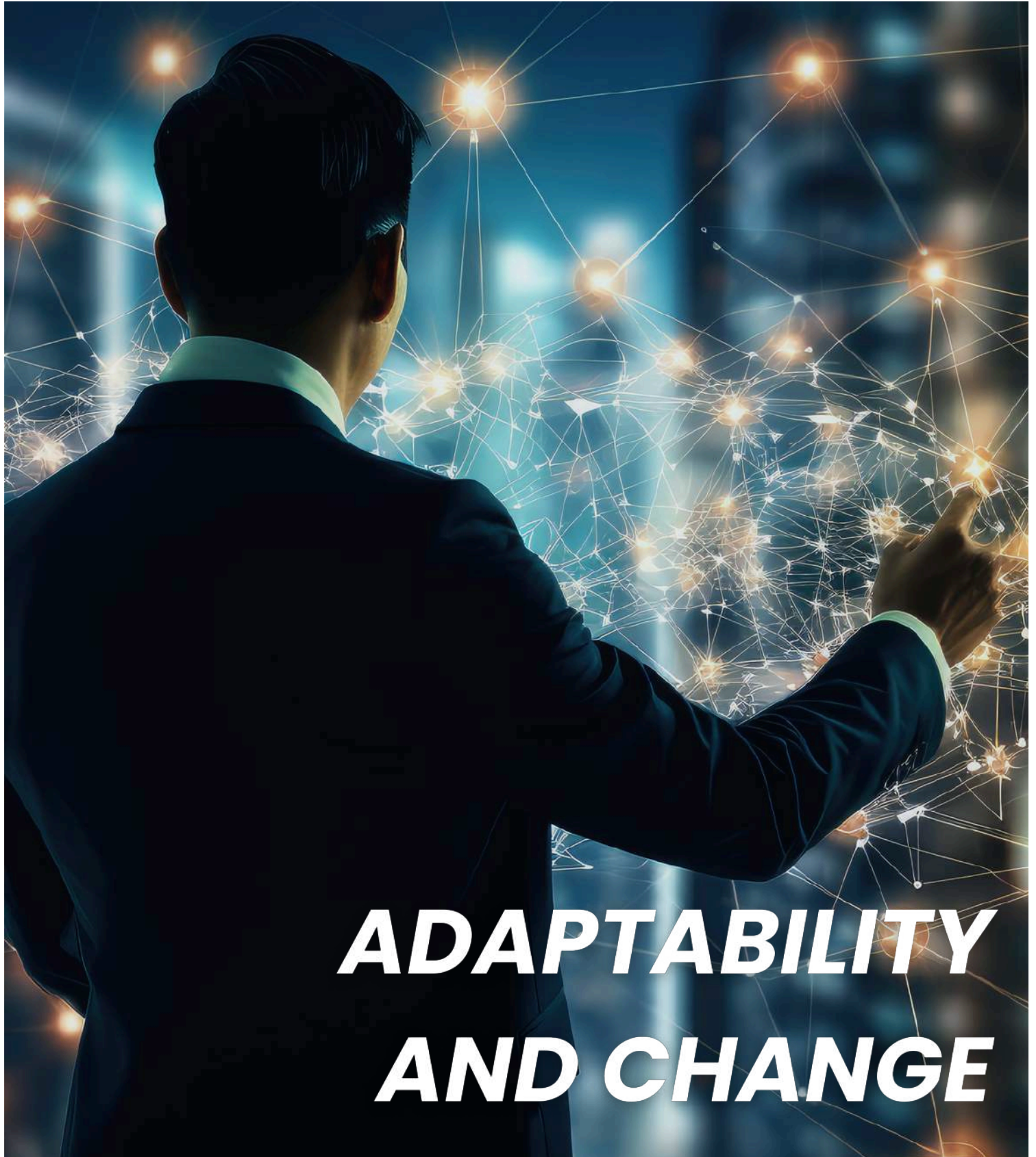




# ENTREPRENEURIAL EDGE

Issue 3 | Adaptability and Change | July 2024



**ADAPTABILITY  
AND CHANGE**

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# MANMEET ABROLL

FOUNDER & CEO

## ABOUT

Founder and CEO of The  
Entrepreneur Studio |  
Award winning  
Entrepreneur | Board  
Member | Public Speaker |  
Investor.

Welcome to the third issue of our digital magazine, 'Adaptability and Change.' In today's fast-paced world, the ability to adapt is crucial for success. This edition is dedicated to exploring how businesses and individuals navigate the ever-evolving landscape. From embracing new technologies to innovative strategies, we delve into the stories and insights that highlight the power of adaptability. Our contributors have shared invaluable knowledge and experiences, offering practical advice and inspiration. I hope these articles will empower you to embrace change and thrive in your respective fields. Thank you for being part of our community.

## CONTACT

✉ [hello@tes.team](mailto:hello@tes.team)  
🌐 [www.theentrepreneur.studio](http://www.theentrepreneur.studio)



Manmeet Abroll

# WELCOME

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# Navigating the Business Landscape for Success

Adaptability and change are not just buzzwords; they are essential elements for survival and success. Entrepreneurs and established businesses alike must navigate an ever-evolving landscape where technological advancements, market shifts, and global events continually reshape the environment. This article explores how embracing adaptability and change can propel businesses toward success, with practical insights for entrepreneurs and business leaders.

## **The Power of Adaptability**

Adaptability is the ability to respond effectively to changes and new conditions. For businesses, this means being able to pivot

strategies, adopt new technologies, and respond to market demands swiftly. Adaptable businesses are not only resilient in the face of challenges but also poised to seize opportunities that arise from change.

## **Case in Point: Start-ups and Innovation**

Start-ups, by their very nature, are often more adaptable than larger corporations. They operate with lean structures and flexible mindsets, allowing them to pivot quickly in response to feedback and market trends. This agility enables start-ups to innovate and disrupt traditional industries, often setting the pace for change.

Take, for example, the rise of fintech start-ups. These companies have revolutionised the financial sector by leveraging technology to offer more efficient, user-friendly services. Their success lies in their ability to adapt to regulatory changes, technological advancements, and evolving customer expectations.

## **Embracing Change: A Strategic Imperative**

Change is inevitable in business. The key to thriving amidst change is not to resist it but to embrace it strategically. Businesses that view change as an opportunity rather than a threat can develop a proactive approach to managing it.

## **Strategies for Embracing Change**



- **Continuous Learning and Development:** Encourage a culture of continuous learning within your organisation. Invest in training and development programs to keep your team updated with the latest industry trends and technologies.
- **Customer-Centric Approach:** Stay attuned to your customers' needs and preferences. Regularly gather feedback and use it to inform your product development and service delivery strategies.
- **Agile Methodologies:** Implement agile methodologies in your project management processes. This allows for flexibility and iterative improvements, enabling your business to respond quickly to changes.
- **Scenario Planning:** Engage in scenario planning to anticipate potential

changes in the market or industry. By preparing for various outcomes, your business can navigate uncertainties more effectively.

- **Fostering Innovation:** Create an environment that fosters innovation. Encourage your team to experiment with new ideas and approaches, even if they come with a risk of failure. Innovation often comes from taking bold steps into the unknown.

### **The Role of Leadership in Adaptability and Change**

Leadership plays a crucial role in guiding businesses through periods of change. Effective leaders must embody adaptability and inspire their teams to do the same. They should communicate a clear vision, provide the necessary resources, and foster a culture that embraces

change.

### **Leadership Qualities for Navigating Change**

- Visionary Thinking
- Resilience
- Empathy
- Decisiveness

In the business landscape, adaptability and change are not just survival tactics; they are pathways to growth and success. Entrepreneurs and business leaders who embrace these elements can navigate the complexities of the modern world, turning challenges into opportunities. By fostering a culture of continuous learning, customer-centricity, innovation, and agile methodologies, businesses can thrive amidst change and drive forward with confidence.

# Adaptability and Change for Entrepreneurs

DRIVING BUSINESS GROWTH AND RAISING INVESTMENT



Entrepreneurs face a dynamic and challenging journey in building successful businesses. In today's competitive landscape, the ability to adapt to changing market conditions, consumer behaviours, and economic trends is critical for sustainable growth and attracting investment. This article explores the importance of adaptability for entrepreneurs, discusses key factors influencing business growth and investment, and provides actionable insights for fostering adaptability in entrepreneurial ventures.

## **The Importance of Adaptability for Entrepreneurs**

Adaptability is the cornerstone of entrepreneurial success, enabling founders to pivot strategies, innovate products/services, and seize emerging opportunities. Entrepreneurs who embrace change can navigate uncertainties, respond to market feedback, and stay ahead of competitors, positioning their ventures for long-term viability and growth.

