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# **PFS/RCI**

## **6<sup>th</sup> Annual Conference on Competitiveness**



**EMPOWERUNITED**

# **Empower United Foundation**

Thomas Higgins  
Chairman  
Board of Trustees

15 - 17 May 2011  
Budapest

# Agenda

- 1. The Problem**
- 2. Background**
- 3. The Solution**
- 4. Our Unique Value Proposition**
- 5. Sustainability Model**
- 6. The Regional Partnership Opportunity**
- 7. Success Stories**



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# **EMPOWER Award for Young Entrepreneurial Excellence**

**A unique PPP**

formed by

**BG government, international donors, companies, NGOs, media**

**The largest Bulgarian contest for entrepreneurship**

**100 000 Euros total prize fund**

distributed in **6 prizes**

for **innovative start-up business ideas**



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РЕПУБЛИКА БЪЛГАРИЯ  
Министерство на икономиката, енергетиката и туризма



# EMPOWER Award for Young Entrepreneurial Excellence



AMERICA FOR BULGARIA  
FOUNDATION  
Фондация Америка за България



**Lufthansa Technik**  
Sofia

**C/M/S**

Law . Tax



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*силата на глобалната енергия*



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КЛАСИЧЕСКИТЕ ХИТОВЕ

**investor**



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# OUR UNIQUE VALUE PROPOSITION

Filling the gap for green field financing

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Strong educational component

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Comprehensive, professional evaluation process

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Mentoring winners

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Activating partnerships, stimulating innovations

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Empowering the business culture and environment

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# MODEL OF SUSTAINABILITY

## Corporations are **IN**

CSR | educate customers | intrapreneurship

## Government and Donors are **IN**

private sector collaboration | huge social impact | innovation

## Media are **IN**

CSR | national consensus | positive news

## Entrepreneurs are **IN**

easy and clear process | fast results | continuous support



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# The Regional Partnership Opportunity

Business-oriented regional cooperation

Mobilizing international investments

Accelerating innovation and entrepreneurship

More value-added for partners

Economies of scale





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Foundation**

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