



NBG Business Seeds



NBG Business Seeds is an integrated program designed to foster innovative and export-oriented entrepreneurship. NBG Business Seeds includes actions that aim at showcasing innovative ideas and projects, training and mentoring young entrepreneurs, and providing infrastructures, networking and financing. Once the annual competition "Innovation & Technology" is over and the awards given, NBG supports the implementation of selected proposals that are distinguished. Collaboration with privately funded non-profit organization The People's Trust, which provides grants, microfinance and business development services to small enterprises in all sectors.

As regards financial support for startups and innovative SMEs, NBG provides targeted lending programs and participation in company equity.

Emphasis is placed on the mentoring of the teams by NBG's experienced staff who, backed by professional experience of more than 20 years in various fields, propose targeted solutions to improve each innovative endeavor.

Besides the financing, companies participating in the program receive free-of-charge services and products of Amazon, Microsoft and Facebook, and mentoring actions provided in cooperation with Google, Grant Thornton, McKinsey, Census, Watson Farley and Williams, Israeli Advanced Technology Industries (IATI) and networking initiatives provided in cooperation with Endeavor Greece and the Hellenic American Chamber.



i-fund is the first crowdfunding platform in Greece under the management of a bank that offers access for entrepreneurs to private equity through an innovative tool. i-fund targets companies with significant presence in Greece and orientation in export activities, continuous historical background in innovation and investment in R&D, steadily increasing revenue flow and significant impact on employment. Each company can offer securities of a total value of less than €500,000 per company per annum via i-fund.



The **act4Greece** Crowdfunding program is a pioneering initiative for the promotion of social and developmental banking. The program covers projects

falling within 7 action areas: 1) Welfare, Health and Solidarity, 2) Social Economy and Entrepreneurship, 3) Culture and Cultural Entrepreneurship, 4) Young and Innovative Entrepreneurship, 5) Environment and Sustainability, 6) Research, Education and Training, and 7) Sporting Activities.

act4Greece is supported by National Bank of Greece in strategic cooperation with organizations and foundations of international standing, such as the Alexandros S. Onassis Foundation, the John S. Latsis Foundation, the Bodossaki Foundation, the Hellenic National Commission for UNESCO, and the Hellenic Network for Corporate Social Responsibility.

All these institutions contribute to the program by offering their know-how while also leveraging the potential of the crowdfunding platform so as to broaden and multiply the resources for projects or actions that they already support.

From February 2016, €1,6m have been collected for 16 actions through 5,600 donations.



Be Finnovative is NBG's fintech acceleration programme. For 6 months, 8-10 selected promising startups of the financial technology sector receive consultancy services, mentoring and coaching and use significant resources provided by NBG, such as office space and API support. Be finnovative brings together young people with fresh innovative ideas/business models and experienced business executives from an extended supporting network of large companies and institutions, such as Accenture, Mastercard, Microsoft and University of the Aegean. The process ends with a demo day where all teams present to potential investors and company representatives. The first cohort of the programme composed of eight teams. Their business models are based on the digitization and simplification of financial services, social media payments, blockchain solutions, chatbot technologies and multichannel customer services. A second round of the programme starts in December 2017.