## **Factors Influencing Adaptability for Entrepreneurs - Market Dynamics and Consumer Trends**

Understanding market dynamics, consumer

preferences, and industry trends is crucial for entrepreneurs seeking to adapt their business strategies. By staying attuned to market shifts and consumer behaviours, entrepreneurs can tailor their offerings to meet evolving demands and capitalise on emerging opportunities.

## **Technological Advancements**

Advancements in technology, such as artificial intelligence, blockchain, and digital platforms, offer entrepreneurs tools to streamline operations, enhance customer experiences, and scale their businesses efficiently. Adaptable entrepreneurs leverage these innovations to drive innovation and competitive advantage in their industries.

## **Strategies for Fostering Adaptability - Agile Business Planning**

Adopting agile business planning methodologies allows entrepreneurs to iterate on strategies, experiment with new ideas, and pivot quickly in response to market feedback. This approach fosters flexibility and resilience, enabling entrepreneurs to adapt to changing circumstances effectively.

## **Customer-Centric Innovation**

Prioritising customer feedback and insights





enables entrepreneurs to innovate products/services that address real market needs. By continuously engaging with customers, entrepreneurs can refine offerings, improve user experiences, and maintain relevance in competitive markets.

### **Challenges to Adaptability for Entrepreneurs - Risk Management and Uncertainty**

Navigating risks, uncertainties, and financial constraints poses challenges to entrepreneurial adaptability. Entrepreneurs must develop risk management strategies, secure adequate funding, and maintain financial resilience to sustain business operations during periods of change.

### **Talent Acquisition and Development**

Attracting and retaining skilled talent is crucial for driving entrepreneurial adaptability and innovation. Entrepreneurs must invest in talent development, foster a culture of learning and growth, and empower employees to contribute to business adaptability efforts.

### **Adaptability for Raising Investment - Investor Confidence and Due Diligence**

Investors value entrepreneurial adaptability as a sign of resilience and strategic foresight. Entrepreneurs who demonstrate a proactive approach to adapting business models and seizing growth opportunities are more likely to attract investor confidence and funding.

### **Scaling and Expansion Strategies**

Adaptability plays a pivotal role in scaling entrepreneurial ventures and expanding into new markets. Entrepreneurs should develop scalable business models, explore strategic partnerships, and leverage market insights to optimise growth trajectories and attract investment.

Adaptability is not merely a trait but a strategic imperative for entrepreneurs navigating the complexities of business growth and investment. By embracing change, leveraging technology, and prioritising customer-centric innovation, entrepreneurs can cultivate resilience, drive sustainable growth, and position their ventures for success in competitive markets.

## **FAQS**

1

### **What is adaptability for entrepreneurs?**

Adaptability for entrepreneurs refers to the ability to adjust strategies, innovate products/services, and respond effectively to changing market conditions, consumer behaviours, and economic trends.

2

### **Why is adaptability important for entrepreneurial success?**

Adaptability enables entrepreneurs to navigate uncertainties, seize opportunities, and sustain business growth by responding proactively to market dynamics, technological advancements, and competitive pressures.

3

### **How can entrepreneurs foster adaptability in their ventures?**

Entrepreneurs can foster adaptability by adopting agile business planning, prioritising customer-centric innovation, managing risks effectively, investing in talent development, and embracing technological advancements.

4

### **What challenges do entrepreneurs face in fostering adaptability?**

Challenges include managing risks and uncertainties, securing funding, attracting skilled talent, and maintaining financial resilience while scaling operations and expanding market presence.

5

### **How does adaptability impact raising investment for entrepreneurs?**

Adaptability enhances investor confidence by demonstrating strategic foresight, resilience, and the ability to capitalise on growth opportunities. Entrepreneurs who adapt effectively are more likely to attract funding for scaling ventures and driving market expansion.



# NAVIGATING SHIFTS FOR STRATEGIC INSIGHTS

## **Adaptability**

The ability to quickly respond to market changes, trends, industry shifts, economic disruptions, and other business challenges by adjusting operations to fit the new realities.

## **Change**

An initiative or solution introduced in the organisation to improve the way work gets done, solve a problem, or take advantage of an opportunity.

## **The Importance of Adaptability in Market Research**

Market research is essential for informed business strategies. With the constant shifts in technology, consumer preferences, and global economics, companies must adapt their research methods to stay competitive. Adaptability in market research isn't just desirable; it's crucial.

## **Technological Advancements Shaping Methodologies**

Technological advances are rapidly changing the market, requiring businesses to stay competitive and flexible. AI, machine learning, and big data analytics have revolutionised market research, enabling real-time data collection and predictive analytics. Adapting to these technologies is essential.

Consumer behaviours, influenced by societal trends and generational differences, also demand adaptable market research approaches. Flexible methodologies are needed to capture nuanced insights across diverse demographics.

## **Agile Practices**

Agility in decision-making is another important aspect of adaptability. Being able to make quick, informed decisions in response to market changes can give businesses a competitive edge.

Agile methodologies, borrowed from software development, are increasingly adopted in market research to enhance flexibility and responsiveness. Iterative research cycles, rapid prototyping of survey instruments, and quick turnaround times enable researchers to adjust strategies based on real-time feedback and evolving market conditions.

## **Supply Chain**

The supply of all manors of goods and equipment across the globe is prone to many factors of disruption. The changing landscape from climate change to geopolitics has a major impact on timeframes and costs for many businesses. It is incumbent on businesses to be aware that possible alternative sourcing may be required. This applies to businesses in both B2C and B2B markets. Supplying products to consumers can be delayed or possibly not even occur. In the B2B world hold ups on machinery or manufacturing equipment and products can delay completion of projects or business orders. Construction can be delayed adding to addition costs and other associated knock-on effects for the end users.

## **Increase Cost Factors**

Cost factors require constant adaption by businesses. Supply chain delays, energy costs all have a knock-on effect on running a business. Can your business absorb additional costs? This can affect options to maximise sales or invest in growth opportunities. Those who cannot absorb additional costs need to pass these additional burdens on to their customers. That also comes with the inherent risk of losing customers to competitors and again impacts the opportunity to grow the customer base further.

## **Geopolitical Risks**

While most businesses don't engage directly in politics, local, regional, and global political factors significantly impact operations. Conflicts can alter business practices and threaten survival.

Climate change, another major geopolitical issue, disrupts businesses, necessitating flexibility and adaptation.

In 2024, with 64 countries holding general elections, including the US, UK, and various European nations, political shifts could impact business environments. Companies must be prepared to adapt to changes in policies and leadership.

## **Managing Change: Assessment of Business Strategies**

Conducting robust risk assessments is essential for businesses to stay adaptable and respond to disruptions or competition.

Combining quantitative data with qualitative insights from focus groups, interviews, and ethnographic research offers a comprehensive understanding of consumer behaviour. Adaptable researchers seamlessly integrate these methods for actionable insights.

Balancing data privacy regulations with the use of consumer data requires proactive adaptation and continuous regulatory monitoring.

Overcoming resistance to new methodologies involves fostering a culture of innovation, advocating for evidence-based decision-making, and demonstrating the value of adaptable research practices.

## **Continuous Learning (Skills and Competencies)**

Continually innovating and looking for new ways to improve their products or services is another key aspect of adapting to meet changing conditions.

Adaptable market researchers of tomorrow will possess a blend of technical proficiency, critical thinking, creativity, and cultural intelligence. Continuous learning and upskilling are essential to navigate the evolving landscape of market research effectively and staying up to date with the latest industry trends, consumer behaviour, and technological advancements. Shifting consumer preferences, and global events also impact on business decisions.

Being open to adjusting plans and tactics based on



market feedback and data analysis can lead to more effective and efficient operations.

## **The Future of Adaptability in Market Research**

### Emerging Trends and Technologies

Looking ahead, the future of market research will be shaped by advancements in AI-driven predictive analytics, virtual reality (VR) for immersive consumer insights, and blockchain technology for secure data management. Adaptable researchers will harness these innovations to stay ahead of competitors and deliver impactful insights.

### Skills and Competencies for Future Researchers

Adaptable market researchers of tomorrow will possess a blend of technical proficiency, critical thinking, creativity, and cultural intelligence. Continuous learning and upskilling will be essential to navigate the evolving landscape of market research effectively.

Having robust business strategies that can withstand many changes to business conditions is essential. They also need to be iterative in their design to adapt to unexpected circumstances that even the best laid plans cannot always predict. Having a backup plan especially financial requirements for when things invariably go wrong will help mitigate and difficulties when they arise. The adage "fail to plan, is a plan to fail" is no more important than in challenging times.

Businesses that resist change often find themselves struggling to keep up with the competition. Embracing change allows companies to stay ahead of the curve and capitalise on new opportunities.



