MY-WAY in web entrepreneurship

http://www...

My web business

D5.1 Launch of the website

Project no.	644367
Project acronym:	MY-WAY
Project title:	Strengthening the web entrepreneurship ecosystem and the services offered across the chain of actors by actively engaging student networks and student entrepreneurship centres
Instrument:	Horizon 2020 ICT-13-2014
Start date of project:	01.01.2015
Duration:	24 month
Deliverable title:	D5.1 Launch of the website
Due date of deliverable:	Month 3

Organisation name of lead contractor for this deliverable: Europa Media (P1)

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Dissemination Level		
PU	**Public**	**X**
CO	Confidential, restricted under conditions set out in Model Grant Agreement	
CI	Classified, information as referred to in Commission Decision 2001/844/EC	

History			
Version	**Date**	**Reason**	**Revised by**
First Version	26.03.2015	Sent to partners	PMB
Final Version	30.03.2015	Sent to PMB for approval	Approved by PMB

* PMB – Project Management Board

Partnership

Europa Media Non-profit Ltd. (EM)

The London Association of Enterprise Agencies Ltd. (trading as Capital Enterprise) (CE)

Bar-Ilan University (BIU)

Sabanci University (SABU)

AEGEE European Students' Forum (Association des États Généraux des Étudiants de l'Europe) (AEGEE)

EU-Startups.com (EU-S)

National Association of College and University Entrepreneurs (NACUE)

European Confederation of Young Entrepreneurs (YES)

EUCLID Network (EUCLID)

H-FARM Italia SRL (H-Farm)

Table of Contents

Introduction of the MY-WAY Website

The MY-WAY Website (http://www.mywaystartup.eu/) is the entry point to the project. It provides access to valuable information, both on the project's objectives and progress, and on general useful information on the startup and web entrepreneurship environment. Its public is composed by the stakeholders of the web-entrepreneurship ecosystem, the general public and Targeted Young Adults (TYAs).

The Website will be continuously developed and updated, to ensure the provision of up-to-date information to the visitors. Europa Media, with the help of all partners, will be responsible for this task.

More specifically, the Website will:

- Provide guidelines, information and support in order to activate the stakeholders and sustain the activities by the student centres;
- Link relevant initiatives, platforms, services;
- Contribute to the common online dissemination of the "ICT-13" Startup Europe Inititative projects;
- Encourage networking with relevant stakeholders, with a special attention to female entrepreneurs.

The Website has been developed by Europa Media, and continuous access to it will be guaranteed by Europa Media, also after the end of the project.

