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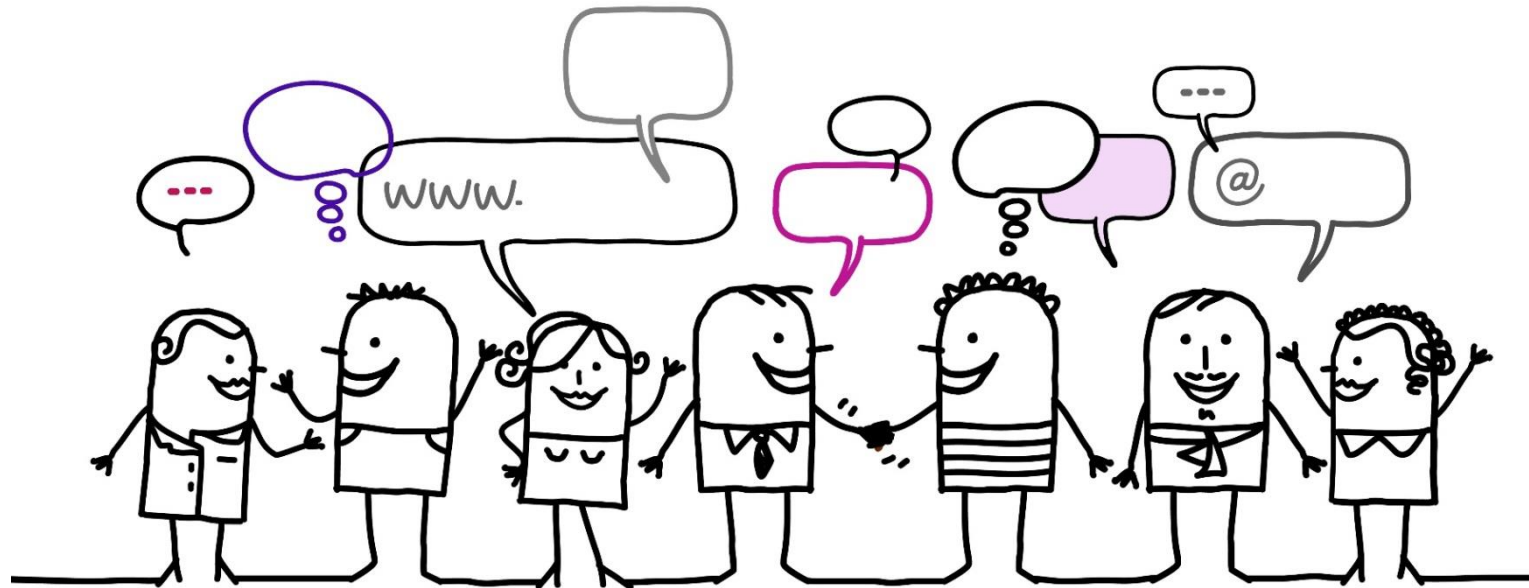


NETWORKING

Funded by the European Union

Networking - Why? With whom?

<https://answer garden.ch/view/330602>



Business
association

Co-working

Networking
events

Forms of business networking

Group work (3 groups) ~10 min

Create a short **presentation** (~5 min):

- How does it work?
- Examples in your countries – use internet to find examples similar to good practise presented in the handout!

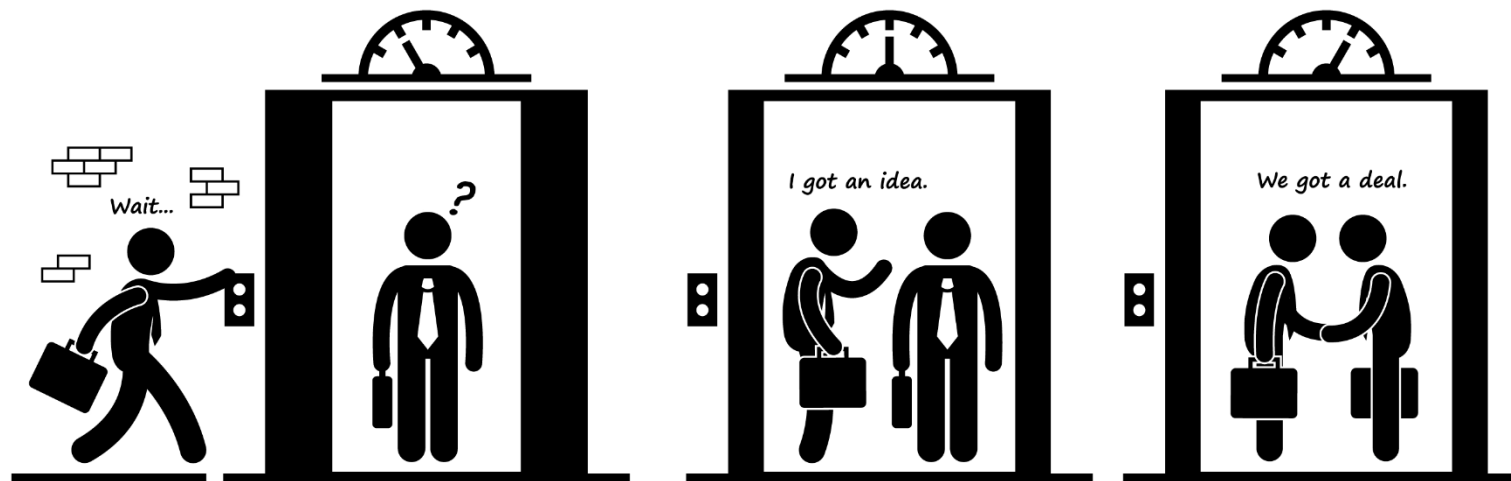
Work in teams (~5 min):

Create an «**elevator pitch**» - 1 min speech presenting your business idea (100-130 words):

- Product (what is it?)
- Competitive advantage (why is it better than other products?)
- Market (potential customers, market size, customer buying power)
- Competitors
- Business model (how will the product reach customers?)

Work in pair (~10 min):

- Present your elevator pitch to 3 peers
- Ask questions, if necessary
- **Look for networking ideas!**



Share the **best cooperation ideas!**

