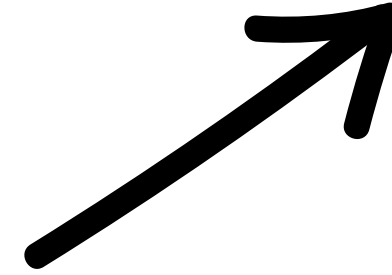
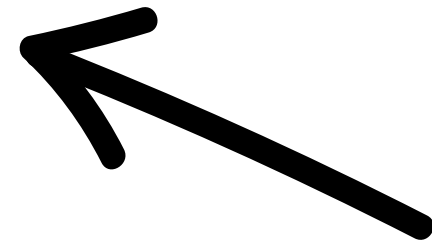
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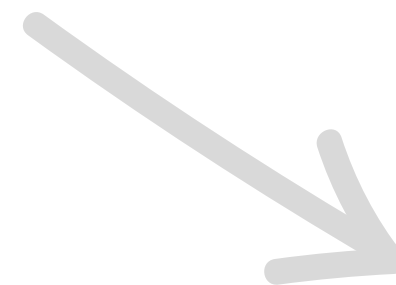
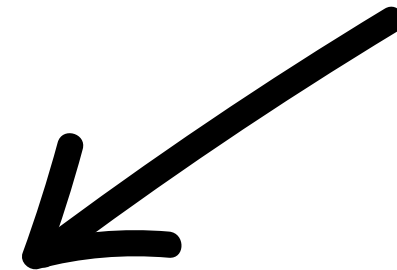
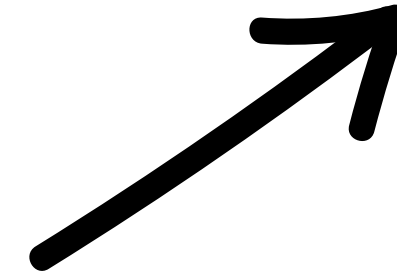
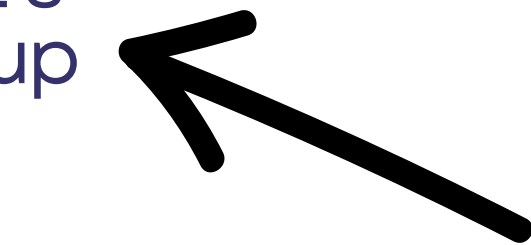
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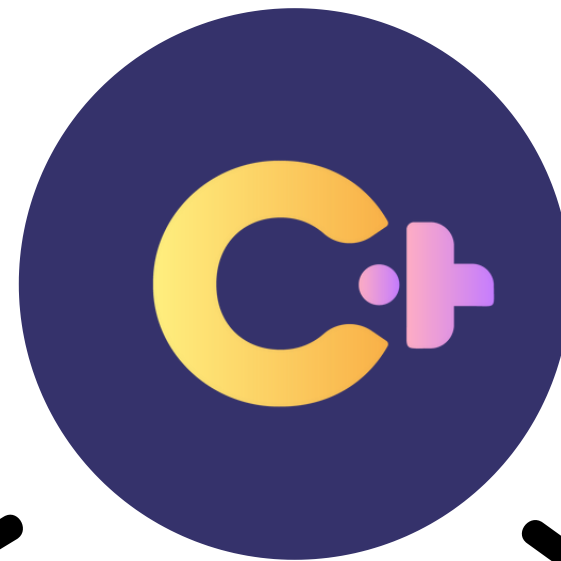
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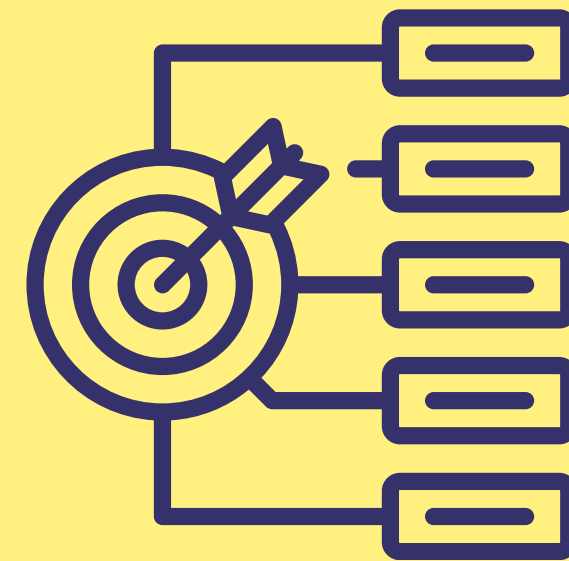