**Andrew Evans**  
**Head of Market Research**  
**The Entrepreneur Studio**

# Adaptability and Change in Legal Requirements for Business and Start-ups

## NAVIGATING REGULATORY LANDSCAPES

**Navigating the intricate web of legal requirements is essential for establishing and operating businesses, particularly start-ups. In the current dynamic regulatory environment, adaptability is key for businesses to comply with evolving laws, mitigate legal risks, and capitalise on emerging opportunities. This paper explores the significance of adaptability in legal requirements for businesses and start-ups, examines the key factors influencing compliance, and offers strategies for maintaining agility within a complex legal landscape.**

Legal compliance is a cornerstone of business operations. Understanding and adapting to legal requirements is critical for survival and growth for start-ups, which often operate with limited resources and high uncertainty. This paper delves into the importance of adaptability in legal requirements, identifies the factors that influence compliance, and presents strategies to help businesses and start-ups navigate the regulatory landscape effectively.

### **The Importance of Adaptability in Legal**



### **Requirements**

Adaptability in legal requirements allows businesses to respond efficiently to changes in regulations, industry standards, and compliance obligations. It ensures that businesses can adjust their practices and operations swiftly, thereby reducing legal risks and enhancing operational efficiency. For start-ups, proactive adaptation to legal requirements is essential for smoother market entry and sustainable growth.

Adaptable businesses can:

1. Respond to regulatory changes promptly, avoiding penalties and fines.
2. Maintain operational efficiency by integrating compliance into their processes.
3. Enhance their reputation by committing to legal and ethical standards.

### **Factors Influencing Adaptability in Legal Requirements**

#### **1 Regulatory Changes and Updates**

Governments frequently update laws and regulations to address emerging issues, technological advancements, and economic shifts. Staying informed about these changes and adapting operations accordingly is crucial for compliance and competitiveness.

#### **2 Industry-Specific Regulations**

Each industry has unique regulatory challenges and compliance requirements. Adaptable businesses customise their strategies to meet these specific regulations, such as those in healthcare, finance, technology, and environmental sustainability.



## Strategies for Adapting to Legal Requirements

### 1 Proactive Compliance Monitoring

Establishing a robust compliance monitoring framework allows businesses to track regulatory changes, assess their impact, and implement necessary adjustments promptly. This proactive approach minimises compliance risks and ensures alignment with legal standards.

### 2 Legal Counsel and Advisory Services

Engaging legal counsel and advisory services specialising in business law and regulatory compliance provides businesses with expert guidance and insights. Legal professionals help interpret complex regulations, navigate compliance challenges, and develop tailored strategies to mitigate legal risks.

## Challenges to Adaptability in Legal Requirements

### 1 Complexity of Regulatory Frameworks

The complexity of legal requirements across jurisdictions and industries poses a significant challenge to adaptability. Businesses must invest in resources and expertise to decipher regulatory complexities and implement compliant practices effectively.

### 2 Financial and Operational Constraints

Small start-ups often face financial and operational constraints when adapting to stringent legal requirements. Balancing compliance costs with limited resources requires strategic prioritisation and innovative solutions to ensure sustainable growth.

## The Future of Adaptability in Legal Requirements

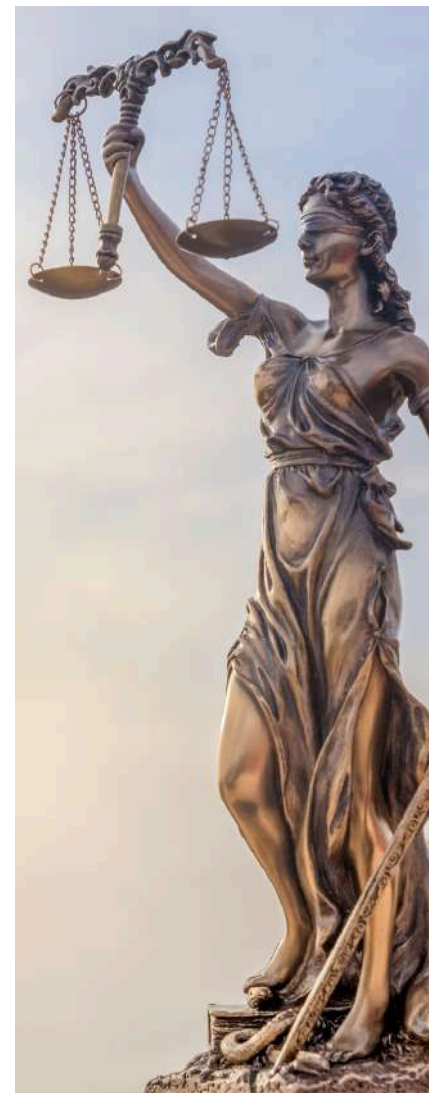
### 1 Technology-Driven Solutions

Advancements in legal technology (LegalTech) offer innovative solutions for enhancing adaptability in legal requirements. Automated compliance tools, blockchain for secure data management, and AI-driven analytics streamline regulatory compliance and optimise business operations.

### 2 Collaboration and Advocacy

Collaboration between businesses, industry associations, and regulatory bodies promotes dialogue, advocacy, and proactive adaptation to legal changes. By fostering a cooperative approach, stakeholders can influence regulatory developments and create favourable business environments.

Adaptability to legal requirements is indispensable for businesses and start-ups aiming to thrive amidst regulatory complexities and uncertainty. By embracing change, leveraging legal expertise, and implementing proactive compliance strategies, businesses can navigate legal landscapes effectively, minimise risks, and seize growth opportunities.



**Dr. Erika Szita-Szegedi**  
Head of Legal  
The Entrepreneur Studio



# THRIVING IN GLOBAL MARKETS

In the dynamic landscape of international business, adaptability plays a pivotal role in shaping successful strategies. The ability to navigate cultural nuances, regulatory landscapes, economic shifts, and technological advancements defines the effectiveness of businesses operating across borders. This article explores the significance of adaptability in international business strategy, discusses key factors influencing adaptability, and provides insights into adaptive strategies for sustainable global growth.

## **The Importance of Adaptability in International Business Strategy**

Adaptability in international business strategy enables organisations to respond effectively to diverse market conditions, regulatory changes, and geopolitical dynamics across different countries. It fosters resilience, innovation, and agility, positioning companies to capitalise on opportunities and mitigate risks in global markets.

## **Factors Influencing Adaptability in International Business - Cultural Intelligence and Global Mindset**

Cultural intelligence (CQ) is

essential for understanding and respecting cultural differences in international markets. Businesses with high CQ can adapt their strategies to local preferences, consumer behaviours, and business etiquettes, fostering successful market penetration and sustainable growth.

## **Regulatory and Legal Environment**

Navigating varied regulatory frameworks and legal landscapes is critical in international business. Adaptability involves staying compliant with local laws while optimising operational efficiencies and strategic

initiatives across borders.

## **Strategies for Building Adaptability in International Business - Flexible Market Entry Strategies**

Adaptable businesses employ flexible market entry strategies such as joint ventures, strategic alliances, or mergers and acquisitions (M&A) tailored to local market conditions. These approaches enable swift adaptation to changing economic climates and competitive dynamics.

## **Localisation of Products and Services**

The fundamental importance of research and competition

analysis to inform a fully costed market entry strategy. Customising products and services to align with local preferences and cultural norms enhances market acceptance and customer satisfaction. Adaptive localisation strategies not only improve brand relevance but also facilitate deeper connections with diverse consumer bases.

### **Challenges to Adaptability in International Business - Political and Economic Instability**

Political instability, trade disputes, currency fluctuations, and economic downturns pose significant challenges to international business adaptability. Mitigating these risks requires scenario planning, strategic diversification, and proactive risk management strategies.

### **Organisational Resistance to Change**

Internal resistance to change, stemming from cultural inertia or hierarchical structures, can hinder adaptability in international business strategies. Overcoming these barriers involves fostering a culture of innovation, empowering employees, and promoting cross-functional collaboration.



## **The Future of Adaptability in International Business Strategy - Emerging Trends and Technologies**

Advancements in digital transformation, artificial intelligence (AI), blockchain, and global connectivity are reshaping international business strategies. Adaptable organisations leverage these technologies to streamline operations, enhance customer engagement, and drive sustainable growth in new and existing markets.

### **Skills and Competencies for Global Leaders**

Adaptable global leaders possess a blend of strategic foresight, cultural agility, digital fluency, and collaborative leadership. Continuous learning and development of these competencies are crucial for navigating evolving global landscapes and driving organisational success.

Adaptability is a cornerstone of successful international business strategy, enabling organisations to thrive amidst complexity and uncertainty. By embracing change, leveraging cultural intelligence, and adopting flexible approaches, businesses can position themselves for sustainable growth and competitive advantage in global markets.

### **FAQs About Adaptability in International Business Strategy**

#### **What is adaptability in international business strategy?**

Adaptability in international business strategy refers to the capability of organisations to adjust strategies, operations, and

market approaches in response to diverse global market conditions and dynamics.

#### **Why is adaptability crucial for global business success?**

Adaptability enables businesses to navigate cultural differences, regulatory challenges, economic fluctuations, and technological advancements across international markets effectively.

