

→ WELCOME

BANUU TRAINING ON ENTREPRENEURIAL STARTUP PROJECTS

5-18 February, 2023

KOÇ UNIVERSITY, RUMELIFENERI CAMPUS
ISTANBUL/ TÜRKİYE



Co-funded by the
Erasmus+ Programme
of the European Union





-
- 1** Brief Introduction to Koç University
- Vehbi Koç the Founder

PAGE

1



-
- 2** Meet the Team

3



-
- 3** Learn More About the Campus and
Its Neighborhood

4



-
- 4** Schedule & Short Bios of the Trainers

5



-
- 5** Transportation

12



-
- 6** Istanbul & Türkiye

13



-
- 7** Pre-Arrival Check-List

14



-
- 8** Survival Turkish
-

15

Pre-Arrival Booklet

CONTENTS



Brief Introduction to KOÇ UNIVERSITY



Koç University was founded in 1993 as a non-profit private university in Istanbul, Türkiye. Its beautiful campus sprawls over a sixty-two acre estate that succeeds in balancing accessibility to all of Istanbul with a retreat from the distractions of city life.

Koç University is supported by the resources of the internationally renowned Vehbi Koç Foundation. In 2009, 22 Carnegie organizations –including the esteemed foreign-policy think tank, Carnegie Endowment for International Peace– collectively awarded the Koç Family the “Carnegie Medal of Philanthropy.” Universally acknowledged as the most prestigious recognition of philanthropic excellence in the world, the Medal is considered equivalent to the Nobel Prize for Philanthropy.

Purpose

As Vehbi Koç expressed in the first lecture of Koç University on October 4, 1993, “The purpose of Koç University is to raise extraordinary young people. As the number of such young people is sufficient and they succeed in reaching the leadership positions that they deserve; the future of our country shall be guaranteed... As the number of qualified individuals we educate increases, we will have the ability to serve our country better.”

In the twenty five years since its establishment, Koç University has become one of the leading universities in Türkiye, distinguished by notable contributions to the elevation of education, knowledge and service both domestically and beyond. With Colleges of Social Sciences and Humanities, Administrative Sciences and Economics, Science, Engineering, Law, Nursing and Medicine, Koç University offers 22 undergraduate, 29 graduate and 30 PhD programs.

Mission

To cultivate Türkiye's most competent graduates, well-rounded adults who are internationally qualified; who can think creatively, independently and objectively; and who are confident leaders.



Founder

Vehbi Koç

VEHBI KOÇ



"I herewith endow this foundation so that my past and present philanthropy may continue to be of service to the Turkish nation after I have passed away."

January 17, 1969, Vehbi Koç

The late Vehbi Koç was not only one of Türkiye's most successful businessmen but also a true philanthropist who believed that everyone had a personal responsibility to contribute to the solution of social problems.

Vehbi Koç felt genuine concern for the poor and extended them a helping hand, right from the beginning of his working life. His philanthropy grew with the years, and he began to donate greater and greater funds toward the construction of social facilities.

He firmly believed that education was crucial to the country's development and considered it to be a humanitarian and patriotic duty to help educate the young. With this belief in mind, he initiated the construction of several schools, libraries, and student dormitories.

Another area to which Vehbi Koç attached great importance was healthcare. He rightly believed that the subject of health was of fundamental significance and therefore donated funds and facilities in order to help improve healthcare.

As his philanthropic projects became more and more prolific, he felt the need to institutionalize them to ensure that they would continue beyond his lifetime. The Vehbi Koç Foundation was one of his life's greatest projects. Formed in 1969, the Foundation still continues to grow and expand today on the sound material foundations that were laid by him.

MEET THE TEAM



ASSOC. PROF. ÇİĞDEM MANER
FACULTY MEMBER, COLLEGE OF SOCIAL SCIENCES
AND HUMANITIES & BANUU PROJECT MANAGER AT KU
CMANER@KU.EDU.TR



NİLÜFER AKPINAR ŞAHİN
TEAM LEADER,
INT. PROJECTS & EDUCATION PROGRAMS
NAKPINAR@KU.EDU.TR



OYA ÖZER KURT
GLOBAL PROGRAMS & PROJECTS SPECIALIST
OYOZER@KU.EDU.TR



METEHAN ALDOĞAN
GLOBAL PROGRAMS & PROJECTS ASSIST. SPECIALIST
MEALDOGAN@KU.EDU.TR

ACCOMMODATION

Titanic Comfort Şişli

<https://www.titanic.com.tr/titanic-comfort-sisli>



! Communication will be via a WhatsApp Group

Click on the icon or scan the QR code for the WhatsApp Group



LEARN MORE ABOUT THE CAMPUS AND ITS NEIGHBORHOOD

Koç University is located in mid-Northwestern Istanbul, in the Sarıyer district on the European Side. The university looks over the Black Sea in the north and the Marmara in the southeast. Visit [KU's contact web page](#) for a closer look at the university location, transportation options, and address info.

