



BANUU

Designing new pathways for employability and entrepreneurship
of Iraqi students in Archaeology and Cultural Heritage



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BANUU RESULTS AND ACHIEVEMENTS



Selected pictures of the Intensive Training program at Koç University in February 2023 (WP5 – Pilot entrepreneurship activities)





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The screenshot shows a Zoom meeting interface with a shared Miro board. The board is titled "The Business Model of Nisaba project - University of Mosul" and contains a business model canvas with the following sections:

- Key partners:** University of Mosul, Koç University, University of Bologna.
- Key activities:** build trust by commitment to quality in providing services.
- Key resources:** Obtaining licenses from the local government, the General Authority for Antiquities and Heritage and the University of Mosul in order to receive financial support.
- Key channels:** Catering traditional food whose origin can be found in our platform (inspiration addressed to UNESCO in the local community, initiatives from institutions members through their personal relationships to encourage people to visit the institute and take advantage of its services).
- Customer relationships:** Interact with customers daily by the bazaar, library and restaurant, weekly by lectures and tours, monthly by special events.
- Customer segments:** Locals and tourists.
- Cost Structure:** 7300 \$ For the first month.
- Revenue streams:** 365 \$ Per month (5% of the budget of project).

The Zoom interface shows participants: Oya Özer (Host), Othman G. Moha... (Co-host), Khaled (Co-host), Beril Boyacıoğlu Bakır (Co-host), Iman (Co-host), Mustafa Faraj, Abdullah, Ali Karamanli_KWORKS, batool Sameer, Belgin Aytun_KWORKS, Bora ÇIKIKÇIOĞLU, and iPhone. The meeting controls at the bottom include Unmute, Stop Video, Security, Participants (24), Share Screen, Reactions, Apps, Whiteboards, and End.





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