#### **How can businesses improve adaptability in global strategy?**

Improving adaptability involves fostering cultural intelligence, adopting flexible market entry strategies, customising products/services to local markets, and embracing digital transformation and innovation.

#### **What are some challenges to adaptability in international business?**

Challenges include political instability, economic volatility, regulatory complexities, organisational resistance to change, and navigating diverse cultural landscapes.

#### **What role do global leaders play in fostering adaptability?**

Global leaders drive adaptability by promoting a culture of innovation, encouraging continuous learning, embracing diversity, and leading by example in navigating global challenges.



**Richard Moir**  
**International Business Strategy**  
**The Entrepreneur Studio**

# INNOVATING FOR FUTURE SUCCESS



Leveraging research and artificial intelligence (AI) is increasingly pivotal for driving innovation, efficiency, and competitive advantage. As technologies evolve and market landscapes shift, the ability to adapt research methodologies and AI applications becomes crucial for staying ahead. This article explores how adaptability influences research and AI strategies in business and start-ups, discusses key factors driving change, and provides insights into adopting adaptive approaches for sustainable growth.

## **The Role of Research and AI in Business and Start-ups**

Research and AI play an increasingly integral roles in

transforming business operations, customer insights, product development, and strategic decision-making. From the fast-growing fields of predictive analytics to natural language processing and machine learning, technologies in these fields now empower businesses to analyse vast datasets, automate processes, and uncover actionable insights.

## **Factors Influencing Adaptability in Research and AI - Technological Advancements and Innovation**

Rapid and concurrent advancements in AI algorithms, cloud computing, and big data analytics are continuously reshaping research methodologies and business strategies. The most successful businesses are adaptable businesses that embrace emerging technologies to enhance operational efficiencies, personalise customer experiences, and drive innovation across their chosen sectors.

## **Market Dynamics and Consumer Behaviour**

In addition to technology, changing market dynamics, consumer preferences, and economic shifts also necessitate

adaptive research approaches. Businesses must evolve their AI applications to anticipate and respond to market trends, optimise marketing strategies, and deliver tailored solutions that meet evolving customer demands.

## **Strategies for Adapting Research and AI in Business and Start-ups - Agile Research Methodologies**

Agile research methodologies,

characterised by iterative testing, rapid prototyping, and real-time data analysis, enable businesses to adapt quickly to changing market conditions. By integrating feedback loops and continuous improvement cycles, start-ups can refine their AI models and research strategies effectively.

## **Scalable AI Solutions**

Scalable AI solutions, such as AI-driven customer service bots, predictive analytics platforms, and automated decision-making systems, empower start-ups to scale operations efficiently. Adaptable AI frameworks enable seamless integration with existing business processes, enhancing productivity and

competitiveness.

## **Challenges to Adaptability in Research and AI - Data Privacy and Ethical Considerations**

Adapting AI solutions while navigating data privacy regulations and ethical considerations presents significant challenges. Businesses must prioritise transparency, data security, and compliance to build



trust with customers and stakeholders while leveraging AI for innovation.

### Talent Acquisition and Skill Development

Acquiring AI talent and developing cross-functional teams proficient in data science, AI programming, and algorithm development is essential for driving adaptive research initiatives. Start-ups must invest in talent development programs to cultivate expertise in AI-driven innovation.

### The Future of Adaptability in Research and AI - Emerging Trends in AI and Business Research

Future trends in AI include advancements in explainable AI, federated learning, and AI ethics frameworks to address biases and enhance transparency. Adaptable businesses will harness these innovations to drive responsible AI deployment and strategic decision-making.

### Collaboration and Knowledge Sharing

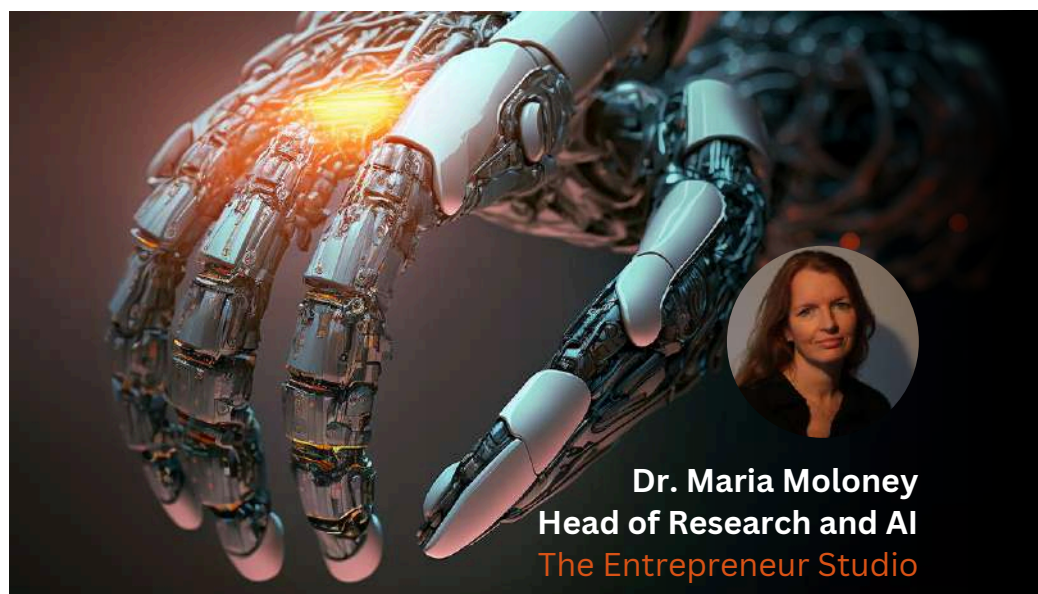
Collaboration between start-ups, research institutions, and AI experts fosters knowledge sharing and accelerates innovation in AI-driven research. By participating in industry consortia and open-source communities, businesses can co-create scalable AI solutions and advance industry standards.

Adaptability in research and AI is pivotal for business and start-up success in an increasingly competitive and technology-driven landscape. By embracing change, adopting agile

methodologies, and investing in AI capabilities, businesses can harness the power of research and AI to innovate, differentiate, and thrive.

### FAQs About Adaptability in Research and AI for Business and Start-ups

- 1 What is adaptability in research and AI for businesses and start-ups?**  
Adaptability in research and AI refers to the ability of businesses and start-ups to adjust research methodologies and AI applications in response to technological advancements, market dynamics, and consumer behaviour changes.
- 2 Why is adaptability important in leveraging AI for business success?**  
Adaptability enables businesses to optimise AI applications, drive innovation, enhance operational efficiencies, and meet evolving customer expectations in a dynamic market environment.
- 3 How can start-ups enhance adaptability in AI-driven research?**  
Start-ups can enhance adaptability by adopting agile research methodologies, investing in scalable AI solutions, prioritising data privacy and ethics, and fostering talent development in AI technologies.
- 4 What are the challenges businesses face in adapting AI for research?**  
Challenges include navigating data privacy regulations, acquiring AI talent, addressing ethical considerations, and integrating AI solutions effectively into business operations.
- 5 What role does collaboration play in advancing AI research for start-ups?**  
Collaboration facilitates knowledge sharing, accelerates innovation in AI technologies, and enables start-ups to co-create scalable AI solutions that drive competitive advantage and industry leadership.



**Dr. Maria Moloney**  
Head of Research and AI  
The Entrepreneur Studio

# EMBRACING ADAPTABILITY AND CHANGE IN MARKETING

The marketing landscape is constantly evolving with new technologies, shifting consumer behaviours, and emerging market trends. For businesses to thrive, they must embrace adaptability and be prepared to pivot their marketing strategies swiftly and effectively. This article delves into the significance of adaptability in marketing and explores practical ways businesses can stay ahead of the curve.

Marketing has undergone a tremendous transformation over the past few decades. From traditional print and broadcast media to the digital revolution, businesses have had to continuously adapt to stay relevant. Today, we are witnessing an era where artificial intelligence, big data, and social media dominate the marketing scene. These advancements offer incredible opportunities but also pose significant challenges for businesses that are slow to adapt.

## Why Adaptability Matters

1

**Consumer Behaviour:** Consumers' preferences and behaviours are constantly changing. The rise of social media, e-commerce, and mobile technology has fundamentally altered how people interact with brands. Businesses that can quickly adjust their marketing strategies to align with these changes are more likely to engage their audience effectively.



2

**Technological Advancements:** New technologies are emerging at an unprecedented rate. From AI-driven analytics to augmented reality experiences, marketers have a plethora of tools at their disposal. Embracing these technologies can enhance marketing campaigns and provide deeper insights into consumer behaviour.

3

**Competitive Edge:** In a crowded marketplace, standing out is essential. Businesses that are adaptable can leverage emerging trends and technologies to differentiate themselves from competitors. This agility can lead to increased brand loyalty and market share.

