

## Pitch Day – Final competition

Public presentations of social business plans responding to societal challenges

### WP6 - ERUA Social Entrepreneurship Lab

 16/04/2026  12:00 – 14:30 CET

#### HOW TO JOIN:

Event: *ERUA SE Lab* – Pitching event & public presentations

Date & Time: 16 April 2026, 12:00 - 14:30 CET

Platform: Zoom

- Join Zoom Meeting (registration required): <https://nbu-bg.zoom.us/join/6w8pQGoZThiVpcCHHyhRHw>

**MODERATORS:** Justyna Berniak-Woźny (SWPS), Paula Rodríguez Chirino (ULPGC)

#### PROGRAMME OF THE EVENT:

- Welcome and introduction to ERUA & WP6
- Overview of the *ERUA Social Entrepreneurship Lab*
  - a. 2024/2025 – ERUA Social Entrepreneurship Course
  - b. 2025/2026 – ERUA Lab: Training Sessions & Final Competition
- Business Ideas – 5-minute presentations followed by 5 minutes of Q&A (one question per team):
  1. “*IRI-influencer responsibility index*” - Federica Monti, Martina Venturo, Samanta Hushi, Claudia Di Valerio, Carlo Esposito (UNIMC)
  2. “*E-Ministerio*” - Nika Belaia (UNIMC), Abhishek Budhiraja (EUV)
  3. “*ESODO*” - Gwinyai Godwin Zitsanza (UNIMC)
  4. “*Verity*” (former: Healthy Skin) - Iveta Georgieva (NBU)
  5. “*Second Chance*” - Lin Lelchuk, Gabriela Zlatanova, Kristin Ivanova (NBU)
  6. “*HelpHop*” (mobile app for vulnerable people) - Boryana Borisova (NBU), Roksana Rybicka, Anna Giulia Piccaglia
  7. “*MIGRANTS AND UNIVERSITY: A TOOL FOR SOCIAL INCLUSION*” – Luis Ramírez (ULPGC)
  8. “*PhotosynthesisApp*” - Evangelia Katholiki Foti (UAEGEAN)
  9. “*UNESCO-Lab*” - Evangelia Katholiki Foti (UAEGEAN)
  10. “*Conscious Collective*” - Julia Bielińska, Ewelina Plak, Lena Blecharz (SWPS)
  11. “*Mindcross*” - Uma Hajdo, Mariia Nef, Dąbrówka Stuglik (SWPS)
  12. “*Agency for everyday life*” - Christoph Ewert (EUV), Gwinyai Godwin Zitsanza (UNIMC)
  13. “*Peer Mentors Against Substance Abuse (PMASA)*” - Henry Gibrilla, Anthony Nwanze, Iyanuoluwa Oladosu; Rica Joy Armad; Brown Magoma, Ali Akbar Shitol, (MRU)
  14. “*Griebk*” Umit Gokberk Yoruk, Sueda Nur Cokadar (MRU)
  15. “*Tacho BG*” - Teosveta Velkova, Adelina Stankova, Radostina Dzhambova, Melin Veli (NBU)
- Breakout session for the Evaluation Panel (14:10 - 14:20)
- Announcement of the winning ideas (14:20-14:30)
  - Final Certificates
  - Training Programme at UP8 (approximately the third week of June 2026)

EU Survey: <https://ec.europa.eu/eusurvey/runner/d5491f77-52bd-8b63-20ed-7a976ee711e8>

#### EVALUATION PANEL – members:

1. Ianna Francine Luna Duval (AP, EMERGE) - [iluna@asociacionemerge.com](mailto:iluna@asociacionemerge.com)
2. Elena Cardinali (UNIMC - AP, Il Faro SCS) - [elena.cardinali@ilfarosociale.it](mailto:elena.cardinali@ilfarosociale.it)
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7. Iason Koufodontis (UAEGEAN) - [ikouf@aegean.gr](mailto:ikouf@aegean.gr)
8. Francisco Gutiérrez (ULPGC) - [d.empleabilidad@ulpgc.es](mailto:d.empleabilidad@ulpgc.es)

#### EVALUATION CRITERIA:

Presentations will be assessed on a 1-5 scale based on:

1. **Innovation & Relevance:** Is the problem clearly defined, and is the solution both unique and socially relevant?
2. **Impact Measurement:** Does it identify the social group clearly and explain how impact will be measured?
3. **Feasibility:** Is there a realistic implementation plan with clear resources, team, and partnerships?
4. **Sustainability:** Does the plan present a credible financial model for long-term operation?

#### SCORING SCALE:

- 1 = Very Weak
- 2 = Weak
- 3 = Adequate
- 4 = Strong
- 5 = Excellent

#### UNIVERSITY CONTACT PERSONS:

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