

# It's cool to be an iKid



**Last year, KPMG in Slovakia launched the iKid project, which focuses on children aged eight to twelve and their development in the area of creativity, innovative thinking, and execution of their own kiddie start-ups.**

The development of innovative and entrepreneurial awareness in Slovakia is one of the long-term goals of KPMG. It is inspired by one of the lesser-known characteristics of the innovation ecosystem of Silicon Valley – the development of future generations as innovators of the world, start-uppers and visionaries. Explaining to children what parents do while they are at work and giving them a chance to see the dynamic environment of workplaces awakens in them a curiosity and helps them understand the context and meaning of work in our lives. The project uses some of these ideas from Silicon Valley and offers

Slovak kids something new that they would consider fun. The first feedback from kids – “This is really cool!” – indicates that the iKid project is going in the right direction.

Kenneth Ryan, Partner and Head of Transactions & Restructuring at KPMG Slovakia and the iKid project founder says: “At the iKid program, we believe any child’s idea can change the world. We create a safe environment where the next generation can play with their ideas, learn to trust themselves, be courageous, accept challenges, not be afraid of failure and be team players. In parallel

we support teachers to nurture the creative and innovative spirit of their young students.”

The iKid project entered its implementation phase in early 2013 when it connected 20 children from the Narnia Elementary School in Petržalka with volunteers who helped them realize their ideas. This extraordinary project makes it possible to turn children’s original innovative ideas into prototypes. Thus, the project’s catchphrase is “I can do it”. The culmination of the project was a May event called the iKid Start-up Awards that was attended by over 100 participants. There

the young hopeful start-uppers presented and explained four innovative start-up products in front of an evaluation committee. The winners were awarded in the following categories:

- iTECHNOLOGY: “Hotdog Machine”
- iGAMES & FREE TIME: creative play house “Mystery House”
- iART & DESIGN: bracelet “Handspace”
- iEDUCATION: interactive textbooks “iSchool” on iPads for elementary schools

The iKid project continues for the school year 2013-2014. More information at [www.ikid.sk](http://www.ikid.sk)



*Vladimír Švač, Head of Innovation Advisory Services, KPMG in Slovakia*



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