4

**Crisis Management:** The COVID-19 pandemic highlighted the importance of adaptability in marketing. Businesses that quickly pivoted their strategies to address the new reality—such as increasing their digital presence or offering online services—were better positioned to weather the storm.

## Strategies for Adapting to Change

1

**Continuous Learning and Innovation:** Marketers must stay informed about the latest trends and technologies. This involves continuous learning and fostering a culture of innovation within the marketing team. Encouraging creativity and experimentation can lead to breakthrough ideas and strategies.

2

**Data-Driven Decision Making:** Leveraging big data and analytics allows marketers to make informed decisions based on real-time insights. Understanding consumer behaviour, preferences, and trends through data can help tailor marketing strategies to meet evolving needs.

3

**Agile Marketing:** Adopting agile marketing methodologies can enhance flexibility and responsiveness. This approach involves iterative planning, testing, and adjusting marketing campaigns based on real-time feedback. Agile marketing enables businesses to respond quickly to market changes and optimise their strategies continuously.

4

**Personalisation:** Consumers expect personalised experiences. Using AI and machine learning, marketers can create tailored content and offers that resonate with individual customers. Personalisation fosters deeper connections and enhances customer loyalty.

5

**Embracing Digital Transformation:** The digital age requires businesses to embrace digital transformation fully. This includes having a robust online presence, utilising social media platforms effectively, and investing in digital marketing tools and technologies.

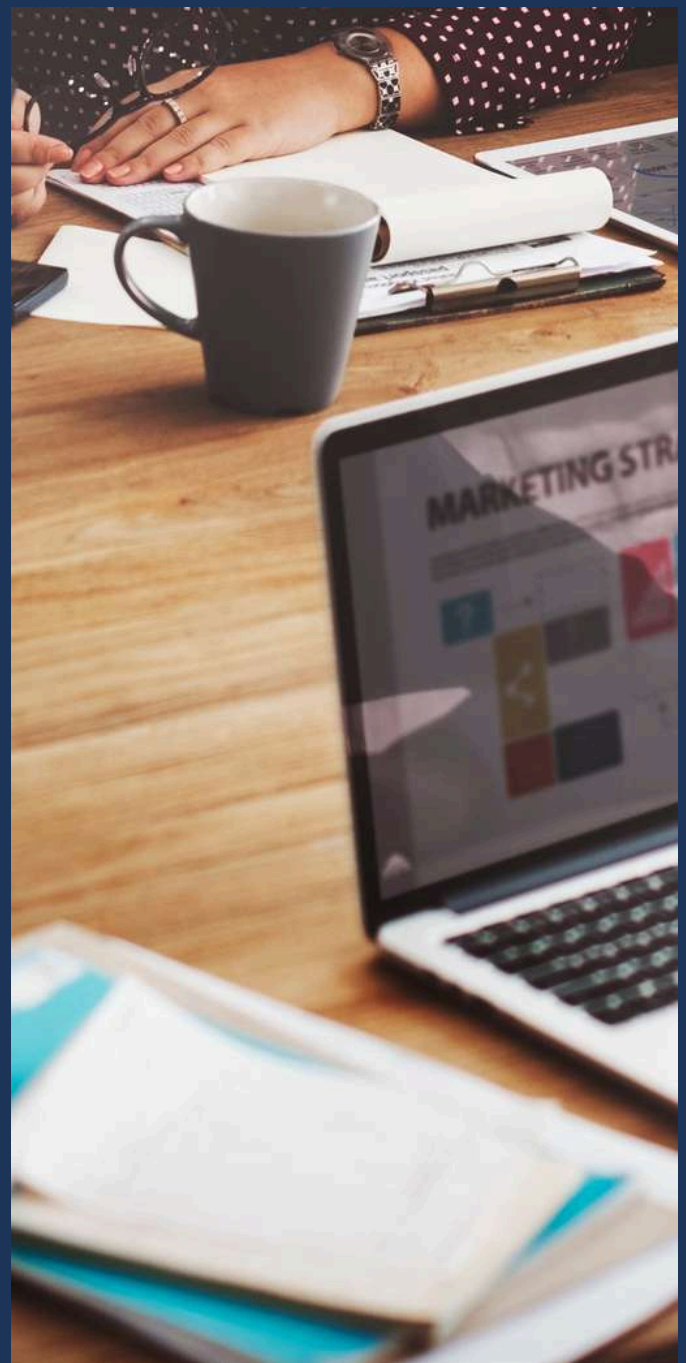
One notable example of adaptability in marketing is Netflix. Originally a DVD rental service, Netflix recognised the shift towards digital streaming early on. By adapting its business model and embracing digital transformation, Netflix not only survived but became a dominant player in the entertainment industry. Their data-driven approach to content creation and personalised recommendations has set a new standard in the industry.

In conclusion, adaptability and change are essential components of successful marketing. The ability to pivot and adjust strategies in response to evolving consumer behaviors, technological advancements, and market trends is crucial for business growth. By fostering a culture of continuous learning, leveraging data-driven insights, adopting agile methodologies, and embracing digital transformation, businesses can stay ahead of the competition and thrive in an ever-changing landscape.

The marketing landscape will continue to evolve, presenting both challenges and opportunities. Businesses that embrace adaptability will be well-positioned to navigate these changes and drive sustainable growth. As the adage goes, "The only constant is change," and in the world of marketing, this couldn't be truer.



**Sarah-Louise McCartney**  
Head of Brand and Marketing  
The Entrepreneur Studio





# THE MOVE TOWARDS CRYPTOS FOR BUSINESS PAYMENTS: THE ROAD AHEAD

*By Akanksha Jalan and Roman Matkovskyy, Rennes School of Business*

The introduction of Bitcoin has been hailed as the greatest technological innovation of the 21st century. The Bitcoin, a ‘decentralised’ alternative was developed by Satoshi Nakamoto (a pseudonym) in 2008, as a response to the failed public trust in traditionally regulated financial systems. The blockchain technology on which Bitcoin is built is considered rather foolproof and nearly impossible to tamper with, a quality that has paved way for the creation of many other cryptocurrencies. While the original objective of the Bitcoin may have been to facilitate easy transfer of funds among trusting parties (without the need for a financial intermediary such as a bank), cryptocurrencies in the last years have been used more for speculative investment purposes than for real transfers of value.

However, in the last two years or so, this has begun to change. The increasingly integration of cryptocurrencies into mainstream financial systems, coupled with the heightened use of



technology in the wake of the COVID-19, have ended up with never-seen-before levels of openness to these innovative financial products. Today, the cryptocurrency market stands at a market valuation of about USD2.24T (coinmarketcap.com) with about 9,000 active cryptocurrencies. Of these, Bitcoin remains the dominant player, representing about

half of the overall market cap. The rising integration of crypto assets into mainstream financial markets is evident in the rising cryptocurrency portfolios of large banks and mutual funds, as well as the legitimacy that this asset class has received through recognition from central banks and governments in several countries. Many countries in the world are currently experimenting with digital currencies at the national level (commonly known as Central bank Digital Currencies, CBDC’s), while some (El Salvador) have already accepted them as legal tender. This has provided greater confidence to businesses too, that are showing increasing openness to crypto assets through direct treasure investments as well as offering the possibility for their customers to pay in cryptocurrencies. A recent Cryptocurrency Payments Report by Cointelegraph Research highlights that more than 30,000 businesses globally accept Bitcoin payments, and this includes well-known names such as Starbucks, Subway, BMW and Microsoft. The Future Market

Insight report shows that crypto payment gateways could grow by 14% each year, reaching new heights by 2033.

Even when the concept is rather new and growing, it poses an adaptability challenge for business enterprises in that while it represents an immense opportunity to tap into larger markets and reach new customers, it requires significant investment and risk of not only obsolescence, but regulation.

