

27/11/2023/Chisinau

**From November 22nd to 24th, 2023, the dynamic setting of Mediacor hosted Moldova's flagship event The National Competition of Business Ideas "Digital Business" !**

The National Competition of Business Ideas "Digital Business" is part of a larger project, "Connecting universities-industry through smart entrepreneurial cooperation and competitive intelligence of students in Moldova, Georgia and Armenia"/CONNECT. Reference number: 617393-EPP-1-2020-1-MD-EPPKA2-CBHE-JP. The project is funded by the European Commission – Executive Agency for Education, Audiovisual and Culture – within the Erasmus+ programme.

The project „Connecting universities-industry through smart entrepreneurial cooperation and competitive intelligence of students in Moldova, Georgia and Armenia” aims at reinforcement of university-industry relationship based on smart (multidimensional) entrepreneurial approach in higher education institutions from Eastern Partnership countries and enhancement of students' and graduates' competitive intelligence (behaviors, skills, mindsets) and their ability to create jobs. The project started on January 15, 2021, the whole duration of the project is 3 years.

The National Competition of Business Ideas "Digital Business" was an event where motivated people with great ideas meet, and who are able to bring their ideas to life, thus changing the world around them.

The event reunited important people from practically all backgrounds who were present: academic, political, business, or civil society.

The program of the event represented a symbiosis between the benefits of the competitors' presentations, their business ideas, the knowledge provided by experts from top national and international companies, as well as positive and enthusiastic emotions.

**Over three days, more than 60 business ideas were presented attracting the audience of over 370 persons. The business ideas were mixed with the captivating presentations of the speakers.**

**9 distinguished speakers from the top companies of the Republic of Moldova shared their insights, providing a diverse and enriching experience:**

- Mihaela Negru, MITP Program Director, emphasized "Empowering Digital Transformation and Tech Entrepreneurship in Moldova".
- Mihail Cracea from "Moldcell" S.A illuminated "Communication with Customers".
- Dumitru Pinteau, ODA Executive, navigated "Building a sustainable business in the digital age".
- Gabriel Catalin Stanescu of "Moldtelecom" S.A explored "Neural networks and their importance".
- Ana Gore, also from "Moldtelecom" S.A, shed light on the "Digital transformation of businesses".

- Victor Marchitan from Image Marketing shared strategies for "Successful Sales Worldwide through the Upwork Platform".
- Stela Baltag, representing LLMTI Socrate, discussed "Digital tools to grow your personal brand".
- Adrian Tataroi, Director of "roxidei SRL," guided us through "Starting an online business and overcoming crises".

**The competitive spirit soared as the first-place winner claimed a prize of 20,000 lei, while the second and third-place winners each received 10,000 lei.**

Attendees were not only spectators but participants in exciting contests and giveaways, with opportunities to win awards.

To complement the intellectual feast, the event resonated with music, lively networking, and a captivating jazz concert featuring Moldova's finest artists:

- Dmitri Sergheev on tenor saxophone,
- Oleg Mutu on keyboards,
- Ion Vârlan on guitar-bass, and
- Petru Moiseev on drums.

The program showcased a diverse range of compositions in swing, funk, bebop, bossa nova, and more.

Special recognition was bestowed upon outstanding projects:

1. Best Early-Stage Idea: Berjan Lilia, Alecu Russo State University of Balti, with "EcoWorm: ecological solutions in agriculture".
2. Best Advanced Project: Cozlovschi Alexandru, Technical University of Moldova, with "Econtabil".
3. Best Potential for Positive Social Impact: Gutu Alina, Academy of Music, Theatre, and Fine Arts with "ArtTherapy".

Competitions and gifts from sponsors added an extra layer of excitement, ensuring that "Digital Business" became a truly unforgettable experience!

Office Oficiul Erasmus+ Moldova

This event was organized under the "Tech Clusters powered by MITP" Program, with the support of the Future Technologies Project, funded by USAID, Sweden, and the United Kingdom.

