



CEED

**Center for Entrepreneurship
and Executive Development**



“Power through know-how and networks”

What is CEED?



CEED is a community to high impact entrepreneurs with a mission to...

- (1) Foster economic development and regional stability through commerce
- (2) Promote a positive entrepreneurial culture
- (3) Provide know-how and networks to accelerate business growth.

What does CEED do?



- Using incentives to drive SME Growth
- 'Trusted networks' provide needed *social capital*.
- Creating an Entrepreneurial Ecosystem



Where we are & What we've accomplished



Regional CEED Network

- **7 active centers** in Slovenia, Bulgaria, Romania, Montenegro, Serbia, Macedonia, and Kosovo (Poland starting 2011).

As of June 2010...

- ✓ **+10,000** entrepreneurs have attended **+250** CEED workshops and networking events.
- ✓ **+600** dues paying alumni and current “Top Class” participants
- ✓ **Snap shot of Development Impact**
(avg. among Top Class network 2007-2009 period)
 - **Employment growth: + 69%** (over 1000 jobs created)
 - **Revenue growth: + 75%**
- ✓ **USAID Administrator Distinguished Service Award, 2007.**
- ✓ **“Top Class” finalist in European Enterprise Awards, 2009.**
- ✓ **U.S. State Department Global Entrepreneurship Partner**

The Faces of CEED - Directors are local



Dragana Radevic
CEED Montenegro



Nikolay Yarmov
CEED Bulgaria



Cristina Manescu
CEED Romania



Ivana Jovanovic
CEED Serbia



Jovan Madjovski
CEED Macedonia

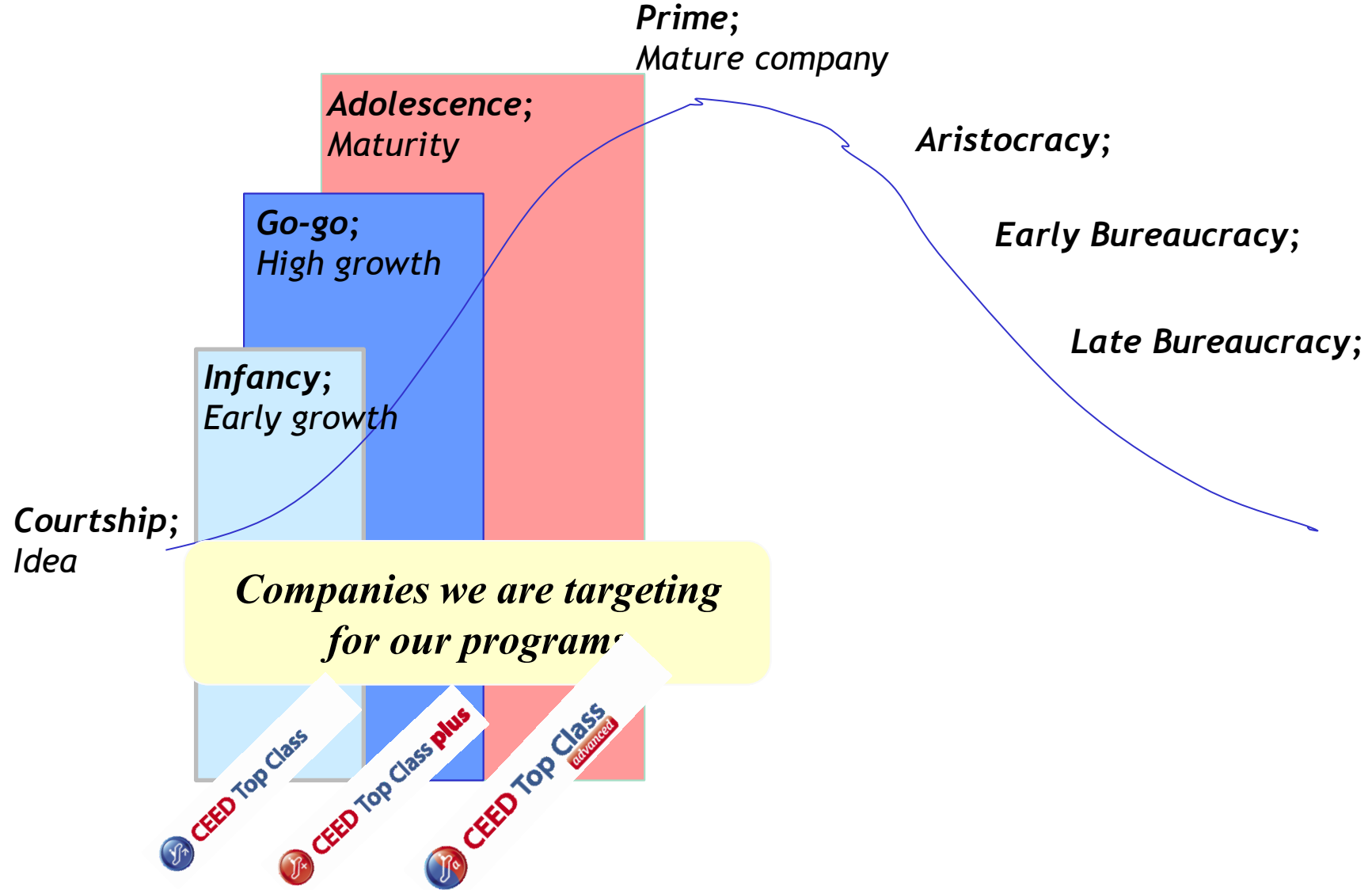


Kreshnik Lleshi
CEED Kosovo



Barbar Bregar-Mrzlikar
CEED Slovenia

➤ Programs targeted to companies at different stages of growth and with different key challenges are they facing.