2

# OBJECTIVES

Setting



“



Increase awareness



Educate & generate  
understanding over  
innovation &  
entrepreneurship

”

3

# ACTIVATIONS



# In-person

# Innovation & Entrepreneurship

## Bootcamps



**50+**  
participants



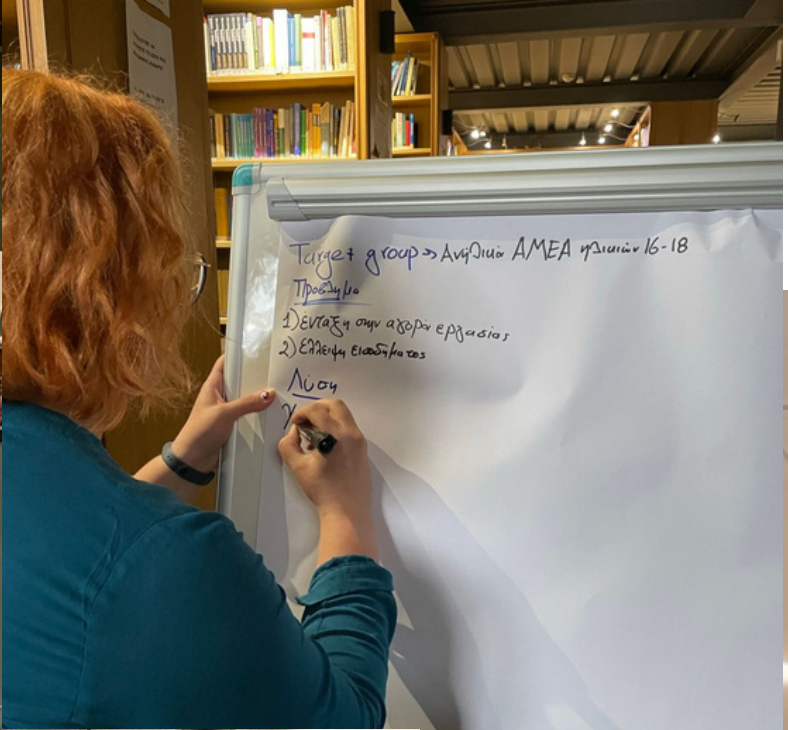
**10**  
academic backgrounds  
represented