Design of the Website

The design of the Website has been developed in line with the planned project visual identity: for example, colour codes, graphic elements, logo and font. Figure 1 shows the layout of the "Home" section, the first page that will be viewed by users.
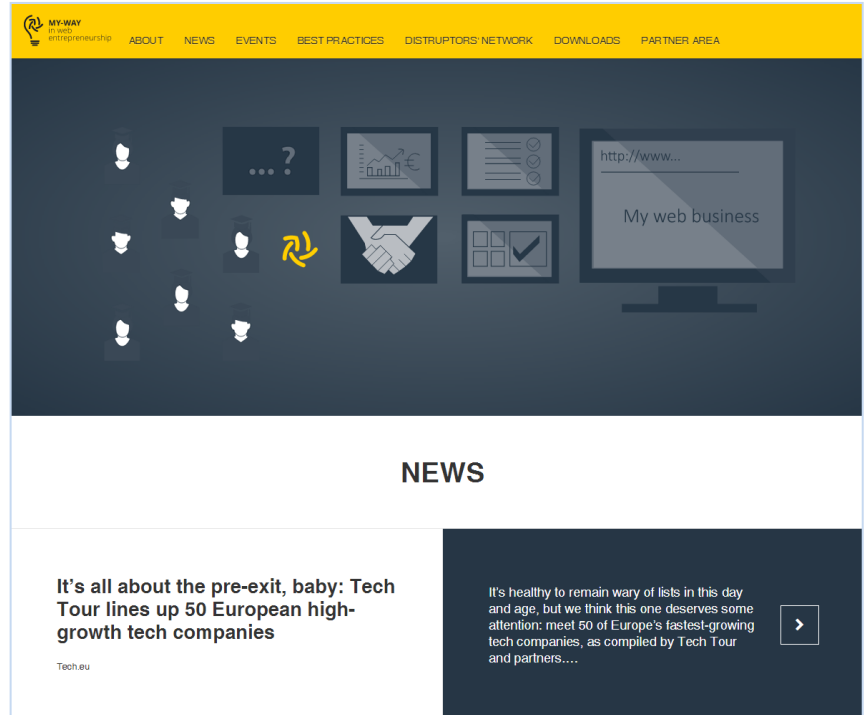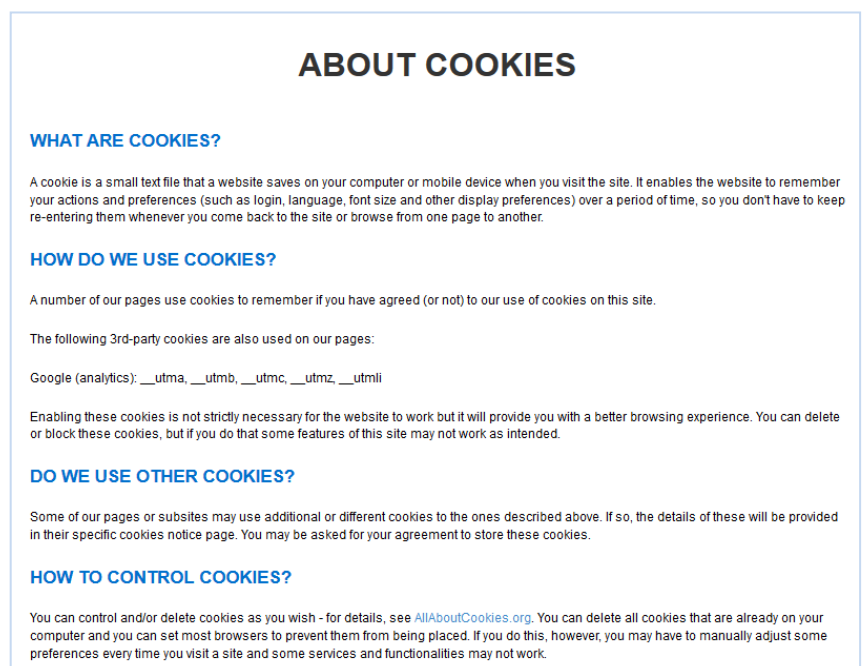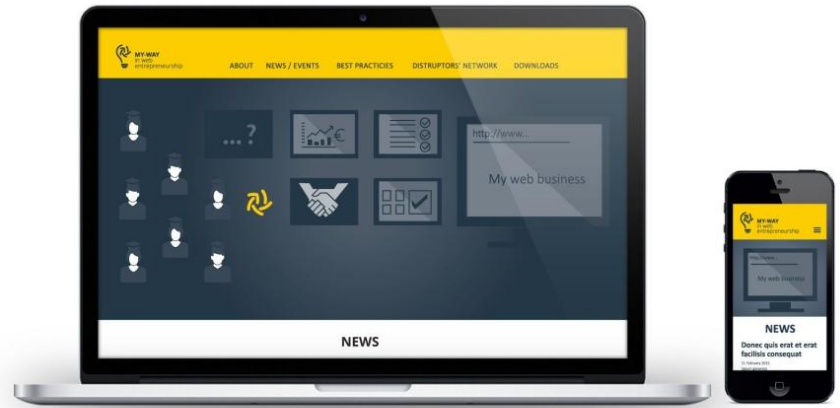

Figure 1 – Project Website Screenshot

The MY-WAT Website meets the EU requirements on how to use cookies.

Figure 2 – Screenshot of the website policy on Cookies

The Website has been developed with a Responsive Web design (RWD) which provides easy reading and navigation with a minimum of resizing, panning, and scrolling — across a wide range of devices (from mobile phones to desktop computer monitors).
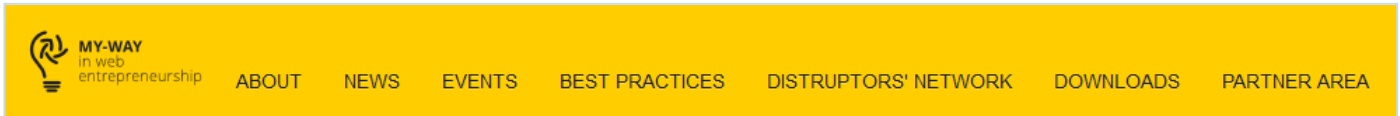
Structure of the Website

Figure 3 – Menu Structure of the MY-WAY Website

The Website visitors can find information about the project's objectives, activities, expected impact, target groups and about the project partners. Visitors can follow up project related events and news, as well as web entrepreneurship and startup-related news and events. They can also have access to the publicly available project results or documents and other relevant documentation, in the download section.

This is the current menu structure of the MY-WAY Website:

HOME

ABOUT

– Consortium

– Stakeholders

– Linked Projects

NEWS

EVENTS

BEST PRACTICES

– Ecosystem

– Case Studies

– Action Plans

– Student Enterprise Conference

DISRUPTORS' NETWORK

DOWNLOADS

PARTNER AREA

BEST PRACTICES

This page will introduce the dynamic map of the Web-entrepreneurship Ecosystem. In fact, one of the project's objectives is to map the Web-entrepreneurship ecosystem of ten European cities that will support the young adults to understand the ecosystem surrounding them, explaining its elements and helping them find relevant information and services they need for starting their own businesses.