1. USAID Moldova - <https://www.facebook.com/USAIDMoldova>
2. Embassy of Sweden in Chisinau - <https://www.facebook.com/EmbassyOfSwedenInChisinau>
3. UK in Moldova - British Embassy Chisinau  
<https://www.facebook.com/BritishEmbassyChisinau>
4. Innovate Moldova <https://www.facebook.com/InnovateMoldova/>
5. Moldova Innovation Technology Park Digital Park

Sponsors and partners of the event:

Strategic partner: Moldcell

VIP partners: "Liceul Socrate"; Academylevelup; Image Marketing Moldova; Moldtelecom

Project partners: Organizația pentru Dezvoltarea Antreprenoriatului; Moldova Innovation Technology Park; Draexlmaier; @Mediacor

Gift partners: Skillbox; GeekBrains; Proxidei - Marketing Agency; EcoFM; Vocea Basarabiei Radio / TV; Wine Crime.

The whole event from the beginning till the end was streamed online to facebook on the page of the project <https://www.facebook.com/networkSmartCaffe/>

All the communication and initial feedback from participants can be found here <https://t.me/+iwTyHqDC1B9mOTZi>

Evaluation survey will be sent tomorrow at the latest in order to get feedback for the improvement of the future events.

The estimated budget of the event - EUR 20,000 - EUR 23,000 / MDL 384,200 - MDL 441,900

The technical assistance services and servicing of the event, including photo-video of the sessions with speakers and the presentations of the participants, were sub-contracted from the third company "Sesns Muzic" based on principles of the best quality and reasonable price in the amount of 89 000 MDL due funds granted by MITP.

Moldcell contributed 20,000 lei

"Image Marketing" SRL - 20,000 lei

USM, UTM, AMTAP, USARB with in-kind contributions and USM and Impuls approximately 200,000 thousand lei

