



BODRUM LIVING LAB OFFICIAL PUBLICATION

What's included in this issue

INVESTORS' TALK;

ANGELS GATHERING
GÖKHAN AKAR &
KORAY BAHAR

EARLY-STAGE
INVESTMENT
& ERSİN PAMUKSÜZER

VENTURES;

ARTIFICIAL
INTELLIGENCE &
CONVERSATIONAL
MARKETING
BARIŞ GÜLBAŞ

HELLO TO ENOLL

EARLY STAGE INVESTMENT ERSİN PAMUKSÜZER

INVESTORS' TALK

In July, we hosted Ersin Pamuksüzer, who is one of our founders at our entrepreneurship center for our "Investors' Talk" event. On the topic Early Stage Investments, some questions that were answered by Mr. Pamuksüzer were;

- Why would an investor prefer Early-Stage Investment?
- How to make an assessment in Early-Stage Investments?
- Is it the team or the idea that is invested on?
- What are the ventures that you have been an investor for and what is your motivation when you are to decide to invest.?

If you would like to either get investment on your project or learn about investment options, make sure that you don't miss Investors' Talk!



ANGELS GATHERING GÖKHAN AKAR & KORAY BAHAR ANGEL EFFECT & ANGEL INVESTMENT

INVESTORS' TALK

With the restrictions concerning the pandemic winding down, we started our in-person event series in the beginning of July. helo! Bodrum will host a speaker, either an entrepreneur or an investor every week.

On our first event of Investors' Talk, we have covered the topics such as Angel Effect, Angel Investment Network, and Angel Investment with the participation of Koray Bahar and Gökhan Akar, who are also two of the investors of helo! Bodrum.



helo!Talks

Artificial Intelligence & Conversational Marketing

6 Temmuz • 19:00

Bodrum Giriřimcilik Merkezi

ARTIFICIAL INTELLIGENCE & CONVERSATIONAL MARKETING

VENTURES

For our event "Ventures" started in July, we hosted the founder and CEO of BotgateAI, Barış Gülbaş as our first guest.

Here are some talking points Mr. Gülbaş mentioned regarding Artificial Intelligence,;

- What is the role of Artificial Intelligence in Marketing?
- What is the importance of Chatbots? How to increase Customer Engagement?
- In what ways do Conversational Marketing and classic Chatbot experience differentiate from each other?
- How should Customer Experience be designed ?

If you are into Artificial Intelligence and Conversational Marketing, make sure that you don't miss 'Ventures' out.

Bodrum Living Lab is a member of ENoLL (European Network of Living Labs) !

We are delighted to announce our membership to European Network of Living Lab after having successfully completed the application process.

You will see the motivation that we get from meeting ENoLL in July via the projects that we will support and include ourselves in!

European Network of Living Labs