

MIT \$50K Global Startup Workshop

Community, Connection & Collaboration

Panel 1: Attracting Participants and Creating Teams

Moderator: Seena Rejal ; *SparkPLUG, Cambridge U. Entrepreneurs* MIT \$50K

Panelists:

Liz Baylas; *Scottish Institute for the Enterprise*

Johannes Eng; *Venture Cup, Sweden*

Dario Caresani; *BAITEC, Argentina*



Attracting Participants and Creating Teams

- **How do you motivate teams to form and compete?**
- **What comprises a successful marketing campaign?**
- **How do you make team building part of the process?**
- **Encouraging cross-functional teams (scientific, business, etc.)**

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WORKSHOP