Below, you can find helpful resources for you to check out before your arrival. You can simply click on them.

[Main Campus Plan Map](#)

[Koç University Promo Video](#)

[Koç University Newcomers' Guide](#)

[Vocalized Visual Campus Introduction- PPT Show](#)
Make sure you enable external content

[Vocalized Sarıyer District Presentation- PPT Show](#)
Make sure you enable external content

[Koç University Campuses](#)

[Visiting Koç University](#)



February 6

TIME	EVENT
8:30 AM	PICK-UP FROM THE HOTEL
9:30-9:45 AM	ARRIVING ON CAMPUS
10:00-10:10 AM Place: Kule 2nd Floor	WELCOME SPEECH BY MRS. NILÜFER AKPINAR ŞAHİN, INTERNATIONAL PROJECTS AND EDUCATION PROGRAMS TEAM LEADER, OFFICE OF INTERNATIONAL PROGRAMS
10:10-10:20 AM	KOÇ UNIVERSITY PRESENTATION BY ARZU DALYAN, INTERNATIONAL PROJECTS AND EDUCATION PROGRAMS SPECIALIST, OFFICE OF INTERNATIONAL PROGRAMS
10:20-10:40 AM	TURKISH CULTURE 101 PRESENTATION BY OYA ÖZER KURT, GLOBAL PROGRAMS AND PROJECTS SPECIALIST, OFFICE OF INTERNATIONAL PROGRAMS
10:45-11:30 AM	MEETING WITH OIP STAFF MEMBERS
11:30- 1:30 PM	CAMPUS TOUR
1:30-2:45 PM	LUNCH BREAK
2:45- 4:00 PM Suna Kırarç Library	<p>AFTERNOON HOMEWORK: PREPARE FOR YOUR VISIT @KWORKS TOMORROW! IMPORTANT: YOU MUST BE PREPARED WITH THE NECESSARY STEPS EXPLAINED BELOW FOR YOUR MEETING @KWORKS</p> <p>1. WATCH THE VIDEO BY STEVE BLANK ON ENTREPRENEURSHIP: HOW TO BUILD A STARTUP UDACITY FREE COURSES HTTPS://WWW.UDACITY.COM/COURSE/HOW-TO-BUILD-A-STARTUP--EP245</p> <p>2. PREPARE YOUR WORKING MODEL ON MIRO.COM (SEE LINK BELOW) HTTPS://MIRO.COM/APP/BOARD/UXJVPX5MUS0=</p>
4:15 PM	PICK-UP FROM "HAVUZLU MEYDAN" TO THE HOTEL



February 7

TIME	EVENT
9:30-9:45 AM	WALK TO KWORKS: HTTPS://KWORKS.KU.EDU.TR/EN/
10:00-10:15 AM	INTRODUCTION TO KWORKS PRESENTATION BY MRS. BERIL BOYACIOĞLU BAKIR, KWORKS DIRECTOR
10:15-11:00 AM	TOUR OF KWORKS & INTRODUCTION OF STARTUPS WORKING IN THE OFFICE
11:00-12:30 PM	ROUND TABLE DISCUSSION: PLEASE EXPLAIN YOUR STARTUP IDEAS & GET FEEDBACK (MAKE USE OF THE MIRO TABLE YOU FILLED YESTERDAY)
2:00 - 4:00 PM	REFLECT ON THE VISIT AT KWORKS AND WORK ON YOUR START UP PROJECT

February 8

TIME	EVENT
8:30 AM	HOTEL PICK-UP
9.30 AM-12.30 PM Place: CASE 133	NEW PERSPECTIVES ON LEADERSHIP WITH MUAZ ÖZCAN
1:00-2:00 PM	LUNCH BREAK
2:00-5:00 PM Place: CASE 133	DESIGN-DRIVEN INNOVATION FOR CULTURAL HERITAGE WITH HAKAN YILMAZER
5:15 PM	PICK-UP FROM "HAVUZLU MEYDAN" TO THE HOTEL



