

# **CREATOR**

# Experimental Approach to Teaching Entrepreneurship through Workplace Training

[2017-1-DE02-KA202-004253]



This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use, which may be made of the information contained therein.





# Compendium of prototypes created by students of VET schools involved in CREATOR entrepreneurial workshops

## **Developed by project partners:**























#### Introduction

Entrepreneurship as a competence is defined as the capacity to act upon opportunities and ideas to create value for others. The value created can be social, cultural or financial.

The EntreComp definition of entrepreneurship perfectly matches the ratio of our project CREATOR: Experiential Approach to Teaching Entrepreneurship through Workplace Learning (Erasmus + program - KA2 Strategic partnerships for the development of innovation -Project number 2017-1-DE02-KA202-004253). Going through this challenging project all partners had the opportunities to experience innovative approaches and practical tools implemented. First output of the project the guidelines for experiential teaching of entrepreneurship, a document for implementation of experiential teaching of entrepreneurship based on close cooperation with local business. The second one were teaching materials for teachers and learning workbook for students: handbooks to support work based learning of entrepreneurship. The following publication is the third output: a Compendium of prototypes created by students of VET schools involved in testing the above mentioned approaches and tools. With the support of VET teachers, training entrepreneurship providers and local entrepreneurs who offered real case studies, students designed and implemented entrepreneurial ideas with related business models and prototypes (physical objects), making an inspiring and on-hand experience about the whole meaning of entrepreneurship.

In order to do that, a complex work process with several steps was carried out in all school involved: creation of learning material for students, teacher trainings in order to prepare teachers for experiential teaching of entrepreneurship, and 30 hours of pilot experiential entrepreneurship courses based on workplace learning led by VET teachers in cooperation with local companies.

The final results that you will read and see through this compendium represent the concrete outputs of this whole process. For each group of students involved it is reported a main description of the business idea along with the business model and some pictures.

Matteo Paradisi Project Manger Ilmiofuturo di ilmiolavoro srl





# Students' prototypes – Slovenia

The students from GEPŠ Piran managed to make five very innovative products for restaurants, pubs, and bars. Since this is a technical school they were very active in the prototyping part of the project and all teams managed to make a working prototype. During the entrepreneurship workshops, they acquired more self-esteem and most of them managed to overcome their lack of soft skills and fear of public presentations. Therefore all of them did a proper pitch for their products/ideas. They learned the importance of empathy, storytelling, and aesthetics of the product as well – at the beginning of the project they were more focused on the technical aspects of the product.











VACANT	
	Z. Tubić, A. Erjavec, M. Reberšek, T. Čadež, Ž. Černeka
Name, age	AGE: 17/18
School and class	GEPŠ – 3.EE
Mentor, occupation/job, school/company	Dejan Vodopija, Prof. of electrical and automation subjects
	Many times and I'm sure it has happened to you as well, that when you enter the restaurant you need to wait first for quite some time or even look for a waitress or another restaurant staff member who could help you to know whether there is enough space in the restaurant to sit down or not. This is especially annoying when going to a restaurant as a group of friends which means that you would like to sit next to each other, around the same table.
	If there are a lot of people in the bar/restaurant/pub, the staff will also find it difficult to know how many free places are available, and inquiries are mostly time-consuming and consequently make the waiters' work more difficult and the quality of the service for guests already seated is falling down as well.
	That is why we took the time to consider how this process could be facilitated and speeded up, both from the customers' point of view as well as the point of view of the staff.
Pitch statement	We came up with the idea that before entering a restaurant there would be a screen where customers could see the restaurant's/pub's ground plan with all the available tables and the number of seats per table. Each table on the plan would have a light indicator. The ground plan display would be wirelessly connected to the main computer where all orders are entered, so that the screen at the entrance would be refreshed with a push of a single button.
	This way potential customers would be informed about the location and number of free seats for a particular table. Customers would then be able to choose the location and size of the table that best suits them. When the indicator light of a table is off it is free to be taken, otherwise, when the red light comes on, we know that the table is busy or reserved.
	Although the process may seem simple, it is virtually unused throughout the whole of Slovenia and many other countries, but we are convinced that this can change.



