



REPUBLIC OF TÜRKİYE  
MINISTRY OF INDUSTRY  
AND TECHNOLOGY



# MAGNET ISTANBUL

## ENTREPRENEURSHIP PROGRAM IS STARTING!

The project "Magnet Istanbul" opens its doors to domestic and foreign entrepreneurs. The project was entitled to receive support within the scope of the Istanbul Development Agency (ISTKA) Entrepreneurship Financial Support Program. It is currently run by Istanbul Ticaret University Ticaret TTO / Ticaret Incubation Center.

We are waiting for those who want to commercialize their innovation-oriented and technology-based business ideas by developing them in the Istanbul Entrepreneurship Ecosystem.

**Apply now** to have a total capital support of 130.000 ₺!

### ABOUT THE PROGRAM

Local and foreign entrepreneurs who will be included in the program within the scope of the Magnet Istanbul Project will be included in the entrepreneurship program that will last for 6 months. This program includes one-to-one mentoring, consulting and educational services. In this way, entrepreneurs will strengthen their business ideas with national/international mentoring and consulting services. This process will increase the ability of entrepreneurs to transform their business ideas into commercial value.

Mentoring interviews will be conducted on the online platform.

In addition, entrepreneurs accepted into the program will have the opportunity to develop their competitive abilities on a global scale through mentors in the US ecosystem.

Within the framework of the project, the 3rd "Big Day" investor-entrepreneur meeting will be held. The aim is to provide entrepreneurs with access to finance and support their rapid growth. Three startups that will be successful in The Big Day will be entitled to a total of **130,000 ₺** initial capital support, as **60,000 ₺**, **40,000 ₺** and **30,000 ₺**, by establishing their companies in Istanbul.

In order to adapt to Istanbul, the entrepreneurs will stay in the city for a week and go through the orientation process where they will make cultural and technical trips.

### PROGRAM SUPPORTERS



innovation  
center of  
Turkey

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istanbul



# PROGRAM ACTIVITIES

## One-to-One Mentorships



Participants will receive information and experience support from expert mentors on the subjects they need for their business ventures. Mentors will be appointed separately for the 20 teams that will participate in the program. Teams will be able to develop their business ventures under the leadership of their mentors and receive support for the presentation they will prepare for the Demo Day. They will also be able to benefit from mentors in the US ecosystem and have the opportunity to develop their competitive abilities on a global scale. While the teams can gain the necessary knowledge and skills to become a successful entrepreneur, they will be able to benefit from different perspectives on the sector and the business world. Mentoring will be done online.

## Training Seminars

Teams will be able to get online training on multiple subjects from experts in the technical and sectoral subjects they need.

## Participation in “The Big Day”



During the Pre-Jury phase, 10 selected teams will present their entrepreneurial ideas to the leading names of the entrepreneurship and business world, the supporters of the program and investors. A total of **130,000 ₺** capital support will be given to the first 3 successful teams for setting up their companies.

## Orientation

Team leaders will have the opportunity to meet business world representatives and mentors in Istanbul. In addition, they will have the opportunity to visit the R&D-innovation centers, incubation centers and take a tour of the unique historical places of Istanbul, for a week, with accommodation.



## WHO CAN PARTICIPATE



After the online applications are received for the Magnet Istanbul Entrepreneurship Program, 20 teams will be determined by pre-selection.

Teams who have a technology-based innovative business idea, have established their team, brought their business idea to a certain level and are over the age of 18 can apply to the program.

## SCHEDULE CALENDAR

Application Period:	April-June 2022
Pre-Evaluation Process:	June 2022
Mentor Meetings:	July-October 2022
Team Presentations:	November 2022
The Big Day (Demo day)	December 2022

**APPLY NOW!**



**Application Deadline : 12 June 2022**

For your questions: [tto@ticaret.edu.tr](mailto:tto@ticaret.edu.tr)

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