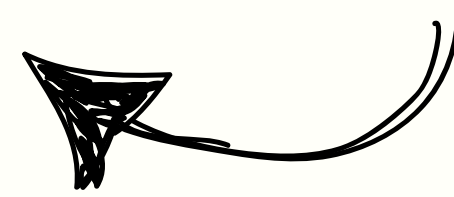
**20**  
expert mentors



**10+**  
pitchings



*80% retention rate  
from the Bootcamps*



Startup

Competition



**40+**  
participants



**6**  
tech challenges



**20**  
expert mentors



**11**  
pitchings



**6**  
Awards





# Career Days

Panteion  
University



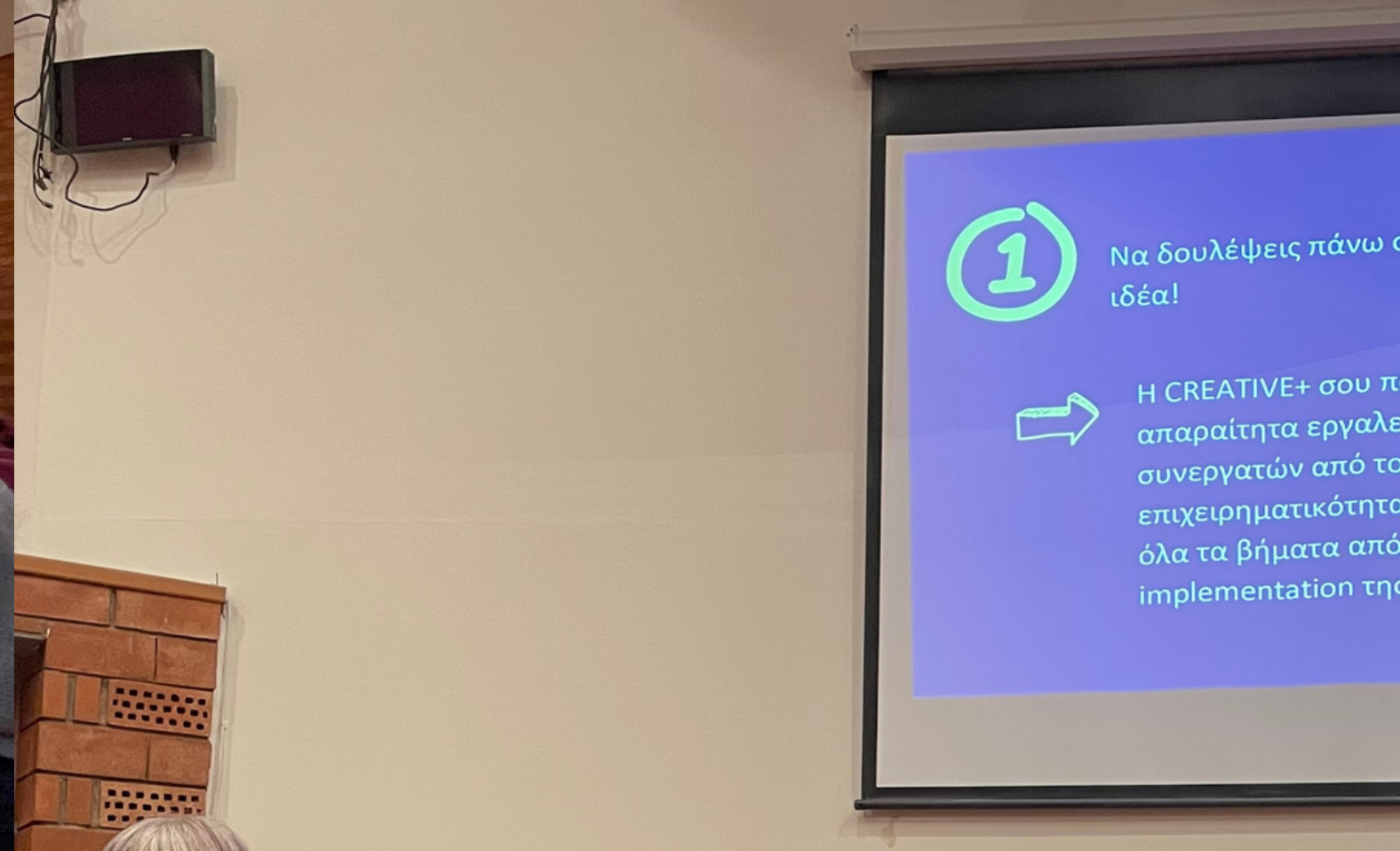
**50+**  
attendees



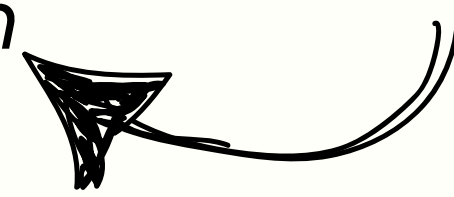
**50+**  
educational leaflets of  
Creative+