February 9

TIME	EVENT
8:30 AM	HOTEL PICK-UP
9.30 AM-12.30 PM Place: CASE 133	NEW PERSPECTIVES ON LEADERSHIP WITH MUAZ ÖZCAN
1:00-2:00 PM	LUNCH BREAK
2:00-4:00 PM Place: CASE 133	PROF. FILİZ YENİŞEHİRLİOĞLU: HOW ENDURING ARE MEMORY SPACES: URBAN HISTORY AND THE ROLE OF RESEARCH CENTERS
5:15 PM	PICK-UP FROM "HAVUZLU MEYDAN" TO THE HOTEL

February 10

TIME	EVENT
8:30 AM	HOTEL PICK-UP
9.30 AM-12.30 PM Place: CASE 133	DESIGN-DRIVEN INNOVATION FOR CULTURAL HERITAGE HAKAN YILMAZER
1:00-2:00 PM	LUNCH BREAK
2:00-4:30 PM Place: CASE 133	KOÇ UNIVERSITY SUNA & İNAN KIRAÇ RESEARCH CENTER FOR MEDITERRANEAN CIVILIZATIONS: FROM FOUNDATION TO PRESENT PROF. OĞUZ TEKİN AND BURCU TOPKAYA ŞENEREN
5:00 PM	PICK-UP FROM "HAVUZLU MEYDAN" TO THE HOTEL



February 11 - 12

Free Time

February 13

TIME	EVENT
8:30 AM	HOTEL PICK-UP
9.30-10.30 AM Place: CASE B31	INTRODUCTION TO INFORMATION LITERACY BY NAZ ÖZKAN
10:45-11:45 AM Place: Seminar Room Suna Kırac Library	INTRODUCTION TO CULTURAL HERITAGE AND ARCHIVES BY MUSTAFA ERGÜL
1:30-5:00 PM Place: CASE B31	TV PROGRAM WORKSHOP WITH PROF. DR. VEHBI BAYSAN
5:15 PM	PICK-UP FROM "HAVUZLU MEYDAN" TO THE HOTEL

SCHEDULE ↑



February 14

TIME	EVENT
9:00 AM	HOTEL PICK-UP
10:00 -11:30 AM	VISIT OF SADBARK HANIM MUSEUM IN SARIYER
11:30 AM	SHUTTLE PICK-UP TO THE CAMPUS
1:00-4:00 PM	STUDY TIME ON CAMPUS IN THE LIBRARY
4:00-5:30 PM Place: CASE B31	OPEN ACCESS SOURCES USEFUL FOR CULTURAL HERITAGE RELATED START UP PROJECTS WITH ÇIĞDEM MANER
5:15 PM	PICK-UP FROM "HAVUZLU MEYDAN" TO THE HOTEL

February 15

TIME	EVENT
11:45 AM	HOTEL PICK-UP
12:30 PM	MEETING AT THE SARIYER HARBOR
12:50 PM	TAKING THE SHIP TO BEYKOZ
1:00-5:45 PM	VISIT TO BEYKOZ KUNDURA, A REPUBLIC PERIOD SHOE FACTORY, WHICH BECAME A MUSEUM OF MEMORY AND FILM SET TOUR WITH DIRECTOR OF BEYKOZ KUNDURA
5:55 PM	TAKING THE SHIP BACK TO SARIYER
6:30 PM	PICK-UP FROM "HAVUZLU MEYDAN" TO THE HOTEL



February 16

TIME	EVENT
9:30 AM	HOTEL PICK-UP
10:00 AM-12:30 PM Place: Pera Museum	EXHIBITION PRACTICES FOR CULTURAL HERITAGE WITH CEM KOZAR – PATTU ARCHITECTS
12:30-3.00 PM	FREE TIME IN TAKSIM
3:00-6:00 PM	VISIT OF ISTANBUL RESEARCH INSTITUTE/ISTANBUL ARAŞTIRMALARI ENSTITÜSÜ (ADDRESS: MEŞRUTİYET CD. NO:47, 34430 BEYOĞLU)
7:00 PM	DINNER @ DIVAN BEYOĞLU BRASSERIE (OPTIONAL)
9:00 PM	SHUTTLE BACK TO HOTEL

February 17

TIME	EVENT
9:00 AM	HOTEL PICK-UP
9:30 AM-2 PM Place: CASE134	STARTUP TRAINING EVALUATION
2:00-6:00 PM	FREE TIME ON CAMPUS
6:00 PM	PICK-UP FROM "HAVUZLU MEYDAN" TO THE HOTEL

February 18

Free Time

Please put your luggage to the reception by 12:00.
The shuttle pick up time is 22:30 from the hotel.

