



**Ural Federal  
University**

named after the first President  
of Russia B.N.Yeltsin

**Graduate School  
of Economics  
and Management**

# Doing Business in Russia International Startup Management

**International Summer School  
July 2–13, 2024**



**General  
partner**

by the Master's programme International Management GSEM UrFU

# SCHEDULE

✦ All times are local Ekaterinburg time, UTC+5

July 2, Tuesday	July 3, Wednesday 25 Gogolya st.	July 4, Thursday 19 Mira st.	July 5, Friday 25 Gogolya st.	July 6, Saturday Sysert twm.	July 7, Sunday Mayakovsky Park, Ekaterinburg
All day Arrival	10:30-11:00 Coworking Opening Ceremony	10:15-13:30 И-435 Lecture "Project Management" by Yuri Devi (Senior Lecturer, GSEM UrFU)	9:00-11:00 Dynamo metro station Sup-board challenge. Team building training	10:00-17:00 Lecture "Entrepreneurship in Creative Industries" by Jan Kozhan (representative of the creative cluster "Summer at the factory")	17:00-18:30 Lecture "How to Reimagine a Park: Mayakovsky Park" by Pavel Zubakin (director of Mayakovsky Park)
	11:30-13:00 Coworking Lecture "Leadership" by Elizaveta Golosova (Associate Professor, GSEM UrFU)	13:30-14:30 Break	Assembly Hall 17:00-18:30 Lecture "Leadership 4.0" by Stanislav Blokhin (founder of Cashflow196)		
	13:00-14:00 Break	14:30-15:30 И-420 Kickoff session. Ivan Zaychenko, Managing Partner of "Lifemart" in Dubai			
	14:00-16:45 Coworking Lecture "Leadership" by Elizaveta Golosova (Associate Professor, GSEM UrFU)				
July 8, Monday online day	July 9, Tuesday 19 Mira st.	July 10, Wednesday Ekaterinburg-expo	July 11, Thursday 19 Mira st.	July 12, Friday 19 Mira st.	July 13, Saturday
12:00-13:30 QA session by Daria Amelicheva (representative of "Lifemart")	10:15-11:45 И-405 Lecture "Classic startup in new conditions" by Stanislav Berezin (founder of the "Factory of Touching Stands")	11:00-16:00 Networking quest as part of a visit to the leading Russian international exhibition of industry and innovation INNOPROM-2024, including participation in an expert discussion	11:00-15:00 Startup Accelerator И-405, И-426	11:00-13:00 И-405, И-426 Startup lab session: finalizing projects	All day Departure
16:00-17:30 Lecture "New economic order. Global risks and uncertainties shaping up geopolitical and economic scenarios" by Tatiana Embulaeva (Senior Banker, European Bank for Reconstruction and Development)	12:00-13:30 И-405 Lecture "How to start your own business" by Roman Lukichev (founder of the "Law Firm")			13:00-15:00 И-420 Final Pitch-session. Closing ceremony	
	13:30-14:00 Break			14:00-15:00 И-405, И-426 Startup Accelerator	

If you have any questions, please contact Elena Grigoryeva: e.v.grigoryeva@urfu.ru

# Lecturers



Elizaveta Golousova,  
Associate Professor,  
GSEM UrFU



Stanislav Berezin,  
founder of the "Factory  
of Touching Stands"



Pavel Zubakin,  
director of  
Mayakovsky Park



Ivan Zaychenko,  
Managing Partner of  
"Lifemart" in Dubai



Tataina Embulaeva,  
Senior Banker, European  
Bank for Reconstruction  
and Development



Jan Kozhan,  
representative of  
the creative cluster  
"Summer at the  
factory"



Stanislav Blokhin,  
founder of  
Cashflow196



Daria Amelicheva,  
representative of  
"Lifemart"



Roman Lukichev,  
founder of the  
"Law Firm"



Yuri Devy,  
Senior Lecturer,  
GSEM UrFU

## Tutors



Fokeev Maxim,  
Chief Advisor for  
Strategic  
Development  
Accounts Chamber  
of the Russian  
Federation



Romanova Anastasia,  
Tutor



Nikita Shvaley,  
entrepreneur,  
Teaching Assistant at  
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## Project team



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