

## **PRESS RELEASE**

August 8, 2016

### **EU PARTNERS WITH THINKYOUNG TO PRODUCE ENTREPRENEURSHIP SCHOOL**

EU is proud to have partnered with [ThinkYoung](#) to produce the event, Entrepreneurship School under the motto “First School without Teachers”, hosted by EU Business School Geneva.

ThinkYoung is a think tank focused exclusively on the needs, wants and aims of young people. Founded in Brussels in 2007 as a not-for-profit, ThinkYoung has now expanded to include offices in Geneva and Hong Kong, enabling it to hold events around the world - centered around the idea of involving the younger generation in decision-making processes and on making their voices heard.

Young students from all over the world gathered for a four-day workshop where they interacted with experienced and successful entrepreneurs in a completely new learning environment. At the end of the program, students split into five teams to present an elevator pitch to potential investors. The pitches touched upon key aspects such as: product idea, client acquisition, team dynamics and financing.

Successful and up-and-coming entrepreneurs spoke in interactive workshops covering many aspects of business. Founder of progressive media channel Kapaw, Geoffrey Moret, spoke about how to create, lead and nurture a team. While Yonathan Parienti, founder of interactive social network platform Horyou, delved into how to reach the right people with business messages. Matthias Sale, founder of mixed media indie game house Gbanga, gave advice on delivering a winning elevator pitch to potential investors and Alexandre Weber, founder of business introduction powerhouse Seedstarts World and wine delivery service, Driink Agency gave some advice on how to choose the right business partner.

EU looks forward to continuing this exciting new partnership and producing future events, together with [ThinkYoung](#).

Read more about the event at [Horyou](#).

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**About EU:** EU Business School (EU) is an international, triple-accredited, multicampus business school established in 1973. In addition to small classes offered in English by expert faculty, EU students also enjoy an international environment. EU is ranked amongst the top business schools in Europe and has also had the honor of being recognized by the Academy of Business in Society (ABIS) for its consistent dedication to corporate social responsibility. Students may also benefit from the many partnerships that EU has with international universities such as the University of Derby and the University of Roehampton.

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