

# RECOMMENDATIONS

## STRENGTHENING AMCHAM ROMANIA'S RELATIONSHIP WITH THEIR STARTUP COMMUNITY



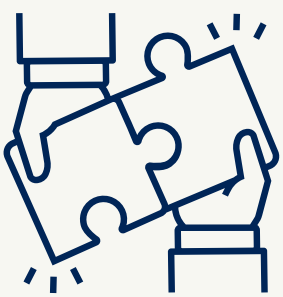
### PROMOTE NETWORKING AND EVENTS

Network by going to events. This provides the opportunity to interact with various startup community stakeholders in a goal driven way.

### PROVIDE MEMBERSHIP OPTIONS FOR STARTUPS



Implement a tiered approach to AmCham membership where organizations of any size can apply to become member organizations.



### COLLABORATE WITH SUPPORT STRUCTURES

Provide startups with incubators, accelerators, and workspaces that are aimed at different stages of startup development. Create a program that gives startups access to multiple support structures to expand their network.

### GAIN CORPORATE SUPPORT AND PARTNERSHIPS



Establish partnerships with businesses. Once AmCham Romania develops programs to assist startups, reach out to members to inform them of services and see if they would be interested in contributing.



### HOST WEBSITE ENHANCEMENT PROGRAMS

Encourage Romanian websites to place more information on their websites to attract outside investments and collaborations (i.e., interested corporations, communities, investors, etc.). This makes it easier for aspiring entrepreneurs to discover the startup community and join it.

### ADVERTISE RESOURCES AVAILABLE TO STARTUPS

Digitize marketing strategies to reach a larger audience at a lower average cost than most traditional methods. Marketing through word of mouth, online advertisement, networking, social media, press releases, and mailing lists has proven successful in drawing an audience.