**1**  
keynote by the Scientific  
Coordinator of Creative+



*50% retention rate  
from the Startup Competition*



SDGs

AI

**Hackathon**

**Demo Day**



**80+**  
participants



**15**  
SDGs Challenges



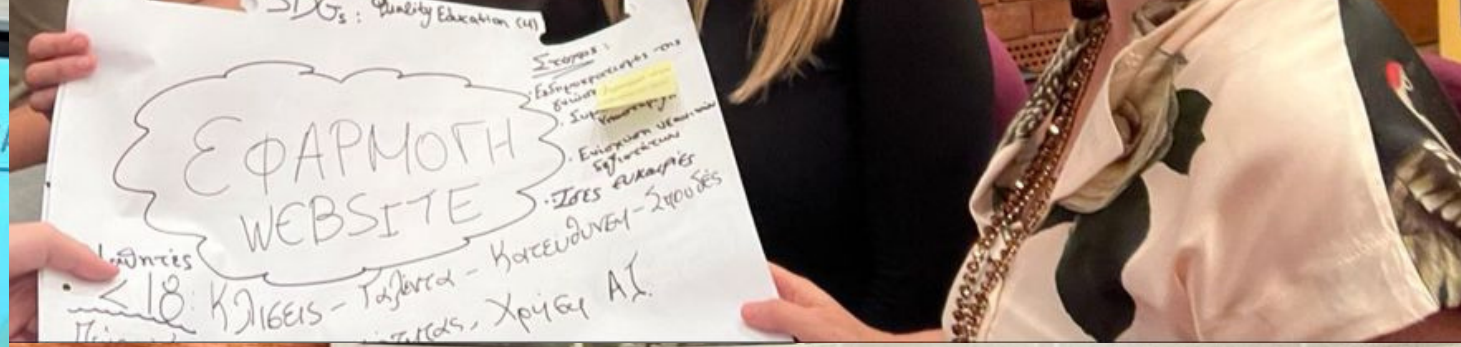
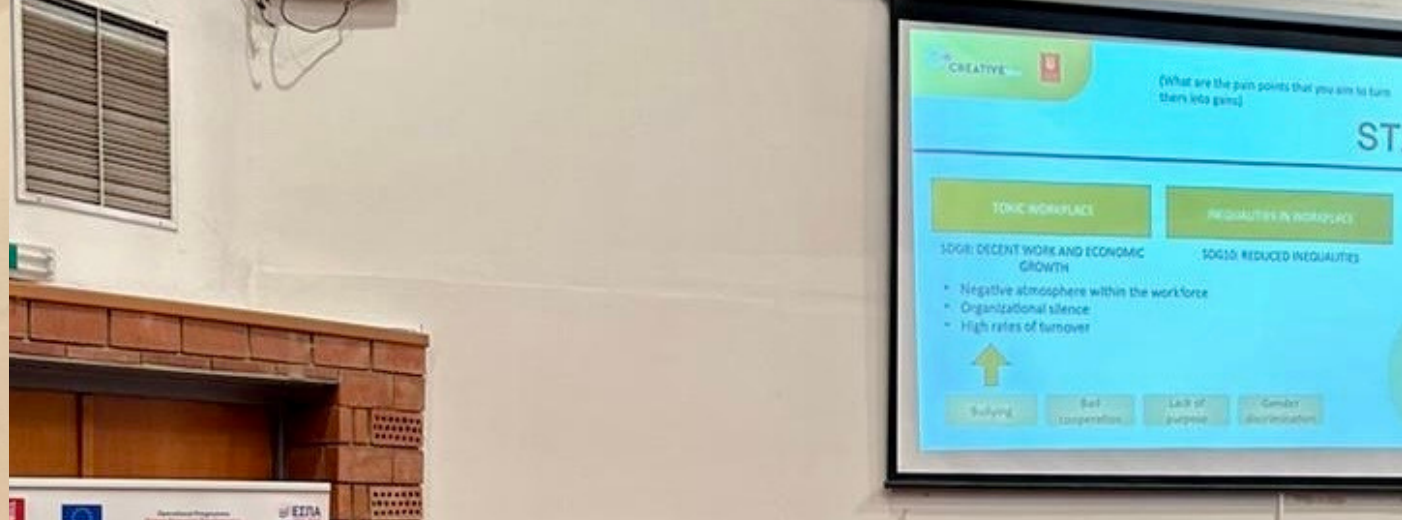
**8**  
expert mentors



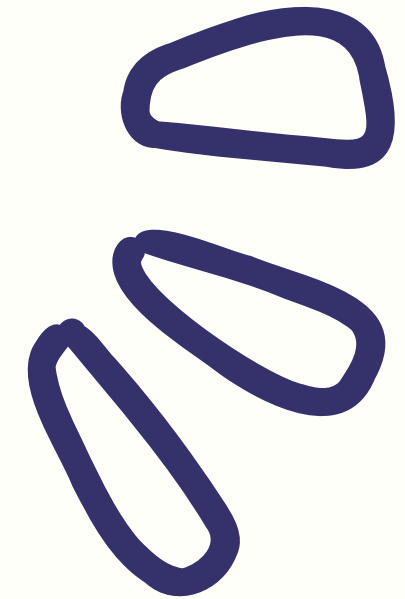
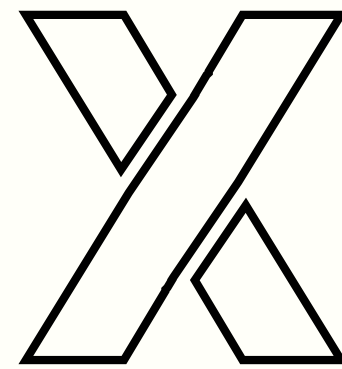
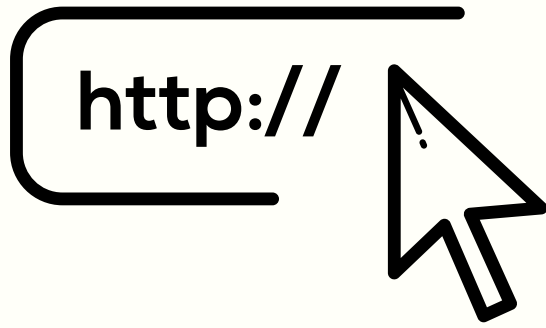
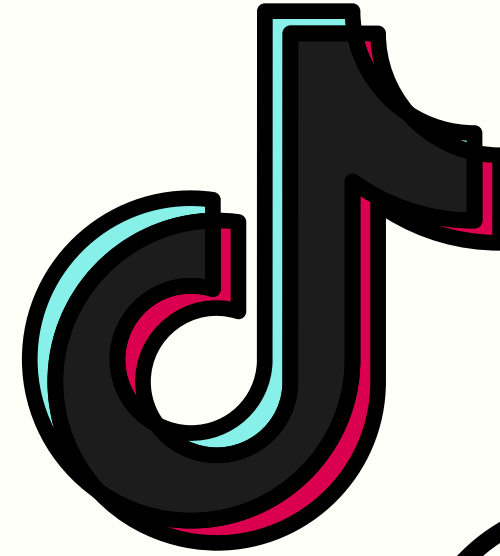
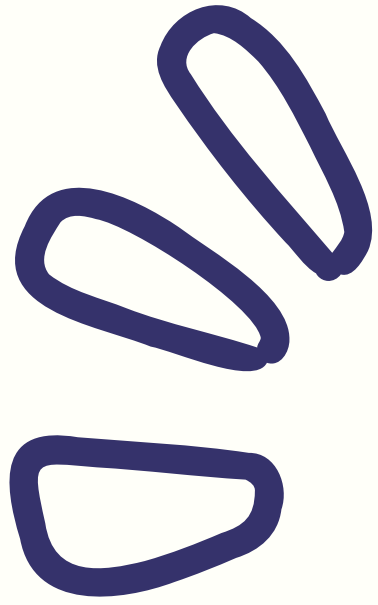
**20+**  
partners-supporters



