



“Power through know-how and networks”

*Peter Righi
CEED Global Director
Small Enterprise Assistance Funds*

What is CEED?



Center for Entrepreneurship and Executive Development (CEED) is...

... a community of high expectation entrepreneurs providing the know-how and networks needed to drive businesses forward. CEED is for entrepreneurs who want sophisticated, yet practical training and connections to finance and new markets.

“If it didn’t exist, you would have to create it.”

- John May, Chair-Emeritus of the Angel Capital Association and Co-Chairman of the World Business Angel Association

CEED Character/Positioning



A practical,



a productive,



and enjoyable experience

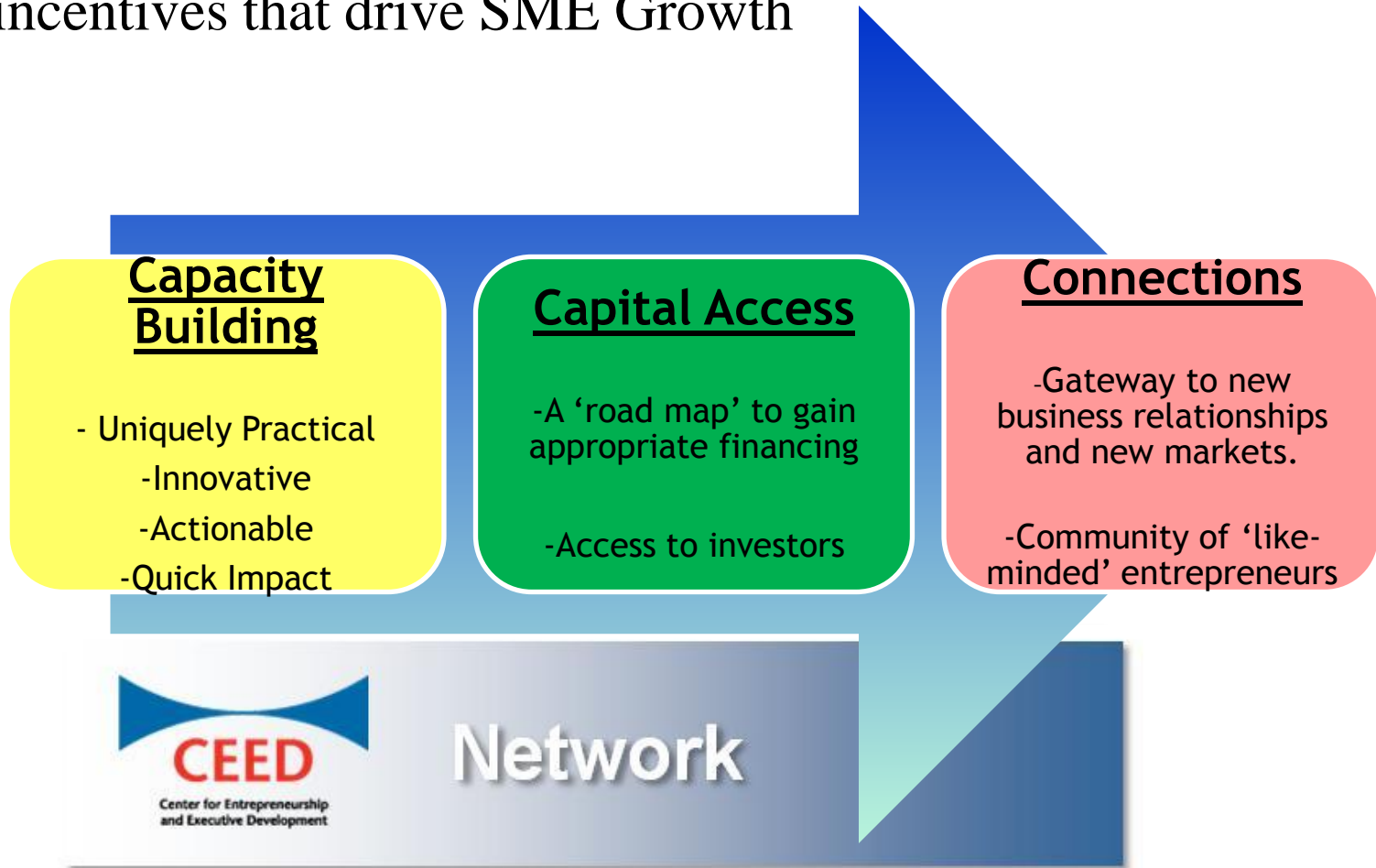
Current Status - Where are we?



