

**This year, as part of the Youth Entrepreneurship Challenge for Young People 2018, at the School Center Ptuj, 9 student teams were present at the final selection, representing their entrepreneurial ideas. The event took place in the coordination of Innova Foster project partner ZRS Bistra Ptuj and the Ptuj School Center, supported by the Municipality of Ptuj and numerous entrepreneurs.**

The students developed their ideas with the support of mentors, at the final part, the final selection, they presented their ideas to a 5-member professional commission and more than 150 heads to the young audience. Zmagó celebrated the team Havon natural, and the audience voted as a favorite of the team "Who are you, kurent".

The great performances, the wishes for victory and the very original ideas of young entrepreneur thinkers were an indicator that high school students are serious about entrepreneurship and that the entrepreneurial spirit is not lacking among them. All participants were welcomed by **Gorazd Orešek**, Deputy Mayor of the Municipality of Ptuj, **doc. dr. Štefan Čelan**, director of ZRS Bistra Ptuj and **Oton Mlakar**, director of the Ptuj School Center.

*" We want such young people who, at an early age, dare to think corporate and out of the box " Štefan Čelan. He added: " I am very pleased that for years and years in our public institution we successfully develop youth research work, where we motivate young people and learn how to think entrepreneurially and how to get to those best ideas. We also help the best for the establishment of a company, the acquisition of risk capital, and we can bring them to top research teams at universities and institutes."*

### **This year's ideas are original and diverse**

The five-member commission selected three best ideas that were evaluated on the basis of three criteria: originality, usefulness of ideas and their presentation. The Havon natural team won it with a varied and pervasive presentation, a self-confident team and a great deal of usefulness of the presented products - sparkling baths and soaps, made from completely natural ingredients.

Last year's winners were ranked second, with the new idea "Coffee drive in Slovene", which would offer the best coffee for the Ptuj people. In the third place was also convinced the team Fauna, which would provide a comfortable and comfortable hotel for pets.

Mag. Vlasta Stojak, from the Club Manager Ptuj and a member of the expert commission, was surprised by the presentations: " Given that we attended high school students, the ideas were extremely original, adapted to the current situation in the local environment and from various fields. Students were looking for solutions from agriculture, hobbies, traffic jams, technicians ... "

The expert commission consisted of Gorazd Orešek, Natalija Resnik Gavez, Lea Škrubej and dr. Lidija Tušek.

Start: up Ptuj for a better and economically more efficient Ptuj

The mentoring program, with the slogan Start: up Ptuj, takes care of the entrepreneurial

breakthrough of the city. He encourages entrepreneurial talent among young people and helps them upgrade entrepreneurial ideas into working prototypes fitted with a business model. "With such programs we build together better, and above all economically more efficient Ptuj," added Dr. Lidija Tušek.

#### First-hand experience

Entrepreneurship is the most valuable experience. It is difficult for you to replace any textbook. This is why the organizers also hosted a successful entrepreneur from the field, Natalija Resnik Gavez. This entrusted young entrepreneurs with their own success and advised them how to find their space and success in the business environment. However, as there are no easy ways in business, the conversation also proceeded on how to respond when obstacles and problems arise.

Successful entrepreneur Natalija Resnik Gavez trusted her experiences and advice.

#### Awareness of the importance of promoting entrepreneurship in Ptuj

The event is also supported by the Municipality of Ptuj, which provided funds for the implementation of the program, recognizing the importance of promoting entrepreneurship in Ptuj. Gorazd Orešek, Mayor of the City Municipality of Ptuj: "It is important for me to see the children as soon as possible, I myself would like to acquaint themselves with entrepreneurship in the elementary school. When students outside the school program come to you for advice and help, then you know that all efforts are effective and that such events bring results.

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