**15**  
Pitchings



# Digital



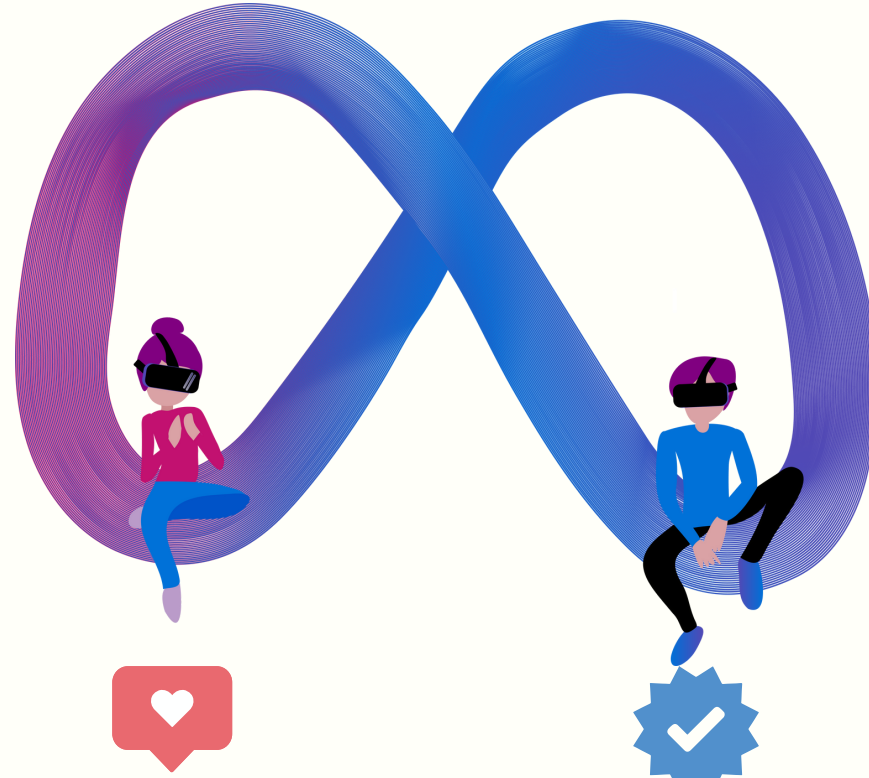


**4.7k**

Accounts reached

**3k**

Profile visits



**25.7k**

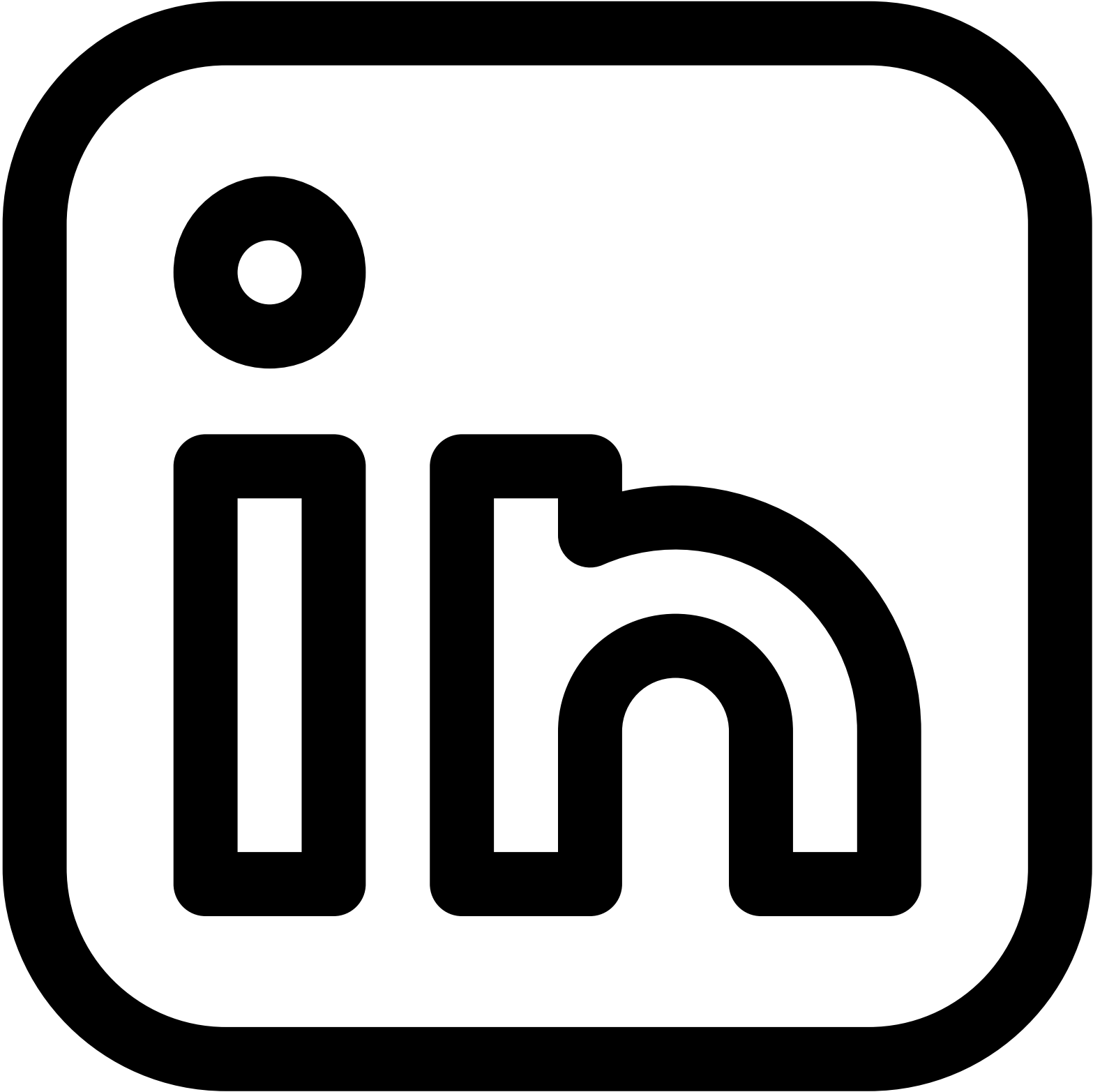
Accounts reached

**1.7k**

Page visits

**250**

taps to external links



**78**

posts



**50k**

impressions