Skillbox came with gifts and speakers

MediaCor contributed space

DRAEXLMAIER with financial support of 10,000 MDL

AMTAP organized a concert

Moldtelecom came with the contribution of 10,000 MDL

Eco-fm - contributed to the promotion

Wine Crime contributed with its products worth 5,000 lei

## **PROGRAM**

**NATIONAL BUSINESS IDEAS COMPETITION IN MOLDOVA "DIGITAL BUSINESS"**

**November 22-24, 2023**

**str. Alexei Mateevici 60, Mediacor**

**Moldavian time zone**

22.11.2023 - Morning Session	23.11.2023 - Morning Session	24.11.2023 - Morning Session
<p align="center"><b>8:30 - 9:30</b> <b>Registration of participants and distribution of welcome kits</b></p>	<p align="center"><b>8:30 - 9:00</b> <b>Registration of Participants</b></p>	<p align="center"><b>8:30 - 9:00</b> <b>Registration of Participants</b></p>
<p>9:30 - 10:00 <b>Moderator:</b> Elena Simciuc</p> <p>Welcome Address and Introduction to the Event from Host Elena Simciuc</p> <ol style="list-style-type: none"> <li><b>Ion Coser, Dl Ion Coser</b>, Consul General of the Republic of Moldova in Iasi</li> <li><b>Aurelia Hanganu</b>, Vice Rector at Moldova State University -</li> <li><b>Daniela Pojar</b>, Vice-rector for finance and international relations Technical University of Moldova</li> <li><b>Valentina Pritcan</b>, Vice-rector for scientific activity and international relations Alecu Russo State University of Balti</li> <li><b>Claudia Melinte</b>, Coordinator of NEO Moldova</li> <li><b>Carolina Bugaian</b> (registered video), General Director "Moldcell" S.A</li> <li><b>Alexandru Ciubuc</b>, General Director "Moldtelecom" S.A</li> </ol>	<p>9:00 – 9:50 <b>Moderator:</b> Argyris Spyridis</p> <p><b>Session 5: Idea Pitches (5 pitches, 5 minutes each+2 min Q&amp;A+ 1 min change of participants)</b></p> <ol style="list-style-type: none"> <li>Braghis Gheorghe - Technical University of Moldova <b>"Meet &amp; Cary"</b></li> <li>Nicipurenco Alexandra - Technical University of Moldova <b>"Recording Studio"</b></li> <li>Raileanu Corneliu - Technical University of Moldova <b>"GreenHaven"</b></li> <li>Nasalciuc Vladimir - Technical University of Moldova <b>"Heart Link"</b></li> <li>Zicunov Gabriel - Agricultural State University of Moldova <b>"TWO GREEN" LTD</b></li> </ol> <p><b>9:50 - 10:10 "Moldcell" S.A Representative - Mihail Cracea"Communication with Customers"</b></p>	<p>9:00 – 9:50 <b>Moderator:</b> Argyris Spyridis</p> <p><b>Session 11: Idea Pitches (5 pitches, 5 minutes each+2 min Q&amp;A+ 1 min change of participants)</b></p> <ol style="list-style-type: none"> <li>Goncearuc Anna - Academy of Music, Theater and Fine Arts <b>"LookArt Space"</b></li> <li>Calin Maria - Academy of Music, Theater and Fine Arts <b>"REmake.REDo.REcycle.Creative fashion brand"</b></li> <li>Frunze Elena - Academy of Music, Theater and Fine Arts <b>"Pottery on the Wheels"</b></li> <li>Rosca (Alavatchi) Olga - Academy of Music, Theater and Fine Arts <b>"Modelling a Pet"</b></li> <li>Sattarova Natalia - Academy of Music, Theater and Fine Arts <b>"Grisaille Shop"</b></li> </ol> <p><b>9:50 - 10:10 - Baby Medy Corporation - Mihai Dascal "MedTech in Republic of Moldova, startup-up Baby Medy"</b></p>
<p>10:00 - 10:30: <b>Moderator:</b> Tatiana Bulimaga</p> <p>Briefing about Event Rules, Judging Criteria, and Code of Conduct</p> <ol style="list-style-type: none"> <li>Zoia Cabacenco, Grants Manager, East European Foundation "Lifhacks for pitching presentations"</li> <li>Argyris Spyridis, Managing Partner at Anthology Management and CEO, Anthology Venture</li> <li>Adriane Thrash, Managing Partner at Anthology Management and Anthology Venture</li> </ol>	<p>10:10 - 10:50 <b>Moderator:</b> Argyris Spyridis</p> <p><b>Session 6: Idea Pitches (5 pitches, 5 minutes each+2 min Q&amp;A+ 1 min change of participants)</b></p> <ol style="list-style-type: none"> <li>Berco Anatolie- Technical University of Moldova <b>"Ecologic MD"</b></li> <li>Morosan Diana - Agricultural State University of Moldova <b>"Legal services at home"</b></li> <li>Druta Maxim -Agricultural State University of Moldova</li> </ol>	<p>10:10 - 10:50 <b>Moderator:</b> Argyris Spyridis</p> <p><b>Session 12: Idea Pitches (5 pitches, 5 minutes each+2 min Q&amp;A+ 1 min change of participants)</b></p> <ol style="list-style-type: none"> <li>Bevziuc Anastasia - Academy of Music, Theater and Fine Arts <b>"ArtEpicenter"</b></li> <li>Gutu Alina - Academy of Music, Theater and Fine Arts <b>"ArtTherapy"</b></li> <li>Sandul Anastasia - Academy of Music, Theater and Fine Arts <b>"GarDrop"</b></li> <li>Bouros Sabina - Technical University of</li> </ol>