In this section, visitors will be able to learn more about the existing Case Studies, and the four Action Plans that will be developed by the project in four countries for the sustainable enhancement and harmonisation of the support offered by the student enterprise centres and networks for targeted young adults. MY-WAY will organize a series of Student Enterprise Conferences in 2016.
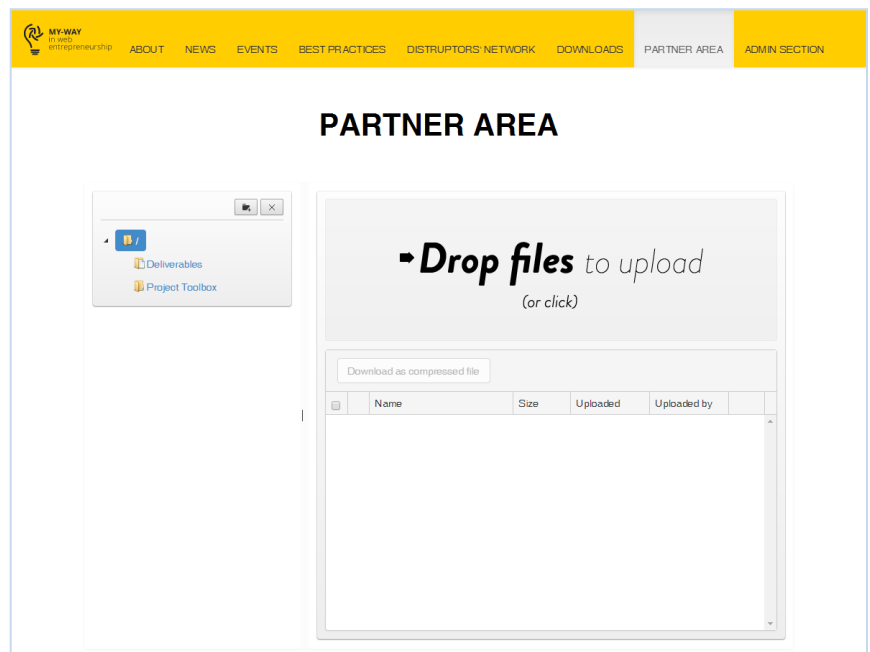
DISRUPTORS' NETWORK

This page describes and explains in detail the European Commission's initiative to bring together a network of Young European Disruptors (EDs). This is a European community of entrepreneurs who will meet at summits, regional events, leadership development programmes and community-organized gatherings around Europe.
MY-WAY project has been selected by the European Commission to lead the secretariat of the Disruptors' Network. This page will thus be dedicated to giving more information about EDs and their relation to the project.

PARTNER AREA

The Partner Area is protected by password and is only accessible to MY-WAY's partners. It was created with the objective of sharing relevant information and documents, and as a library of project's records.

Website monitoring

Continuous monitoring of the Website traffic is ensured by engaging Google Analytics. Different types of data can be monitored and recorded during the project lifetime in order to receive statistics for the further development.
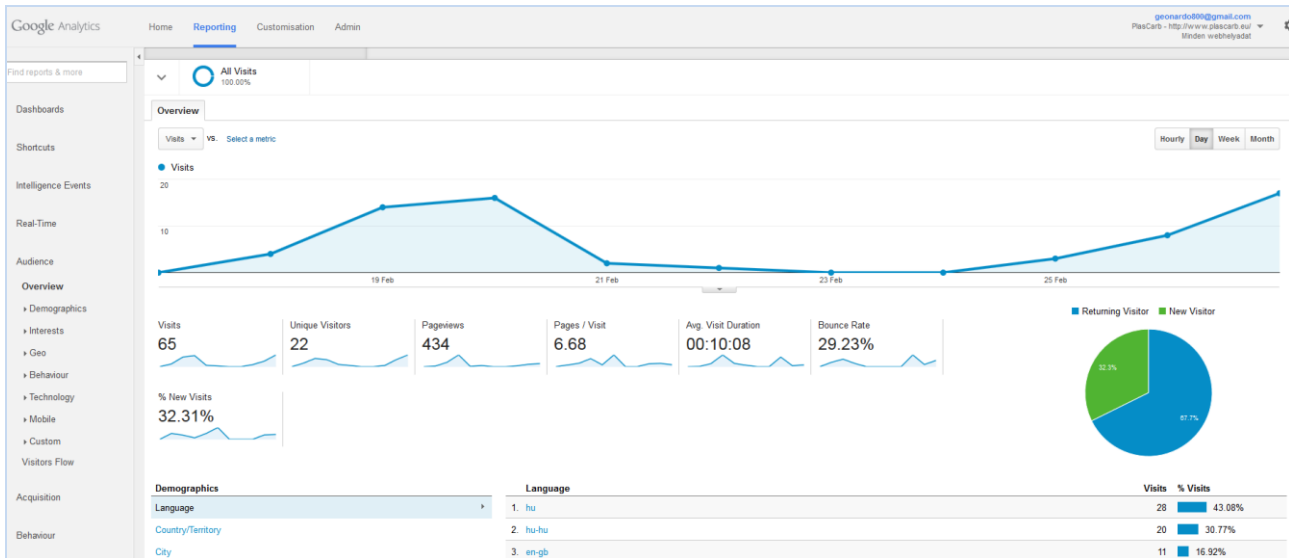

Figure 4 – Example of Google Analytics Overview