**12%**

CTR

*when the average CTR on the platform is 1.10%*



**20.5%**

engagement rate

*when the average eng. rate on the platform is 2%*



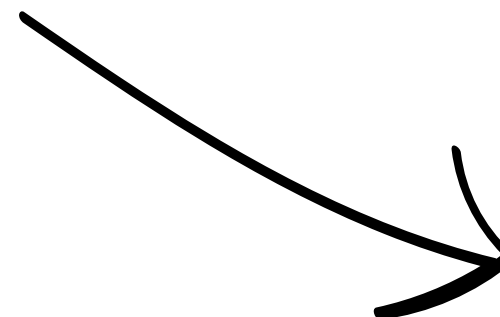
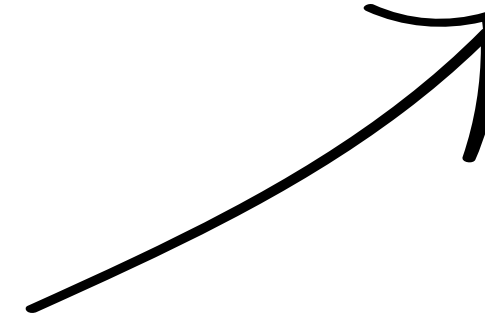
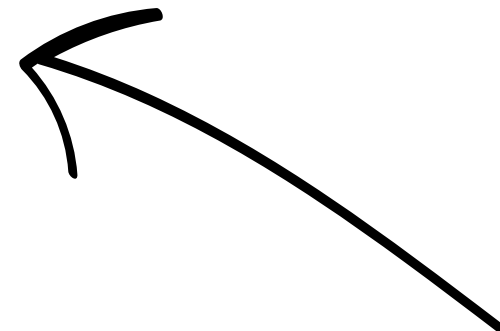
Single-image