	According to our interviews and a lot of conversations, we learned that out of the 6 restaurants to which we presented our idea, 5 showed great interest in the first prototype.  If this presentation was appealing to you and it is in your interest to improve the service for your new potential customers, it will be possible to know more about our product on our webpage or in one of our 6 future outlets throughout Slovenia.  Thank you for your attention.	
Short description	A customizable display where customers would know if there is enough space for them, before entering a restaurant or bar.	
Target groups/users	Restaurants, fast food chains, bars, pubs etc.	
Development process	Observing the environment (restaurants)  Extrapolate a problem and transform it in an opportunity  Find a practical solution for the problem  Development of the idea  Prototyping  Rethinking, redesigning, adding complexity  Logo, name of the product  Thinking about marketing, costs, business model  Quick research of the market, feedback from potential users  Presentation and pitch	
Main problems, issues & challenges	Learning a new programming environment, missing team members (due to a the weeks long student exchange), problems with the electrical circuits	
Main achievements & key learning points	We learned the importance of empathy when a product needs to be designed; we saw that we could be the first ones to sell a product like this.	
Next steps, possible changes & adaptations	Make an interactive 3D model of the restaurant so that the customer could select and see in advance where they could sit down and what will they see from that location – (highly customizable with 3D scanning).  Use a similar product for parking lots (let drivers know if and were are some free spaces)	
Feedback	Feedback was mostly good, 5 out 6 restaurants gave us positive feedback about the idea	
Personal motto	Education is key.	
My idol/role model from the world of business:	Ben Mallah	
I think it is important to learn entrepreneurship because	It can lead to a lot of new opportunities and make us grow on a career as well as personal level.	





# **VACANT – Business model canvas**

VACANT				
<b>Key Partners</b>	<b>Key Activities</b>	<u>Value</u>	Customer	Customer
Camanania	N.A. a. a. E. aka aira a	Proposition(s)	Relationships	<u>Segments</u>
Companies making custom LCD displays Companies making PCBs	Manufacturing Development Installation Repair and maintenance Marketing	Unique product, there are no companies offering such a product Makes customers easier to accommodate and more keen to enter	Monthly subscription for stress free service after warranty expires Maintenance Updates Repairs	Restaurants Pubs Fast foods  (Parking lots, malls)
	Key Resources Programmers Field workers Vans Designer	the restaurant  Easier to  management of the  restaurant	Distribution channels Web site Shop (Showrooms) Social networks	

#### **Costs and cost structure**

Supplier's costs

Cost regarding the website maintenance

Cost of the offices and showrooms

Employee's pays

#### **Revenue Streams**

Sells of the product Extra income with the stress-free option Installation













RESTURANT	
Name, age	D. Eškič, M. Šavron, T. Gregorič, V. Cibic, A. Zudič, J. Horvat
	AGE: between 17 and 19
School and class	GEPŠ – 3.EE
Mentor, occupation/job, school/company	Dejan Vodopija, Prof. of electrical and automation subjects
	After the visit of various restaurants, as a group of electrical technicians, we observed the lack of lighting and colour in the room. Most of the time the illumination of the room offers only visibility, but what it should do is make you feel at home sometimes and maybe sometimes make you feel far away, depending on your mood.
	We noticed that most restaurants (elite, standard, small) do not invest enough effort to make the environment in which the clients dine more appealing, at least not with the lights. There are many types of lighting on the market, but each one has at least some disadvantage. Many times the light might be too bright for your taste, or maybe you won't like the colour of the light. Nicer lights can be very expensive as well and still don't offer a customisable experience for the customer.
	Therefore, we decided to design a product that will provide adjustable light intensity and colour, easy to install, interactive, highly customisable and at the same time affordable.
Pitch statement	The construction of the product is simple. The LED strip is built into the light, which allows the light to be any shape the customer wants, since we would use 3D printing to build the outer shell of the light. It would be controlled remotely, via Bluetooth technology, by a touch-screen on the restaurants table, so that the customer will be able to choose the intensity and colour of the light, that he/she prefers most at that particular moment.
	This will make the customer feel more at home and at the same time it is a nice way to play while waiting for the orders, or maybe to give a hint or your current emotions for the person you are dinning with.
	Since the lights are wirelessly controlled, there is the benefit of an easy installation.  So if you want a unique light that no other restaurant in the world will have, that will resemble the style of your restaurant and at an affordable price, you have to choose Restaurant Lights.