Short Bios of the Trainers

Prof. Dr. Vehbi Baysan is currently lecturer at the History Department at Ibn Haldun University in Istanbul. After graduating from Istanbul University's Department of Eastern Languages and Literatures (Arabic and Persian), he joined in the MA program at the Arabic Language and Literature Department at Yarmouk University in Jordan. He completed his PhD degree at the Department of Middle Eastern Studies at the University of Manchester. He worked as a lecturer at the University of Manchester, School of Oriental and African Studies (SOAS) and, at London School of Economics as the Arabic Courses Coordinator and instructor. Upon returning back to Istanbul, he started teaching Koç University and Bosphorus University. He was later employed at Yeditepe University as a lecturer and senior administrator internationalizing academic programs.

His research interests focuses on modernization and reform in the Ottoman Empire, history of the Middle East and history of education in Islam (including the Ottoman Empire). He is also frequent commentator on Turkey and Middle Eastern affairs at national and international media, as well as weekly live program producer at a popular national television.

Muaz Özcan is a doctoral candidate in Social/Industrial and Organizational Psychology at Koç University Graduate School of Social Sciences. He completed his Bachelor of Science in Psychology at İhsan Doğramacı Bilkent University as the highest-ranking student in the department.

He is currently a research assistant and part-time lecturer at Koç University. His research interests are why, how, and when people perceive others and themselves as more or less leaderlike, and the factors and mechanisms involved in this social perception process. He hopes this research will contribute to policy and practice by identifying the factors associated with unequal representation of particular categories of people in leadership roles and positions.

Hakan Yilmazer is a graduate from METU Industrial Design Department (2018). Currently he is a Ph.D Candidate in Design, Technology and Society program at Koç University. His research topics are wearable devices and action sports in HCI. Apart from his research and teaching duties, he provides consultancy for design and product management in technology startups.

TRANSPORTATION

Istanbul has one of the best public transportation networks in the world. There are several options to reach any location for 24 hours, and a taxi is a convenient option compared to large metropolitans in the world and other cities in Türkiye.

To ride all modes of public transportation (except dolmuş/ minibus) you will need an [İstanbulkart](#)-refill transportation card. You can obtain a regular İstanbulkart from the refill machines (Biletmatik) located around the city and airports or newsstands with "İstanbulkart Bayii" or "İstanbulkart Dolum Merkezi" signs. Please note that you will be using your İstanbulkart throughout the week. Make sure that your İstanbulkart has enough credit.

Istanbul Rail Systems Map:

<https://www.metro.istanbul/en/YolcuHizmetleri/AgHaritalari>

MOBILE TAXI APPS (PAY ONLINE OR CASH)

www.bitaksi.com

www.itaksi.com

TOP MOBILE APPS FOR MASS TRANSIT IN ISTANBUL



Closest Metro Line to Main Campus: M2 Green Line Yenikapi – Haciosman. The airport shuttle drops passengers off here. We will provide shuttles from Haciosman metro to KU main campus and return during the week from Haciosman.

Connecting Bus Line for the Campus: 154

Use Trafi on your mobile device to plan your trip throughout the week.

TAXI

Yellow taxi vehicles (Taksi in Turkish) are widely used in Istanbul. You can call up a taxi by phone, via a mobile app, or flag one on the street 24/7.

Regular Taxi Fare Calculator: taksiyle.com





THE TOWN AND ITS REGION

Istanbul is in northwestern Türkiye in the Marmara Region. It is the largest metropolitan in Türkiye with the largest population (approx. 16 million) and 39 districts. The city is divided into two sides, the European side in the West and the Asian/Anatolian side in the East. The watercourse that divides the city is the Bosphorus. As a seaport, it is both the closest Asian city to Europe and the European city to Asia ([Istanbul.com](https://istanbul.com)). Istanbul has been one of the most important cities in world history and continues to be today. [Istanbul Metropolitan Municipality \(IMM\)](https://istanbulmetropolitanmunicipality.gov.tr) provides a detailed overview of the city's history, arts & culture, population, security, and current events on their Instagram account ([municipalityist](https://www.instagram.com/istanbulmunicipality)). [The website of IMM's Tourism Directorate \(https://visit.istanbul/en/\)](https://visit.istanbul/en/) can be a good starting point to familiarize yourself with this magical place.

