

ENTREPRENEURSHIP FESTIVAL

8–9 May 2026. | UDG, Podgorica

University of Donja Gorica · Entrepreneurial Nest · Junior Achievement Montenegro

The Entrepreneurship Festival represents one of the most significant and large-scale events dedicated to the development of entrepreneurship in Montenegro and the region. This two-day event is jointly organized by the University of Donja Gorica (Entrepreneurial Nest) and Junior Achievement Montenegro, with the support of partners from the business sector and international organizations.

The Festival brings together hundreds of participants – primary and high school students, university students, professors, mentors, investors, and business leaders – creating a unique platform for the exchange of ideas, promotion of innovation, and the connection between education and the real sector.

4

Key initiatives

16

years of tradition

2

days

EEPA

European Commission Award

1

Mini Company Program — Primary schools

The largest entrepreneurship education program at the primary school level in Montenegro. Students establish mini companies and go through all stages of development – from idea to market.



At the Festival, students present their companies through:

A three-phase format that develops an entrepreneurial mindset from an early age.

- › Exhibition stands – product demonstration and interaction with visitors
- › Stage presentations – presenting the business concept in front of an expert jury
- › Interviews – defending the idea and answering questions from the jury

2

Student Company Program — High schools

The largest entrepreneurship competition at high schools in Montenegro. Teams develop functional business ideas throughout the entire school year and test them in a competitive environment.



At the Festival teams will:

A key phase in the professionalization of entrepreneurial competencies. Izlažu proizvode i usluge na fizičkom sajmu

- › Present products and services at the physical fair
- › Participate in pitch presentations in front of a jury
- › Undergo structured interviews – assessing knowledge, business model, and market potential

3 Entrepreneurial Nest StartUp Program — University level

The most advanced program, bringing together students with developed startup ideas and the ambition to turn them into sustainable businesses. Students go through a multi-month idea development program.

→ At the Festival students will:

A very ambitious level - A direct door to international arena

- › Present their startups through the EXPO exhibition space
- › Present to investors and an expert jury through pitch sessions
- › Participate in evaluations – assessing sustainability, scalability, and market potential

The best teams earn the opportunity to represent Montenegro at GEN-E — the largest European event for young entrepreneurs.

♦ Junior Achievement methodology

Methodological framework

All three competitions are implemented according to the Junior Achievement methodology, which is considered the most successful model of non-formal entrepreneurship education in the world.

Implemented in 40+ european countries

It directly connects the education system with the business community through practical work, mentorship support, and real market simulations.

Program characteristics

- › Practical work and project-based learning
- › Mentorship support from the business sector
- › Real market simulations
- › Competitive environment
- › International dimension

4 International Market of Entrepreneurial Ideas

The central event of the Festival — a project that the University of Donja Gorica has been implementing for 16 consecutive years. The International Market of Entrepreneurial Ideas is considered one of the most significant entrepreneurship projects in the region.

16

years of tradition

EEPA

European Commission Award

No.1

entrepreneurial project in MNE

What the project brings:

- › The best ideas from Montenegro and the region
- › Investors, companies, banks, and institutions
- › The academic community and decision-makers

How it works?

The best ideas enter a public auction, where they are presented to the audience and investors and may receive financial support for further development.

Awarded by the European Commission with a prestigious **European Enterprise Promotion Award (EEPA)**.



Masterclass sessions

Exclusive masterclasses led by the most prominent business leaders from various industries. Designed as interactive - a bridge between academic knowledge and the real business environment.

Students within the masterclass will:

Platform for identification and development of future workforce.

- › Work on real business challenges under the direct guidance of industry leaders
- › Develop solutions and test them in a real-world context
- › Gain the opportunity to stand out and be recognized by companies



Business cocktail and networking

The Festival concludes with a business cocktail (after-event networking), which brings together business leaders, representatives of companies and institutions, mentors, and program participants in an informal setting.

This segment enables additional networking, exchange of ideas, and the creation of new business opportunities in an informal setting.



Significance and opportunities for partners

The Entrepreneurship Festival represents a unique platform for companies and institutions that seek to position themselves as leaders investing in the development of future talent.

1

The largest platform for promoting companies among young people in Montenegro

2

Direct access to the most talented pupils and students

3

Positioning as a leader investing in the development of future talent

4

Active participation in shaping the entrepreneurial ecosystem in Montenegro

The scale of the event, its international recognition, and its strong connection with the business sector make the Festival a unique event that generates long-term value for all participants and partners.