#### **Potential pros:**

Opening up to receiving crypto payments may entail several pros for businesses. These include:

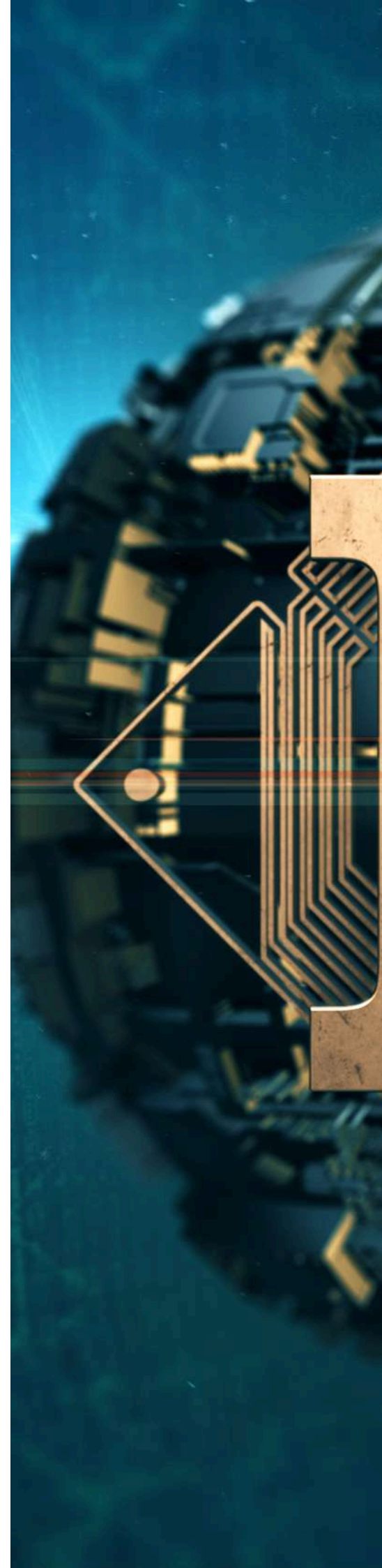
- Faster processing times (particularly for payments coming in from abroad)
- Robust security measures as crypto transactions are secure, reducing the risk of fraud.
- Customer trust and privacy are strengthened through encrypted transactions.
- Potentially higher transparency in terms of funds movements,
- Lower transaction fees (no cost for direct crypto payments from a customer and a maximum of 1% of transaction value if routed through a payment tool such as Coingate and BitPay). When compared to the standard fee of 2.9% plus 30 cents per transaction for most credit card processors, this could result in huge savings.
- The potential to attract crypto-enthusiasts as new customers. A recent study by BitPay finds that up to 40% of customers who pay with cryptos are new

- customers of the company, and their purchase amounts represent about twice as those of credit card users. [1]
- Potential to reach out to customers previously inaccessible owing to poor traditional banking access.

#### **Potential cons:**

Accepting crypto payments has its downside too. For instance:

- Evolving regulatory environment. Market volatility is very high.
- Complexity in dealing with sales returns and subsequent reimbursements for payments already received from customers. The costs of reimbursement could be huge for a cryptocurrency like Ethereum.
- Huge potential conversion losses on account of volatility in cryptocurrency prices. This calls into question other considerations such as whether to hold on to these assets in their digital wallets and wait for prices to rise (speculation), convert into fiat immediately (risk aversion or the 'hands off' approach) or convert at regular intervals such as month or quarter-end. For a small business unfamiliar with an asset class as volatile and unique as cryptos, it could create more challenges than those it solves.
- Potential additional reporting requirements if the business was to hold on to these crypto assets and report them on its year-end Balance Sheet. In the absence of clear reporting and tax guidelines, this could create fear of omission and non-compliance. Regulation such as the Markets in Crypto Assets (MiCA) in the European Union offer hope in this regard.
- Security concerns arising out of hacking of wallets. A





- Chainalysis report highlights that cryptocurrency hacks resulted in losses of about \$3.7 billion stolen from users in 2022.
- Integrating cryptocurrency into existing financial systems is complex.

**Some developments:**

Cryptocurrency payments are emerging with serious long-term potential. Starting with already well-established players, e.g., Mastercard that is launching the possibility to offer cryptocurrency trading to financial institutions' clients, "bridging" the gap between the crypto trading platform Paxos and banks, and ending with a big amount of small FinTechs that are working on facilitating crypto payments. Overall, we can distinguish between (1) Traditional PSPs and networks enabling crypto commerce (e.g., nuvei, checkout.com, worldpay, PaySafe, stripe, Square, Visa, Mastercard, PayPal), (2) crypto fintechs and commerce enablers (e.g., simplex, Bifinity, wyre, MoonPay, BitPay etc), and (3) crypto exchanges and wallets (Coinbase, Binance, Gemini, metamask, wombat, etc).

For instance, BitPay is a crypto debit card that supports more than 10 cryptocurrencies. It allows for converting bitcoin into dollars and is acceptable everywhere the Mastercard is accepted. Available only to US citizens, it charges a \$2.00 fee for ATM or cash-back withdrawals in the USA and a \$3.00 fee outside the country. Transaction validation can take up to

several days to ensure security of sending/receiving funds.

Another interesting direction is the Bitcoin Lightning Network (BLN) that is helping the Bitcoin to scale and function better as a means of payment. BLN is the layer-2 protocol to mitigate scaling issues and providing P2P payment channels for off-chain transactions. It allows for sending or receiving Bitcoin, including satoshis, the smallest unit of a Bitcoin (0.00000001 BTC), faster and with lower fees. BLN can process a million transactions per second, enabling almost close-to-instant transactions between parties. The median fee rate equals \$0.000000004600 per Satoshi, implying a less than 1 cent fee, though there may be other fees charged as opening and closing channels fee, routing fee, etc. Recently it reached a milestone capacity of 5,000 BTC (around \$100 million). The BLN can theoretically replace existing payments for fiat transactions. Nevertheless, one of its core issues is that it is not possible to receive any funds over the BLN without securing liquidity from another node, belonging to someone else. In addition to regulatory risks, considerations such as the Fraudulent Channel Close issue during Malicious Attacks also prevents further acceptance of the BLN as the main tool for payments. Another issue that dampens the use of BTC as a means of payment is its tremendous price volatility. But in any case, in our quest for a powerful solution, we will indispensably require a scalable Layer 1 blockchain.

Another promising development is Solana Pay. Launched in February 2022, it offers immediate, fee-free transactions. Solana Pay is an open protocol for developers with standardised payments and allows for building and customising digital versions of cash payments. It is based on the Solana network, that is proof-of-history (PoH), a modified version of proof-of-stake (PoS). Solana can process, on average, 65,000 transactions per second with an average fee of \$0.00025 per transaction. An interesting side of the Solana network is its strong stablecoin integration. For instance, at the moment of writing of this article, there exist more than \$1,8B of USDT (Tether) and \$1.6B of USDC stablecoins supplied on the Solana blockchain with more than \$38.4B of USDT 24h volumes. Another strong side is that Solana is a smart contract decentralised finance (DeFi). Solana Pay can accept payments in SOL or any SPL token without the need for intermediaries such as payment links, pay now buttons or QR codes, on app, dApp, etc. The current disadvantage however, is that given its newness as a payment tool, Solana Pay imposes additionally risks and uncertainty. Overall, it remains a strong player with future potential to be accepted as a payment platform.

#### **Take-away:**

In the end, opening up to payments in cryptocurrency can be a double-edged sword for businesses and whether it will turn out profitable in the end will depend upon several factors such as the nature of the industry, patterns and frequency of sales return and of course, the consumer base. According to the Finder cryptocurrency adoption index (January 2022 report) spanning 27 countries, 54.8% of global crypto ownership is

dominated by investors in the 18 – 34 years age bracket.<sup>[2]</sup> This could imply that sectors that have larger proportions of younger consumers in their customer base and those selling consumables such as food items and cosmetics (lower probability of return after purchase) may be more likely to benefit from the arrangement, despite its one-time costs and uncertain regulatory landscape.

Nevertheless, it looks like that a reliable solution for all kinds of crypto payments -high-frequency small payments, low frequency large payments etc. is still on its way. Another event that affected the crypto payment landscape is the crypto crisis of confidence caused by the bankruptcy of FTX, resulting in a loss of total crypto market cap by 20% compared to the beginning of November. The company lost between \$1B and \$2B of customer funds and its \$32B valuation is now worth zero. Almost 200 portfolio companies from the orbit of FTX Ventures, FTX, FTX.US, and Alameda Research may start selling their equity at a discount, creating a domino effect, a phenomenon that could dampen the growth of crypto payments as we have witnessed of late. But one thing is clear – the cryptocurrency asset class has disrupted the traditional way of doing business. Whether it is for the better or the worse, time will tell.



“If I had Known This”



Debunking Business Success Myths

# THRIVING ON LIMITED MEANS: THE POWER OF RESOURCEFULNESS

Resourcefulness is the ability to find quick and clever ways to overcome difficulties or roadblocks that are holding your growth back. It's about thinking creatively and using what is available efficiently to solve problems or achieve goals.

*It focuses on “What can you do?” rather than focusing on “What can't be done?”*

Contrary to the common belief that most problems arise from limited resources, many of your challenges can be resolved through resourcefulness.

Many founders often resort to investing more

resources to overcome obstacles thus getting into a cycle leading to burning their resources and ultimately burnout.

However, resourcefulness sits at the heart of entrepreneurship and provides a sustainable solution.

It is also about knowing to ask for help at the right time in your entrepreneurial journey.

## The Essence of Resourcefulness in Entrepreneurship

Resourcefulness involves several key traits, including:

Innovative Thinking: Viewing the same problem from different perspectives.

Creative Problem-Solving: Tackling obstacles in unique and effective ways. Innovation can make a significant difference when resources are limited.

Efficiency: Using resources wisely to maximise outcomes.