<a href="#">Scenarii pentru concursuri si tombola Digital Business</a>	<p><b>“Mobile coffee station”</b> 29. Iordosoglo Valentina, Mămăliga Nicolae-Agricultural State University of Moldova <b>“Natural personalized gifts”</b> 30. Cuznetov Marina - Technical University of Moldova <b>“Smart embroidery”</b></p>	<p>Moldova <b>“Interior design and finishes”</b> 55. Porcescu Aliona - Technical University of Moldova <b>ECO Honey „BEE FEDA”</b></p>
<p><b>Late Morning Session</b></p>	<p><b>Late Morning Session</b></p>	<p><b>Late Morning Session</b></p>
<p><b>10:30 - 11:00 Coffee Break and Networking</b></p>	<p><b>10:50 - 11:05 Coffee Break and Networking</b></p>	<p><b>10:50 - 11:20 Coffee Break and Networking</b></p>
<p>11:00 – 11:40</p> <p><b>Moderator:</b> Argyris Spyridis</p> <p><b>Session 1:</b> Idea Pitches (<b>5 pitches, 5 minutes each+2 min Q&amp;A+ 1 min change of participants</b>)</p> <p>1. Corlateanu Elena - Alecu Russo State University of Balti <b>”Top-cake”</b> 2. Cerednicenco Daniela -Alecu Russo State University of Balti <b>”Dance School Tandem”</b> 3. Resetnic Gheorghe - Alecu Russo State University of Balti <b>”Accounting Express”</b> 4. Prozorovscaia Victoria -Alecu Russo State University of Balti <b>”Cinema4U”</b> 5. Dron Mihaela - Alecu Russo State University of Balti <b>”MD_Toys_Handmade”</b></p>	<p>11:05 - 11:37</p> <p><b>Moderator:</b> Argyris Spyridis</p> <p><b>Session 7:</b> Idea Pitches (<b>4 pitches, 5 minutes each+2 min Q&amp;A+ 1 min change of participants</b>)</p> <p>31. Tampiza Serghei - Moldova State University <b>“Nest”</b> 32. Coba Arina - Academy of Music, Theater and Fine Arts <b>“GalRently”</b> 33.Durbala Lilia - Technical University of Moldova <b>“Impeccable linen”</b> 34.Oleinic Anastasia -Agricultural State University of Moldova <b>“Traditional artisan sheep cheese business”</b></p>	<p>11:20 - 12:20</p> <p><b>Moderator:</b> Argyris Spyridis</p> <p><b>Summing up pitches and drawings for spectators</b></p> <p>Jury Review of participants and Deliberation for Winners among visitors</p>
<p><b>11:40 - 12:00 ODA Executive - Dumitru Pinte</b> ”Building a sustainable business in the digital age”</p>	<p><b>11:37 - 11:57 Moldtelecom S.A representative - Gabriel Catalin Stanescu</b> <b>“Neural networks and their importance”</b></p>	
<p>12:00 - 12:40</p> <p><b>Moderator:</b> Argyris Spyridis</p> <p><b>Session 2:</b> Idea Pitches (<b>5 pitches, 2 minutes each+1 min Q&amp;A+ 1 min change of participants</b>)</p> <p>6. Berjan Lilia - Alecu Russo State University of Balti <b>”EcoWorm: ecological solutions in agriculture”</b> 7. Dulce Valeria - Alecu Russo State University of Balti <b>”UnicitArt”</b> 8. Robu Iraida, Cegorean Vladislav -</p>	<p>12:00 - 12:40</p> <p><b>Moderator:</b> Argyris Spyridis</p> <p><b>Session 8:</b> Idea Pitches (<b>5 pitches, 5 minutes each+2 min Q&amp;A+ 1 min change of participants</b>)</p> <p>35. Cordeleanu Alexandru - Agricultural State University of Moldova <b>“Lexandcor pergola”</b> 36. Morari Oxana - Agricultural State University of Moldova <b>“Mapcrafter”</b> 37. Iabadji Ion, Juric Ion - Agricultural State University of Moldova <b>“CONTABIL-PRIM”</b> 38. Lungu Adelina - <b>“MedTech Digital</b></p>	
		<p><b>12:20-12:50 Proxidei SRL - Director Adrian Tataroi</b> ”From where to start an online business or how to start over in case of crisis?”</p>