Regional CEED Network

- 8 active centers in Slovenia, Bulgaria, Romania, Montenegro, Serbia, Macedonia, Kosovo and Poland
- Partnership with the Russian Center for Entrepreneurship

➤ Using incentives that drive SME Growth





(9-10 3 hour entrepreneur led sessions)

- ✓ 1-year program for young fast growing entrepreneurs (under 35 years of age)
- ✓ Includes individual mentorship with local business leaders
- ✓ Includes training by entrepreneurs and international experts
- ✓ Includes local and international monthly networking events

Sessions include:

- ***Entrepreneurial Leadership – Key questions an entrepreneur must answer***
- ***Different Strategies for Growth***
- ***How to expand through internationalization***
- ***Entrepreneurial Finance***
- ***Growth through M&A and Strategic Partnerships***
- ***Entrepreneurial Marketing***
- ***Entrepreneurial H/R***
- ***How to raise capital and present to investors***
- ***How to Sell Your Company***
- ***Bilaterals with Montenegro, Russia, others***

Unique Selling Proposition **- Experience Sharing, integrated networking -**



“New knowledge helped me upgrade my business model and plan expansion to foreign markets”.
Barbara Humar Gerbec, Linea Snella Co d.o.o.
(3rd generation Top Class - Slovenia)



“As participants in the first generation of the Top Class program we had an opportunity to get out of our regular managerial routine, meet managers from other business areas and openly discuss managerial challenges, dilemmas and regional trends”.
Robin Zimbakov, Soloprom
(1st generation Top Class - Macedonia)



“For an entrepreneur, education is a permanent process”.
Goran Kovacevic, CEO, Gomex
(CEED mentor - Serbia)



“Top Class is able to connect a group of entrepreneurs with similar thoughts and problems and give them the viewpoint of successful business people who can teach them about their successes and their problems. In doing so, the program helps them develop their businesses to bring them to the next level. But, participants have to be ready to take advantage of this opportunity. My participation in Top Class allowed me to discuss with my colleagues and mentors different topics of interest to me. I received valuable insights regarding the development of a business, providing me access to ideas, management, and financing. I expect to use this knowledge in the future development of the company, which will save me time and money. At the moment, I work on different projects with my colleagues and mentors from Top Class, this is a direct benefit of my participation in this initiative.

About 5% of the company turnover for 2009 is a result of my participation in Top Class.” – Capital Weekly, December 12, 2009.

Julian Calderon, BG Services Ltd.

(1st generation Top Class – Bulgaria)



“Mentorship is a privilege. Information that I got in personal meetings with mentors was priceless.”

Anton Krašovec, Alkemist d.o.o.

(1.st generation Top Class - Slovenia)

(5-6 Two full-day sessions)

➤ *Integrated with 9 Network Learning Events (NLEs) throughout the year*

Hard Skills

- **Managing Growth**
- **Strategy**
- **Organization**
- **Finance**
- **Performance**

Soft skills

- **Role Leader**
- **Team Building**
- **Communication**
- **Managing myself**
- **P/R Ext Communication**