Reels

**Content  
Mix**

Carousels

Multiple  
images



Inspiring

**Innovation**

Stories



**9**  
webinars



**9**  
top-tier SMEs (Subject  
Matter Experts) instructors



**180+**  
participants



**10+**  
academic backgrounds  
represented

Κοινωνική - ΚΟΙΝΩΝΙΚΗ ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑ (Αυτόματη αποθήκευση) - PowerPoint

Αρχείο Κεντρική Εισαγωγή Σχεδίαση Μεταβάσεις Κινήσεις Προβολή παρουσίασης Εγγραφή Αναθεώρηση Προβολή Βοήθεια Πείτε μου τι θέλετε να κάνετε

Επικύρωση Νέα διαφάνεια Ενότητα

Πρόχειρο Διάρθρωση Διάρθρωση Γραμμοσειρά Παρήγορος

Κατάσταση κειμένου Έμφαση Τακτοποίηση Γρήγορα Περιγραφή

Μετατροπή σε SmartArt

Ανακ

Εκτύπωση

Τα 4 βασικά 'συστατικά' μιας κοινωνικής επιχείρησης

Η Αγορά Τα μέλη

Επιχειρηματικός σχεδιασμός Αποτύπωμα

Βιώσιμη κοινωνική επιχείρηση

ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ ΥΠΟΥΡΓΕΙΟ ΠΑΙΔΕΙΑΣ, ΕΡΕΥΝΑΣ ΚΑΙ ΘΡΗΣΚΕΥΜΑΤΩΝ

ΕΥΡΩΠΑΪΚΗ ΕΝΩΣΗ

Operational Programme Human Resources Development, Education and Lifelong Learning

ΕΣΠΑ 2014-2020



### Lesson 6

- People are the most important asset



Video call interface showing multiple participants in a grid.

ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ ΥΠΟΥΡΓΕΙΟ ΠΑΙΔΕΙΑΣ, ΕΡΕΥΝΑΣ ΚΑΙ ΘΡΗΣΚΕΥΜΑΤΩΝ

ΕΥΡΩΠΑΪΚΗ ΕΝΩΣΗ

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ΕΣΠΑ 2014-2020

ΙΣΤΟΡΙΕΣ ΚΑΙΝΟΤΟΜΙΑΣ ΠΟΥ ΜΑΣ ΕΜΠΝΕΟΥΝ

ΝΑΤΑΛΙΑ ΚΑΡΑΓΕΩΡΓΑΚΗ

**ΝΑΡΡΑΤΟΛΟΓΙΕΣ: ΔΙΑΔΡΑΣΤΙΚΑ ΠΑΙΧΝΙΔΙΑ ΘΗΣΑΥΡΟΥ ΑΠΟ ΤΗΝ ΑΘΗΝΑ ΣΤΟ ΒΕΡΟΛΙΝΟ**

28 Απριλίου 2022  
13:00-14:00  
μέσω Zoom

**ΝΑΤΑΛΙΑ ΚΑΡΑΓΕΩΡΓΑΚΗ**

CTO

NA

**Challenge #11: Attract more funding**

- Help them understand
- Sell expectations (!)
- Never loose your focus
- Stay alert

ExtraTECH

Video call interface showing Eila Psillakis.

**BESPOT: ΑΠΟ ΤΗΝ ΙΔΕΑ ΣΤΗΝ ΠΡΑΞΗ**

LEON GAVALAS  
CEO, BESPOT

LINK IN BIO

CREATIVEplus

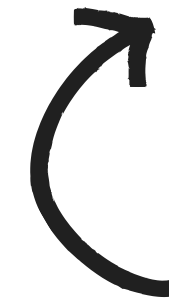
# Audio-visual



## “Athens Calling”

✓ Hosted by the Hellenic Broadcasting Corporation

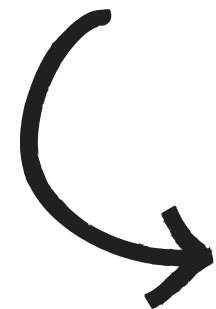
The participation was part of the comms plan of the Creative+ launch



