



## FACE Prague - Umh! I have something to tell you.

*“FACE Entrepreneurship” is holding a networking event to address the social fears young entrepreneurs have to face when starting up and how to explain their family, friends and colleagues that they have decided to embark on the adventure of entrepreneurship.*

Experts participating in a [research](#) part of [FACE \(Failure Aversion Change in Europe\) Entrepreneurship](#) agree that one of the most common fears that new entrepreneurs have to face is social fear.

Starting a company is sometimes considered a “crazy” or “not a normal choice” and founders may fear to be exposed to friends, family, coworkers and other people who may doubt or even laugh down their intended idea. Moreover, potential entrepreneurs fear that, if they fail, they may be considered a failure for life and may not be given further opportunities.

To help young entrepreneurs deal with and overcome these fears, an encouraging networking event under the title [“FACE Prague. Umh! I have something to tell you”](#) will take place next March 3<sup>rd</sup>, from 17:30 to 20:30 GMT at the Ministry of Industry in Prague. Four entrepreneurship experts will share the doubts they faced when letting the people around them know that they’ve decided to embark on the entrepreneurship path: [Kristina Tsvetanova](#), [Ragnar Sass](#), [Marek Fodor](#) and [Dennis Tan](#). The panel will be moderated by Jan Sekerka, Audience Marketing Manager at Microsoft.

Attendance to the event is free; just register here: [FACE Prague](#)

### FACE Entrepreneurship

“FACE Prague. Umh! I have something to tell you” is the fourth offline event of a European tour organized by FACE Entrepreneurship, a project funded by the European Commission in the framework of the [H2020 Programme](#), that aims to promote ICT entrepreneurship among young Europeans and to challenge the concept of failure through the understanding and confrontation of the most common fears entrepreneurs FACE.

The digital platform is based on gamification dynamics that help engaging users while offering them prize-winning contest such as trips and tickets to events, devices and guided visits to consolidated startups, among many others to come. The ["board game"](#) represents the “road to entrepreneurship” that any entrepreneur would follow in the process of converting its idea into a product or service fit for the market and there users have access to a wide range of audiovisual content and activities to participate in. Moreover, a European tour of 7 offline events in different cities is ongoing.

[Grupo Secuoya](#) is coordinating the project with the support of [Telefonica Open Future](#) and [Microsoft Bizspark](#).

#### For more information, contact:

Ana Martinez  
amartinez@gruposecuoya.es  
+34 638 058 662

#### or visit:

[www.face-entrepreneurship.eu](http://www.face-entrepreneurship.eu)