Resilience: Bouncing back from setbacks with new strategies.

Cross-Pollination: Bringing over ideas from different domains to solve your problem.

In a business context, resourcefulness means making the most of what you have, whether it's people, money, time, or skills. It's about turning limitations into opportunities.

## How do you build this skill of Resourcefulness?

Here are a few ways you can develop the skill of becoming resourceful:

### 1. Flexible Experimentation

Limited resources often necessitate smaller-scale experiments, allowing businesses to test new ideas without significant risk. This approach can reveal innovative paths that you might not have otherwise considered. Keeping an open mind to possibilities outside your comfort zone can provide you with solutions tailored to your needs.

### 2. Customer Engagement and Feedback

Limited resources can pressure your business to seek external solutions. Engaging deeply with customers and collecting direct feedback can spur



innovation and customisation, leading to greater customer loyalty and organic growth.

### 3. Focus on Core Competencies

Resource constraints will force you to trim down non-essential activities. This is an excellent opportunity to hone in on what you do best, helping you sharpen your competitive edge and open new avenues for growth.

### 4. Storytelling and Authenticity

Use authentic connections and effective storytelling to involve everyone in your mission to overcome challenges and drive growth. Authentic storytelling can differentiate a brand and create a loyal customer base.

### 5. Leveraging Strategic Partnerships

Building strategic alliances can provide access to resources that a business might otherwise lack. Look for people in your communities who are on similar journeys. Tap into the potential of co-creation by offering your valuable insights and expertise in exchange for the skills or resources missing in your business.

### 6. Operational Efficiency

Streamlining operations can significantly reduce the burden on your resources. Building effective processes and leveraging technology can free up your team's time and energy to focus on challenges and develop the necessary solutions.

### 7. Barter and Trade

Bartering services or products can be an effective way to gain resources without monetary transactions. This can work well between complementary businesses.

## Transforming Constraints into Competitive Advantages

Resourcefulness transforms constraints into competitive advantages. By adopting creative problem-solving, forging strategic partnerships, implementing lean operations, leveraging technology, and embracing bartering, entrepreneurs can innovate and grow despite limited resources. These strategies not only help in overcoming challenges but often lead to sustainable and scalable business models.

## Creating Space for Resourcefulness

These strategies only work when you have the mental space and ability to think creatively. Creating this space not only leads to better mental health and focused mind but also helps in accessing resources that are unavailable to a busy mind.

Here are some ways to create this creative space:

1. Meditation
2. Pursuing A Hobby
3. Deliberate Pausing
4. No Technology Time
5. Breathwork
6. Any Physical Activity

Remember, there is no one-size-fits-all solution. You have to find and establish a routine that works for you and supports your journey of building your business. The point here is to make something that will help you create that space to become resourceful, a part of your everyday life.

This skill will not only help you in your business but also enrich your life. Make it a way of living, and you won't find yourself stuck anymore.

**By Rupali Jasty**  
*Business & Leadership Coach  
for SME's*





**Angele Giuliano**  
Managing Director  
*AcrossLimits Ltd*



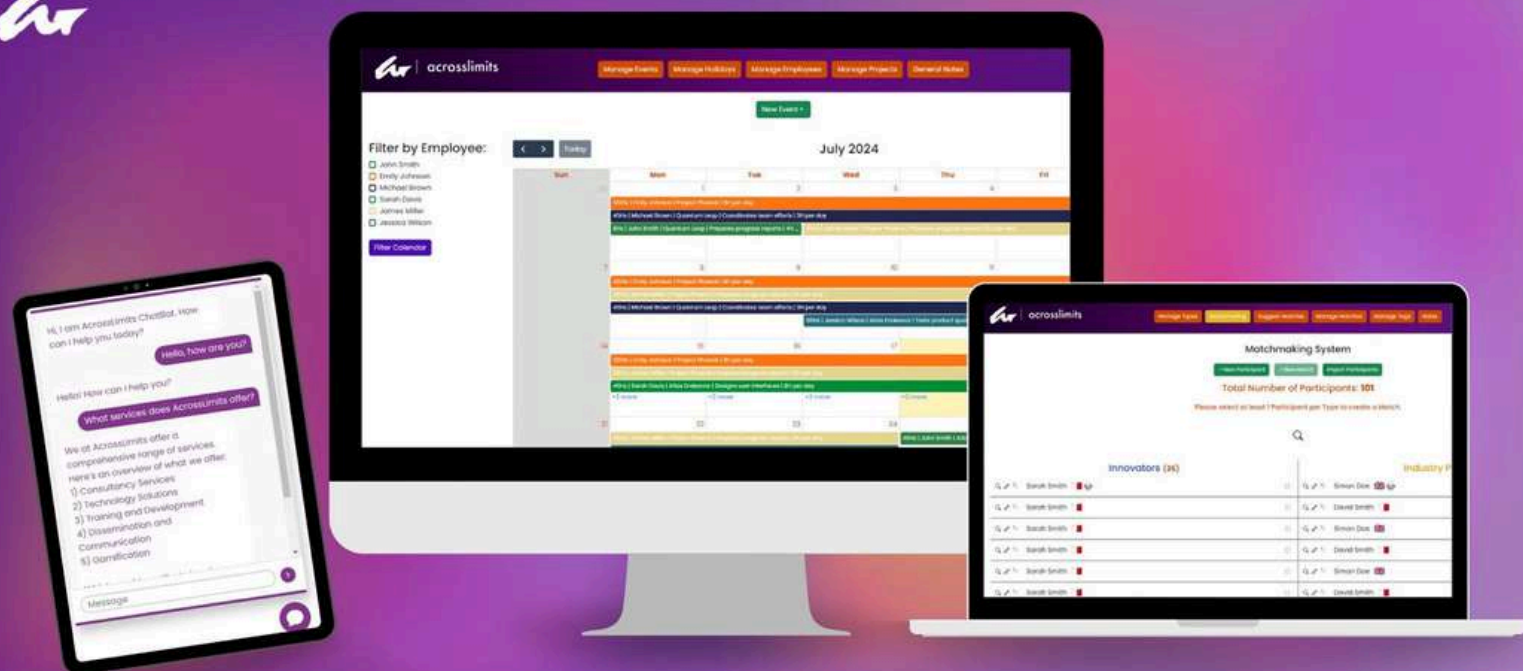
**Manmeet Abroll**  
Founder & CEO  
*The Entrepreneur Studio*

# MOU SIGNED WITH ACROSSLIMITS

AcrossLimits are an ideal fit for The Entrepreneur Studio to support and foster growth within the EU Entrepreneurial Communities by guiding them through the intricate processes of business plan development, strategic planning, execution, and securing vital investments. Our mutual collaboration provides the strength of longstanding experience combined with fresh ideas through the provision of mentoring and an array of practical support, thus creating the opportunities for Entrepreneurs to expand their horizons especially in the world of deep technological change leaving them in a stronger position for a successful sustainable future.

***Fostering innovation and entrepreneurship in Europe***

Key areas of collaboration include joint projects, resource sharing, training programs, and mentorship. Our goal is to create a supportive ecosystem for innovative ideas, offering funding and networking opportunities to drive economic growth and sustainability.



# AcrossLimits: From Local Roots to Global Impact

## The Founder of AcrossLimits

Angele Giuliano is AcrossLimits' Founder and Managing Director. As an experienced entrepreneur and expert in the fields of technology and European innovation, her career spans over 25 years. Her main professional experience lies in international technology projects, applied research, innovation and gender policies.

She has performed evaluations and reviews for the European Commission's research and innovation programmes since 2001 and has been a Jury Member of SME Phase II projects since 2018. In 2021 Angele was chosen as the National Champion of the European Innovation Council (EIC), as

well as appointed as its Ambassador, a position which she was reinstated for in 2024. Moreover, she is also a business angel and is well connected with private investors within Europe and the Gulf Cooperation Council countries where she actively pairs together entrepreneurs and funding opportunities.

Angele's personal ambition is to see more girls and women building lifelong careers in STEM-related industries, and here she focuses her advocacy. She is very active in several NGOs, fora and initiatives both in Europe and worldwide that focus on gender equality and tech. Most notably she had served as President of the Foundation for Women Entrepreneurs (Malta) for nearly 20 years, which served as a networking facilitator for Maltese businesswomen and promoted entrepreneurial skills.

Always happy to collaborate and share her experience, Angele

encourages budding entrepreneurs and peers to get in touch with her [via LinkedIn](#).

## The Adaptability of AcrossLimits

In today's rapidly evolving market, a company's ability to adapt and change is crucial for long-term success. Market conditions, consumer preferences and technological advancements are constantly shifting. Adaptability fosters innovation, resilience and sustainability, ensuring that the company not only survives but thrives in a dynamic environment.

A relatable example of the company's ability to adapt to circumstances and rise to the

challenge was the economic upending caused by the Covid-19 pandemic.

