



First rule: confront your fears!

You want to start-up your own business but you are afraid of ending up bankrupt, of losing your previous career achievements, of not having enough knowledge and abilities, of losing your freedom, of lacking support from your family and friends, of losing your self-esteem...

What is your main fear? Is it to lose it all? Fear is one of the main reasons why lots of great ideas have not been developed in Europe yet.

Next Thursday, February 4th, Dublin will host an inspirational and networking event under the headline "[FACE Dublin. What about my future?](#)". There, we will address the issue of career related fears among young entrepreneurs.

Career-related fears, one of the most common that young European entrepreneurs need to face

Future career uncertainty is one of the most common fears young entrepreneurs must confront, according to a [research](#) carried out by experts participating at the [FACE Entrepreneurship \(Failure Aversion Change in Europe\)](#) project. In many cases, launching a start-up means leaving behind a comfortable job to start out on a project with an unknown outcome, which often translates into great fears of losing professional standing or professional development. Regarding career risks, experts concluded, "fears originate from losing one's life efforts in the professional domain as a previously developed career could be ended (...) and one's life's efforts in the education and work domain might be in vain."

To help young entrepreneurs deal and overcome this fear, the FACE entrepreneurship project will hold a networking session: 'FACE Dublin. What about my future?', where four entrepreneurship experts will be brought together to share the doubts they faced when they decided to leave their stable jobs and embark on the entrepreneurship path: Jesse Van Doren, Ken Banks, Cristina Luminea and Eoin Costello.

Successful teenage entrepreneur [Jesse Van Doren](#) began working in marketing when he was only 12! In 2014, he organized the first World Hackathon Day, where some of the most talented teenagers in the world gathered offline during 24 hours and developed viral web applications, infographics, videos, mobile apps and social campaigns designed to promote the international collaboration and the capabilities of youngsters throughout the world. As the youngest speaker in the event, Jesse will share with attendees how he confronted his career fears and decided to quit his studies to become an entrepreneur.

Cambridge's most outstanding social innovator [Ken Banks](#), who devoted himself to the application of mobile technology for positive social and environmental change, will speak about how he had to confront his career fears before achieving a 13-years-lifework as entrepreneur.

Despite a successful corporate career, [Cristina Luminea](#) left it all behind to begin something out of nothing with her startup Thoughtbox. She will talk about her transition from a corporate businesswoman to a startup-recognized figure.



[Eoin Costello](#), funder of Startup Ireland, was becoming a familiar face among the data-hosting business in Ireland when he took a path completely different to what most entrepreneurs would have done: returning to college and engaging in a career of advising start-ups to make Ireland a global startup hub. Costello will explain the reasons behind his career shift and how he dealt with the fear of losing his previous work achievements.

What is FACE Entrepreneurship?

FACE Entrepreneurship is a European campaign led by Grupo Secuoya and funded by the European Commission in the framework of the H2020 Programme. It's main goal is to promote ICT entrepreneurship among the most well equipped generation in the history of Europe and to challenge the perception of failure through the understanding of concepts such as resilience and risk aversion, and through the confrontation of the most common fears entrepreneurs FACE.

“FACE Dublin. What about my future?” is the third offline event of a European tour organized by the [FACE Entrepreneurship](#) project in collaboration with the [South Summit](#).

Besides offline events, FACE Entrepreneurship offers a wide range of benefits for registered users at their platform: more than a 100 quality interviews with top of the line entrepreneurs, direct tips about what investors value the most and are looking for, resources for starting up a business, prize-winning contests that provide with the chance of guided visits to consolidated startups and companies of reference in Europe and much more.

Do you want to enjoy all these advantages? Join our community [here](#).

All the information about the event:

What?	“FACE Dublin. What about my future?” Networking event with the participation of expert entrepreneurs: Jesse Van Doren, Ken Banks, Cristina Luminea and Eoin Costello.
Where?	Guinness Enterprise Centre GEC, Taylors Lane, Dublin 8
When?	Event: February 4 th , 17:30 – 20:30 GMT Media will be welcomed from 16:30* <small>*If you are interested in interviewing any of the speakers, please, get in touch with us and we'll arrange it.</small>
How?	Attendance is free, you just need to register in our platform: http://goo.gl/9SvxIK
Contact	Ana Martínez: +34 638 058 662 amartinez@gruposecuoya.es