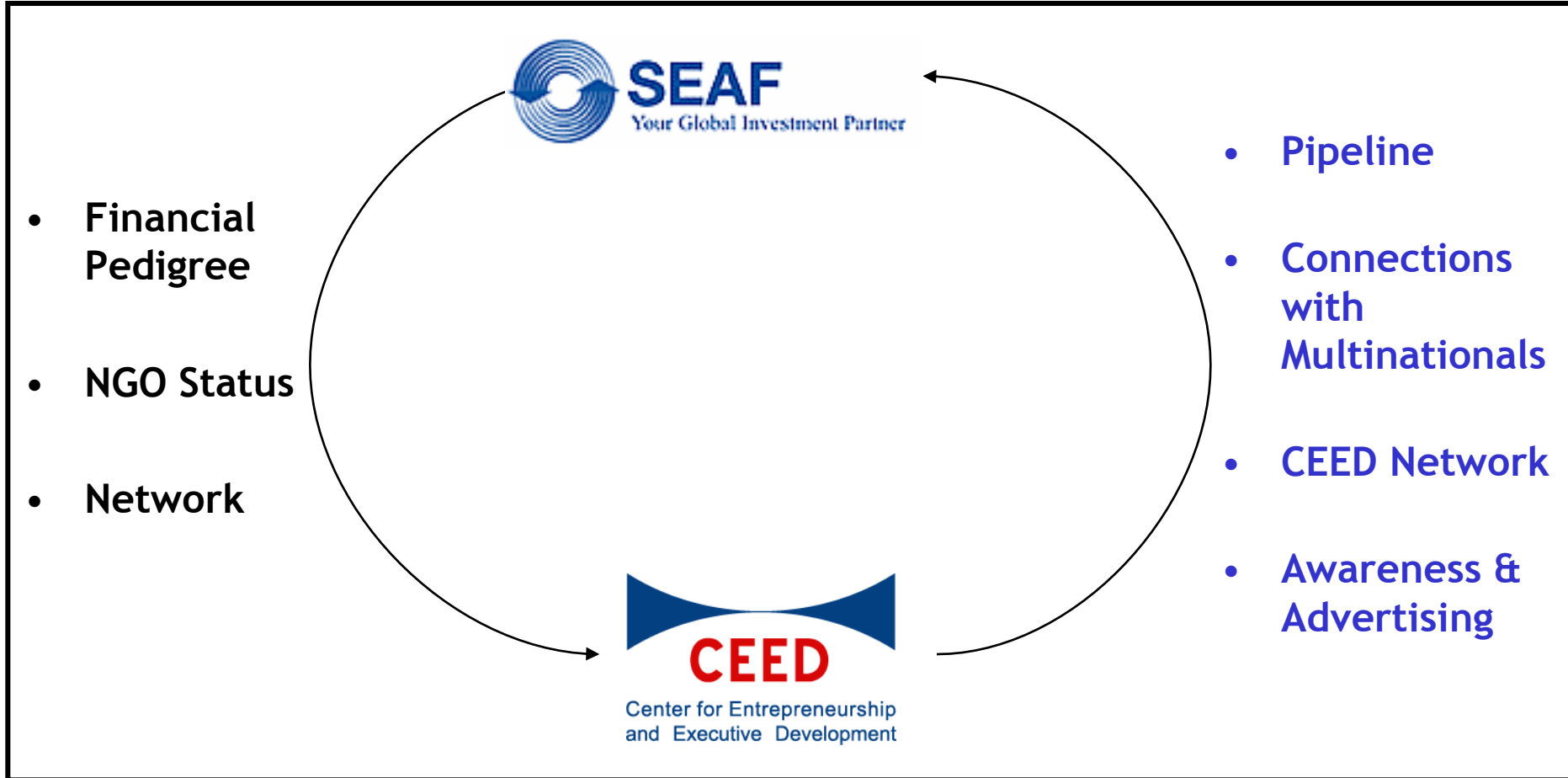


Since 2005

- More than 350 training/networking events
- +10,000 participants
- Secured €5M in SME financing
- USAID *Distinguished Service Award*, 2007 (highest level award given by USAID)
- Participants in exclusive mentor programs:
- Employment growth: + 50% (*Top Class Participants over 1000 jobs created*)
- Revenue growth: + 100% (*Top Class Participants*)

SEAF/CEED Synergies

- A Mutually Beneficial Relationship -



Thank you

For more information,
please contact

Peter Righi
CEED Global Director
Small Enterprise Assistance Funds
1050 17th Street, NW, Ste.1150
Washington, DC 20036, USA
(202) 737-8463
Email: prighi@seafweb.org
or visit www.ceed-global.org