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## LEARNING BY DOING ENTREPRENEURSHIP

**8-11 February 2016**

### OBJECTIVES

- To boost motivation and creativity
- To discover our strengths, skills and abilities
- To create a road map, from the business idea to the business project
- To create a business plan
- To improve employability



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## MODULE I: CREATIVITY AND THE BUSINESS IDEA

### OBJECTIVES

The Creativity Workshop aims to provide students with the knowledge and abilities needed to develop the creativity that helps generate ideas and their subsequent execution in the market. This is done through active participation, which will promote learning and embracing the creative procedure that generates business innovation and helps create business opportunities.

### CONTENT

- How to be creative.
- Identifying social-cultural, technological and cultural needs and trends.
- Building work groups.
- Creating products and services that meet those needs through the individual and joint efforts of participants.
- Generating synergies among the products/services created by participants and establishing potential collaboration alternatives. Everyone works together to create ideas, proposals and solutions that are shared and improved by everyone.

### TOOLS USED

RoadMap. Creativity and innovation tool developed by the Institute for Manufacturing, University of Cambridge.

## MODULE II: ASSESSING OUR IDEA: THE CANVAS METHOD

### OBJECTIVE:

- To analyse whether the business idea will be successful.
- To identify the market need it will address.
- To describe how it will be different from the competition.
- To establish the steps for making it viable.
- To obtain the necessary funding for the business.



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## CONTENT

- Canvas method for analysing innovative ideas
- Empathy Map for identifying our customer
- Designing the canvas for the idea of the product or service that will be carried out

## TOOLS

- Canvas Model
- Empathy Map

## MODULE III: IS MY BUSINESS VIABLE?

### OBJECTIVE:

In this section, all the economic-financial aspects of the business project will be established. The knowledge needed to develop an investment plan and to identify sources of funding will be provided. The payment and collection periods for suppliers and customers, respectively, will be identified.

## CONTENT

- Investments and sources of funding
- Revenue and expense forecasts
- Cash
- Analysis

## TOOLS

Software for the financial and viability analysis of a business idea.



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## MODULE VI: MARKETING 2.0: INBOUND MARKETING

### OBJECTIVE:

In this section, the aim is to establish a clear and specific definition of your product or service. It will then be used as a reference point for comparison with similar products/services available on the market. Another aim is to discover the ICT tools that will help our strategy to attract new customers and will encourage them to support our product or service.

### CONTENT

- Inbound marketing or digital marketing.
- Applying an inbound marketing strategy to our business.
- Discovering the ICT tools that will help us implement that marketing strategy.
- Market definition.
- Competitor analysis.
- Promotion and advertising.

### TOOLS

- Inbound Marketing



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## MODULE V: HOW TO BUILD MY COMPANY

### GOAL:

To understand the different types of legal entities that currently exist in order to establish the legal format of our business idea. To learn about the available private and public resources that offer information on establishing and funding our business idea. To discover the new types of sources of funding for our business idea.

### CONTENT

- Legal entities
- Procedure for establishing a legal entity
- Accounting and tax obligations
- Entrepreneurship support – PAE Pater.

### METHODOLOGY

The training is structured so participants may cooperate and work in groups in order to share ideas and make joint decisions. Tools that facilitate teamwork and creativity will be used in each phase of the process.

At the end of the process, participants will have defined their business idea, identified their potential customers, planned their marketing strategy and channels for attracting customers, and learned about the available public and private resources that will help them make the right decisions in legal-financial matters. Creativity will be applied in each of the development phases for the business idea.