



CASE - Team “Elite Events”

STRUCTURE OF THE CASE – collaboration between young women and students through WINnovators Module 2.

In April 2024, the first WINnovators pilot training began in Serbia with an online introductory (kick-off) meeting. This initial phase engaged 28 young women, including entrepreneurs or those intending to start their business, from rural areas or marginalized groups like Roma population or returnees (rejected asylum seekers) among others. The young women received support from 22 female students, resulting in the establishment of 28 two-member teams. The first phase of the pilot concluded by the end of June 2024.

Context (where, who, how)

One mentor from Baden, worked individually with teams, guiding them to familiarize themselves with the WINnovators platform and aiding them in executing their tasks or challenges more effectively. The first challenge for each team was to develop their own business plan, focusing the interest of young women and students on courses in creative thinking, project management, idea-to-business development, business plan preparation, etc. The one-on-one approach proved successful; young women closely collaborated with students, and each team received individual mentorship support.

Among the most successful teams was “Elite Events”, consisting of Dragana Čelar (a young female entrepreneur) and Jovana Kostić, a student. Dragana Čelar was engaged in interior design and joined the project with the idea of creating an agency for wedding organization.

Activity description

During the pilot 2nd period, Dragana started with the idea of organizing a wedding. Compared to other similar agencies, Dragana developed the idea of organizing luxury events that are accessible to everyone. Dragana Čelar highlighted the benefits of the materials distributed within the courses, especially the business plan. The special value of the project, according to the entrepreneur, is the testimonies of successful entrepreneurs. Dragana emphasizes that the lessons she learned are very useful for any type of business.

Conclusion

As a result Dragana noticed that:

- that she gained a lot of new knowledge during her participation in the project
- she used her acquired digital marketing knowledge to develop her business idea.

Project **WINNOVATORS**

“Boosting young women entrepreneurial spirit and skills to become the Women INNOVATORS of the future”



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