The 'Hook' - Mentorship Program



- *Platform to engage mentors and entrepreneurs*
- *Foundation for entrepreneurial community and 'Social Capital'*
- ✓ 1-year program for ambitious entrepreneurs
- ✓ Competitive application process
- ✓ Incentivized by mentors, markets, and money.
- ✓ Experience sharing by entrepreneurs and international experts
- ✓ Active individual mentorship w/ local business leaders
- ✓ Integrated local & international monthly networking events



CEED Programs depending on the stage of the life-cycle



*Infancy;
Late start-up*

*Top Class
2+ years old
Empl: 5-20
Revenue:
200k - 1 ME*

*Key challenge:
How to sell,
How to position
How to grow
How to finance growth*



*Go-go;
High growth*

*Top Class Plus
Empl: 20 +
Revenue:
1 ME +*

*Key challenge:
How to set the management
system;*

*Personal challenge for
entrepreneur:
Do I want to do this or should I
hire a "professional manager"*



*From Go-go to
Adolescence; Maturity*

*Top Class Advanced
Empl: 50+
Already corporation with daughter
companies*

*Key challenge:
- Splitting the Founder /Management
function
- Developing management team*

*Personal challenge for entrepreneur:
Understanding his baby has grown up
Understanding his new role, giving
responsibility to others and moving out
of micro-management*

Fueling SME Growth & building the ecosystem



Access to Finance

CEED Top Class **FINANCE**

- Financial advisory program - with support from Partners for Financial Stability Project (holistic - providers, advisors, entrepreneurs)

Access to New Markets

- Market Access Centers
- Bilateral/Multilateral B2Bs



Global Engagement Initiative-

- Subcontract with Segura LLC to broaden U.S. engagement in the area of entrepreneurship.
- Leverage CEED network for outreach activities to Albania, Bosnia, and Turkey in phase one.

CEED Expansion

- CEED Poland will launch in the fall of 2011 with focus on Market Access connecting Balkan firms to the Polish market.
- CEED Bangladesh will launch in October 2011. This project will combine a SEAF financial facility (debt) with CEED's entrepreneurship program with a focus on agribusinesses. (USDA initiative)

Continue to Develop demand-driven product offering

- Regional Top Class opportunities (i.e. Regional ICT program in 2010)
- More market access (B2B) in 3rd party countries
- Strengthen ties with SEAF (other local/regional financial providers) with opportunities to invest in the pipeline.

...That matter most to CEED

REVENUES generated from 'fee-for-service' (Majority of centers covering between 70% and 100% of local costs with revenue they generate.)

RETENTION of entrepreneur clients (Top Class products, Alumni, consulting)

REFERRALS by CEED members to other qualified entrepreneurs and sr. managers

...that matter to our benefactors

(we collect and analyze impact data once a year in July. New numbers to include 2010 will be available by September)

SME Revenue Growth - *Top Class 2007-2009 Revenue growth of Clients = (avg. annual 38%) est.*

SME Employment Growth - *Top Class 2007-2009 Employment growth of Clients = (avg. annual 35%) est. - CEED Top Class firms created over 1000 jobs between 2007 and 2009.*

Access to Finance - *New statistic to be evaluated - some anecdotal evidence*

- *CEED-Romania has helped more than 30 SMEs access more than €5,000,000*
- *Aleksandar Maric, "Adore Chocolat", after successful completion of Top Class, got his company prepared for an investment by SEAF South Balkan Fund - total invested - 280K EUR.*
- *CEED Bulgaria - Consumer loan provider (CEED Client) has boosted regional revenues by \$5 Million USD in 2010.*

Cross Border/Int'l sales/deals - *New statistic to be collected. (Lots of anecdotal evidence of deals among CEED network)*



Why Support/Work with CEED

- Huge market need in the developing world to support high impact entrepreneurs to drive economic growth.
 - ‘Social Capital’ lacking among early stage firms - *they need a “home”*
 - Relevant and actionable know-how - *helping entrepreneurs help other entrepreneurs*
 - Access to appropriate finance - *navigation of sources and some connections*
- SME entrepreneurs cross ethnic, religious and political boundaries
 - engaging and developing them fosters peace, political stability, and reintegration among former adversaries.
- CEED is local and organic, helping to build the entrepreneurial ecosystem.

Questions?

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<http://www.youtube.com/watch?v=auyLqzgnkjl>