## “The Notify Show”

✓ No1 Business podcast in Greece

The participation was part of the comms plan of the Startup Competition

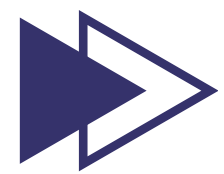


# Onile Media

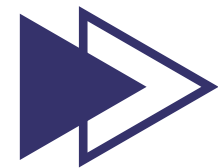
# Earned Media Coverage



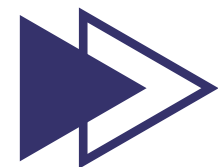
*Capital.gr*



Press Releases



Events Coverage



Native articles

# International Exposure



# Entrepreneurial Trip in Paris

and visit  
to **STATION F**  
for the  
Creative+ team

and  
the winning team  
of the  
**Startup Competition**





# A joint AI Hackathon by British Council and Microsoft.

Participants will have the opportunity to explore & showcase

the power of

**artificial intelligence**

for the common good.



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# AI for the common good

Hackathon | Greece  
15 – 17 December 2023

In collaboration with



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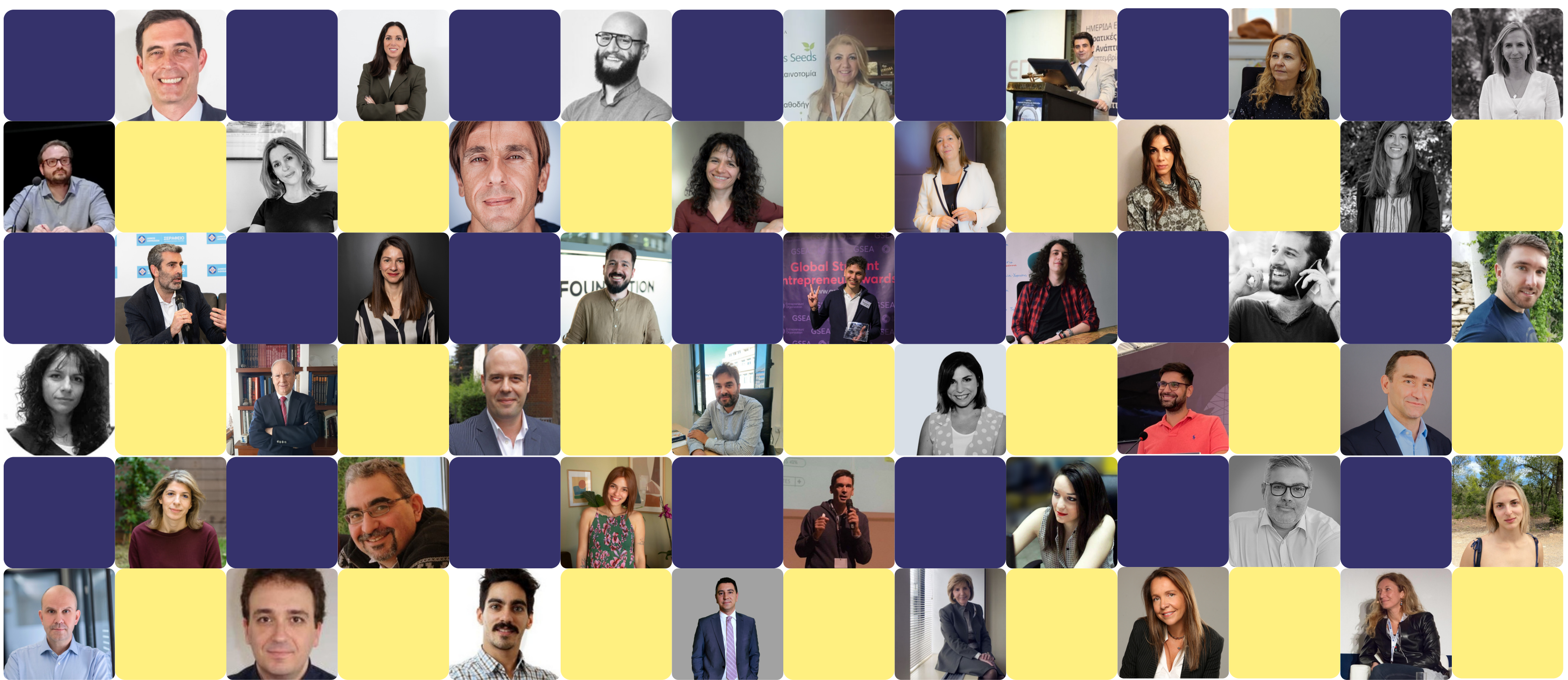


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# Our Supporters







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Thank  
you!

