



PowerUP: Capacity Building for Early Stage Firms in the Western Balkans



The World Bank, under its new **PowerUP** program is launching a dedicated program for more than 200 companies funded by WB EDIF and implemented with the support of the global consulting firm Deloitte.

PowerUP is a **free of charge** program designed for SMEs and start-ups who are looking for new ways to attract customers, adapt their business models, and who are potentially interested in the outside investment. All selected participating companies will receive capacity building support and training package aimed at **supporting their growth prospects and resilience to COVID-19 and increasing their investment readiness.**

The Program is aimed to last from **November 2020 until March 2021.**

Around 100 best performing companies from the Program will be invited to compete in the **"PowerUP Finals"** in an attractive location in the Western Balkans in the month of March 2021 and showcase their business on stage to an exclusively invited group of **angel investors, venture capitalists, experienced entrepreneurs, corporate and media representatives.** All companies participating in the finals would receive significant **exposure and recognition**, as they would be promoted in the local and regional media.

Three best pitches will win the **Western Balkan Entrepreneurial Excellence Award** for different categories as well as **exclusive, tailor-made business advisory** support by local and regional experts from the global consulting firm Deloitte.

The application process is finalized and after the evaluation process, the selected companies will start the training program in November. If needed, the timeline of the program would be adjusted to COVID-19 pandemic situation.

More information about the program is available at: <http://www.deloitte.com/ba/powerup>

Questions or comments? Email us at wbedif@eif.org