AcrossLimits swiftly and successfully transitioned to a fully remote operation, which enabled it to maintain its productivity and support international clients despite the challenges posed by lockdowns and travel restrictions. This decision not only ensured continuity of the company's operations but also highlighted AcrossLimits' innovative spirit and resilience in the face of unprecedented global disruption.

Always looking at the glass half full, this change resulted in AcrossLimits truly understanding that trust and respect are the heart of any company. By becoming a fully remote company, it gained access to a larger pool of international talent to grow its team, and eliminated the fixed costs associated with maintaining a physical office. Fully embracing remote work, Angele Giuliano seized the unique opportunity to relocate from Malta to Greece and work from her boat. This joie de vivre has been taken up by many of the company's staff who are able to work from any location with a good internet connection and make the most of their work-life balance.

The company's ethos of embracing change head-on has fundamentally impacted its bread and butter. AcrossLimits has delved into commercialising the development of IT products and digital offerings to clients. With its ability to provide software that enhances the efficacy, agility

and digitisation of businesses, AcrossLimits is carving a niche for itself in the IT sector.

## The Latest Innovations from AcrossLimits

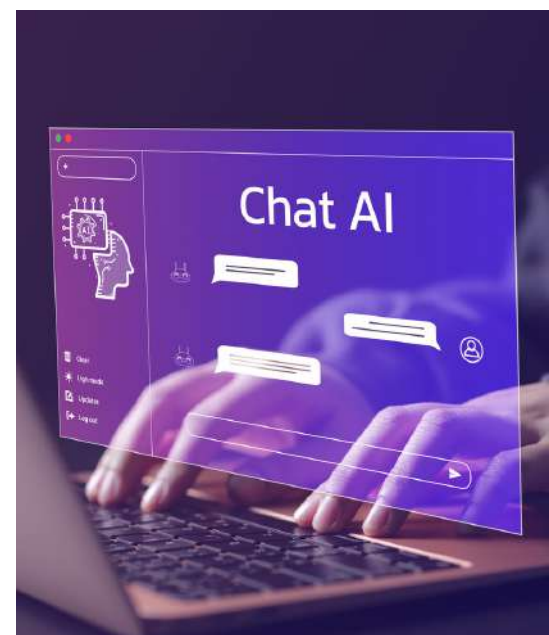
**Cloud Matchmaking System** – An online solution to help companies and organisations link people and entities from different fields and sectors. The solution is a web-based application that is fully compatible with most popular browsers available on the market. The app's visuals can also be customised with personalised visuals to meet the users' preference. The participants which would then be matched, can be customised by inserting images, relevant links, a description and tags. The app is then capable of automatically suggesting potential matches. This solution can be used to find potential matches between suppliers and clients, startups and investors or even academics and inventors, and more. The possibilities are limitless.

**Project Calendar** – A powerful online calendar that is used to assign employees to projects, as well as other activities. Additionally the calendar can be used to track holidays. It is fully customisable and compatible with many of the most popular browsers on the market. This is a great addition to any company's project management department, be it in the service industry or in the business of product development.

**QR Studio App** – A web-based QR code maker which can be used to generate both standard and customised QR codes. It is also possible to track how many times

a QR code has been scanned. Any and all QR codes generated through the Studio can be downloaded, as well as printed. It is fully customisable and compatible with many of the most popular browsers on the market. This app is a must-have for companies that want to implement QR codes that are linked to various products, items or APIs.

**AI Chatbot** – A powerful chatbot compatible with all websites, capable of being integrated in various frameworks and use-cases. It is useful for the enhancement of any organisation's customer care experience and Helpdesk operations, and is capable of helping users navigate websites and apps. It is powered by AI utilising Python and neural networks. The chatbot is customisable and can be configured by preloading it with contents, frequently asked questions and user guides. It adds an innovative touch to any company's online presence, and is particularly useful in periods of increased interactions with potential and current clients.





# HIGHLIGHTS

Welcome to the highlights section of our magazine, where we recap the exciting events and milestones we've experienced in the second quarter of the year. From networking gatherings and industry conferences to noteworthy achievements and collaborations, join us as we reflect on the memorable moments that have shaped our journey and propelled us forward in our mission to support and empower entrepreneurs. Dive in and relive the highlights with us!



## April 24th - 25th, 2024

As a member of the Fintech and AI division at Cost.eu, our CEO, Manmeet Abroll, participated in an exclusive event held in Cluj-Napoca, Romania. The event was focused on fostering a deeper understanding of blended approaches for evaluating innovative financial services and their providers, particularly within the realm of FinTech. One of the primary objectives was to advance the utilisation of Machine Learning techniques, specifically targeting the prediction of operational vulnerabilities, fraudulent activities, and illicit behaviors spanning from misappropriation of loaned funds to money laundering.

## April 25th, 2024

TES continue to host Edinburgh Networking events. April's event proved to be an amazing evening of networking, inspiration, and connections. From engaging conversations with fellow entrepreneurs and industry leaders to the new relationships that were formed, the event was truly memorable. We appreciated your enthusiasm and support in building a thriving TES community.



## HIGHLIGHTS

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### May 18th, 2024

We were thrilled to announce that, in collaboration with ITSG, we selected over 30 Ukrainian entrepreneurs, during the event run by UBWIS, for our bespoke 10-week program, The Entrepreneur Edge! These talented individuals will journey through idea validation, business planning, and financial modelling to bring their visions to life. We can't wait to see their innovative ideas come to fruition through this comprehensive 10-week journey.

### May 30th, 2024

Another successful monthly Edinburgh networking event took place in May for The Entrepreneur Studio. It was an evening filled with insightful conversations, valuable connections, and plenty of entrepreneurial spirit.





## June 13th, 2024

Manmeet had a great time at the University of Twente Netherlands speaking at the COST FinAI PhD School on Fintech and AI in Finance 2024. Manmeet recalls that “It's always a new learning experience with the team in the COST Fintech and Artificial Intelligence in Finance and aligning that with the business model.”

His insights on 'Convert Ideas to Business' was enlightening for those passionate about the transformative potential of Fintech and AI.

## April 25th, 2024

At the end of June, we were delighted to have signed a memorandum of understanding with AcrossLimits to foster innovation and entrepreneurship in Europe. This partnership will leverage The Entrepreneur Studio's expertise in nurturing start-ups alongside AcrossLimits' extensive experience with EU projects.



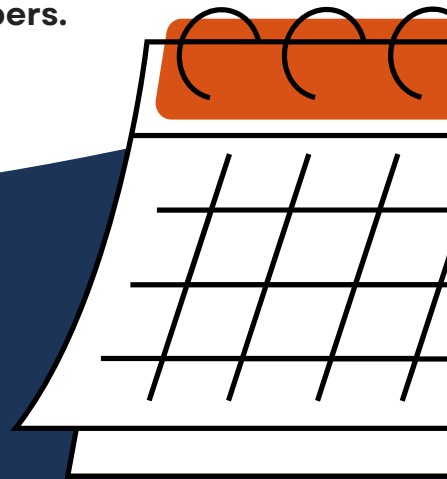
## July, 2024

Manmeet is travelling to Canada throughout July where he has already had a great follow-up meeting with the Calgary Economic Development team. We are looking forward to further discussions to build a plan for supporting entrepreneurs on their journey on both sides of the Atlantic.

# Mark Your Calendars

Discover a curated selection of upcoming events, workshops, and networking opportunities hosted by TES, as well as events we'll be attending to foster new partnerships and opportunities for our members.

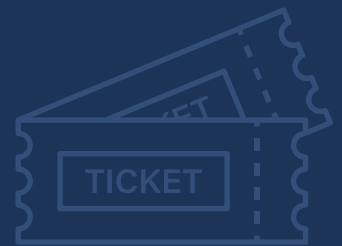
Every 4th Thursday, we host a networking event in Edinburgh where individuals have the opportunity to network with fellow entrepreneurs, industry leaders, and innovators. The next networking event will be **Aug 22nd, 2024**



TES CEO, Manmeet Abroll, will be visiting Calgary, Canada throughout **July** to make more connections and sign MOUs.



We will be hosting a huge all-day event on **September 26th** which aims to provide a comprehensive workshops for start-ups to gain valuable insights and knowledge across various fields essential for their growth.



**December 12th, 2024** we will be hosting a TES dinner event in collaboration with International Hungarian Business Alliance. An evening to celebrate and thank those who (along with other guests) who have supported TES since the 2023 launch in Scotland.



**June 2025** - Entrepreneur Landing Pad is scheduled to take place which aims to provide a comprehensive platform for tech scaleups to make informed decisions about international expansion and to connect with key opportunities, customers, partners, and funding sources to grow their sales internationally.





Join TES today  
[www.theentrepreneur.studio](http://www.theentrepreneur.studio)

**Entrepreneurial Edge**

Issue 3 | Adaptability and Change | July 2024