Koç University is located in mid-Northwestern Istanbul, in the Sarıyer district on the European Side. The university looks over the Black Sea in the north and the Marmara in the southeast. Visit [KU's contact web page](https://www.ku.edu.tr) for a closer look at the university location, transportation options, and address info. You can also explore the [main campus \(Rumelifeneri\)](https://www.ku.edu.tr) and the [Sarıyer District](https://www.ku.edu.tr) through vocalized presentations created by KU's International Community Services Office on their [website \(https://ico.ku.edu.tr/\)](https://ico.ku.edu.tr/).

WHAT TO DO IN AND AROUND ISTANBUL? LEISURE AND RECREATIONAL ACTIVITIES

As a cosmopolite metropolis, Istanbul is a hub for numerous activities and perspectives due to its charming atmosphere. From museums to religious places, shopping malls to parks, palaces to beaches, the city offers countless options.

Istanbul hosts more than 80 museums ranging from archaeological, history museums to modern and fine art museums, 311 parks, 81 beaches, and 147 shopping malls. One can explore the Prince's Islands and enjoy the sunset in the Bosphorus on the way back to the center. The city also hosts a wide range of festivals, concerts, and fairs. In other words, there is always something to delight in Istanbul.

The [Tourism Directorate of Istanbul Metropolitan Municipality \(IMM\) \(https://visit.istanbul/en/\)](https://visit.istanbul/en/) is a great resource to learn more about alternatives.

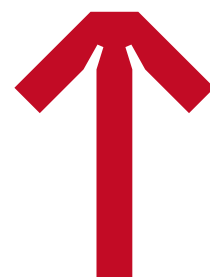
WEATHER IN WINTER (EARLY FEBRUARY)

February is still mid-winter in Istanbul, so it's cold and wet. The average temperature is just 6C, with highs of 8C and overnight lows of 3C. It's not uncommon for temperatures to fall below freezing at this time, and there might even be a few inches of snow (on average, February sees around 4 or 5 snow days each year).

Life in

İSTANBUL TÜRKİYE

&



CHECKLIST



MAKE SURE THAT YOU HAVE TURKISH LIRA AS YOU EXIT THE AIRPORT



You can use the ATMs at the airport to withdraw Turkish Lira. Do not forget that you will need cash to purchase and top up Istanbulkart at the airport.
Symbol: ₺



MOBILE PHONE

Make sure that your mobile phone has roaming and/or is open to international calls.

If not, you may purchase a local mobile and internet package at the airport. There, you can find TURKCELL stores selling Tourist Welcome Pack. You can check their website as well:
<https://www.turkcell.com.tr/en/aboutus/traveling-turkey/local-sim-card-for-your-vacation>



MAKE SURE TO OPEN YOUR DEBIT OR CREDIT CARD FOR INTERNATIONAL TRANSACTIONS

You can use your local banking card in Türkiye as long as you give permission to use it abroad. Please check the status of your card before your arrival with your bank.



WORLD-WIDE ELECTRICAL PLUG ADAPTER

For Türkiye, there are two associated plug types, types C and F. Plug type C is the plug which has two round pins and plug type F is the plug which has two round pins with two earth clips on the side. Türkiye operates on a 230V supply voltage and 50Hz.





ENGLISH	TURKISH	PRONUNCIATION
Please	Lüften	LUT-FEN
Do you speak English?	İngilizce biliyor musunuz?	INN-GLIZ-JE BILL-IYOR MUS-UN-UZ
I don't understand	Sizi anlamıyorum	SI-ZI ANN-LA-MA-YOR-UM
How much does it cost?	Ne kadar?	NE KA-DAR
Excuse me	Afedersiniz	AFF-ED-DAR-SAN-IZ
Yes	Evet	EV-ET
No	Hayır	HIGH-EAR
I don't know	Bilmiyorum	BILL-MEE-YOR-UM
Ok/Alright	Tamam	TA-MAHM
Help!	İmdat!	EEM-DAHT

SURVIVAL TURKISH