<p>Alecu Russo State University of Balti  <b>"Gold Decor"</b>  9. Bordianu Ana-Maria - Alecu Russo State University of Balti <b>Studio,,The paradise of flowers"</b>  10. Gheorghies Dienera - Alecu Russo State University of Balti <b>Online cake shop "Odette"</b></p>	<p><b>Records"</b>  39. Busan Madalina - <b>"Snap Print"</b></p>	
<p><b>Afternoon Session</b></p>	<p><b>Afternoon Session</b></p>	<p><b>Afternoon Session</b></p>
<p><b>12:40 - 14:00 Lunch Break and Networking</b></p>	<p><b>13:00 - 14:20 Lunch Break and Networking</b></p>	<p><b>13:10 - 14:30 Lunch Break and Networking</b></p>
<p>14:00 – 14.40</p> <p><b>Moderator:</b> Argyris Spyridis</p> <p><b>Session 3:</b> Idea Pitches (<b>5 pitches, 5 minutes each+2 min Q&amp;A+ 1 min change of participants</b>)</p> <p>11. Dobic Andreea - Alecu Russo State University of Balti  <b>Cake shop „Uni-vers"</b>  12. Pirlitanu Andreea - Alecu Russo State University of Balti <b>"Word-Top" foreign language school</b>  13. Burdeinaia Anastasia -Moldova State University  <b>"SweetSpot"</b>  14. Melnicenco Evghenia, Babici Sabina - Moldova State University  <b>"Capsule hotels - an alternative to the hotel business"</b>  15. Alcaz Alex - Technical University of Moldova  <b>Moldovento - solution for Moldovan entrepreneurs</b></p>	<p>14:20 – 14.44</p> <p><b>Moderator:</b> Argyris Spyridis</p> <p><b>Session 9:</b> Idea Pitches (3 pitches, 5 minutes each+2 min Q&amp;A+ 1 min change of participants)</p> <p>40. Caradja Alina, Radu Ion - Agricultural State University of Moldova  <b>"Bee business"</b>  41. Slobozianu Maria - Agricultural State University of Moldova  <b>"Grandma's-Aroma" LTD</b>  42. Certan Maxim - Agricultural State University of Moldova  <b>"EMPIRE TEA" LTD</b></p>	<p>12:50-13:10 <b>MITP Program Director - Mihaela Negru</b>  "Empowering Digital Transformation and Tech Entrepreneurship in Moldova"</p> <p>14:30 - 15:30</p> <p><b>Moderator:</b> Argyris Spyridis</p> <p>Winners Announcement and Award Ceremony  Event Conclusion and Thank You Note</p>
<p><b>14:40 - 15:00 LLMTI Socrate - Stela Baltag</b>  <b>"Digital tools to grow your personal brand"</b></p>	<p><b>14:44 - 15:04 Image Marketing Representative - Victor Marchitan</b>  <b>"Successful Sales Worldwide through the Upwork Platform"</b></p>	

<p>15.00 – 15:40</p> <p><b>Moderator:</b> Argyris Spyridis</p> <p><b>Session 4:</b> Idea Pitches (4 pitches, 5 minutes each+2 min Q&amp;A+ 1 min change of participants)</p> <p>16. Palii Anastasia,Orlenco Tatiana,Buinovscaia Anastasia - Moldova State University <b>“Pastry courses for kids”</b></p> <p>17. Cozlovschi Alexandru - Technical University of Moldova <b>“Econtabil”</b></p> <p>18. Neguta Daniela - Technical University of Moldova <b>“ECO-Camp Moldova”</b></p> <p>19. Ponomarenco Elizaveta - Academy of Music, Theater and Fine Arts <b>“ProVocal”</b></p> <p>20. Munteanu Eugenia - Academy of Music, Theater and Fine Arts <b>“IugiArtGalary”</b></p>	<p>15.04 – 15:28</p> <p><b>Moderator:</b> Argyris Spyridis</p> <p><b>Session 10:</b> Idea Pitches (3 pitches, 5 minutes each+2 min Q&amp;A+ 1 min change of participants)</p> <p>43. Topor Ana - Technical University of Moldova <b>“Style Ana Designer” Car Covers LTD</b></p> <p>44. Ghirea Mihai,Macovschi Diana - Agricultural State University of Moldova <b>“Friendly App”</b></p> <p>45. Mirza Lilia - Academy of Music, Theater and Fine Arts (online) <b>“BusControl.md”</b></p>	
<p><b>Late Afternoon Session</b></p>	<p><b>Late Afternoon Session</b></p>	<p><b>Jazz Music Concert</b></p>
<p><b>15:40 - 16:10 Coffee Break and Networking</b></p>	<p><b>15:30 - 16:00 Coffee Break and Networking</b></p>	
<p>16:10 - 16:45</p> <p><b>HR Director SkillBox- Marina Arefieva</b></p> <p><b>“The 4K concept - the skills of the future”</b></p>		

Photo of the event:

[https://drive.google.com/drive/folders/1NRoFOHQknyhE-IWZFJMwTRpIPJiVCG4X?fbclid=IwAR3v\\_hwJV96EOwZ7Bmz-zkRZeBuREvVn8iBNSkybd5FszrHoo1muvs3AA-0](https://drive.google.com/drive/folders/1NRoFOHQknyhE-IWZFJMwTRpIPJiVCG4X?fbclid=IwAR3v_hwJV96EOwZ7Bmz-zkRZeBuREvVn8iBNSkybd5FszrHoo1muvs3AA-0)

# National competition of business ideas in Moldova "DIGITAL BUSINESS"



Open the door to endless digital business opportunities!  
Transform the world around you with us!



[DigitalBusinessMoldova\\_3x2m\\_PRINT\\_1.pdf](#)