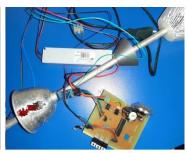


	Highly and and all interesting and new stall, as at all and as at a most			
Short description	Highly customizable, interactive and remotely controlled restaurant			
·	lights			
Target groups/users	Restaurants, fast food chains, bars, pubs etc. (In future homes, spas,			
Turget groups, users	stores, shops)			
	Observing the environment (restaurant)			
	Extrapolate a problem and transform it in an opportunity			
	Find a practical solution for the problem			
	Development of the idea			
	Prototyping			
Development process	Rethinking, redesigning, adding complexity			
	Logo, name of the product			
	Thinking about marketing, costs, business model			
	Quick research of the market, feedback from potential users			
	Presentation and pitch			
Main problems, issues	Preparing the presentations, preparing the pitch, issues with the			
& challenges	electrical circuits, proposing the idea to restaurants			
Main achievements &				
key learning points	Finding an opportunity in a problem, different ways to find idea.			
Next steps, possible	Finding additional markets (shops, stores), add more meaning to specific			
changes & adaptations	colours, use the lights to answer to quiz nights.			
Feedback	4 restaurants out of 5 were interested and thought that it could be a			
геепраск	good idea.			
Personal motto	Light on the income.			
My idol/role model				
from the world of	Đenio Zadković (from "regular" photographer to mayor)			
business:				
I think it is important				
to learn	It is important so if in future we will have a company, we will better			
entrepreneurship	know how to manage it so that it won't fail.			
because				
because				















# **RESTAURANT LIGHTS – Business model canvas**

		RESTAURAN	T LIGHTS		
<b>Key Partners</b>	Key Activities	<u>Value</u>	<u>Customer</u>	<u>Customer</u>	
Electronic		Proposition(s)		<u>Relationships</u>	<b>Segments</b>
component	Manufacturing	Unique product, that makes the restaurant more special and interactive.			Restaurants Bars Pubs Stores Shops
manufacturers	Development			We'll offer a warranty	
Marketing agencies	Installation			Technical assistance Discount for future	
Light specialized	Marketing			batch purchases Maintenance	
stores			ore	Upgrades	
	Key Resources	choice to	_	<u>Distribution</u>	
	Programmers	customer and at the same time make him/her feel at home.		<u>channels</u>	
	Managers / Accountants			Door to door	
	Customer service			Sending flyers	
	staff			Social networks	
	Field installation				
Costs and cost structure		Revenue	Streams	I.	
Costs regarding production		Sells of th	ne product		
Cost of the offices		Installation			
Cost of the employees			Trainings		
Marketing costs		Repairs after warranty			





FAST SERVICE	E TABLE LIGHTS			
N	E. Drlink, G. Juriševič, G. Koterle, J. Novak, V. Palčič			
Name, age	Age: 17/18			
School and class	GEPŠ – 3.EE			
Mentor, occupation/job, school/company	Dejan Vodopija, Prof. of electrical and automation subjects			
	Imagine your restaurant full of people and more are coming. They have any kind of wishes. Some want to order drinks and food, some simply want to pay the bill and some have some questions to ask about the menu.			
	There are raised hands everywhere, customers calling for a waiter from one side and then the another. The situation is on the verge of chaos, orders can get quickly lost or mixed and some customers are ignored in the process. As a result, guests are dissatisfied, even angry; they do not understand that you're only human after all. Do you often find yourself in such a situation?			
Pitch statement	Every new idea, innovation and solution begins with a problem and continues with people who can think differently. We have seen a big problem in the area of catering and we decided to try to solve it. We present you a device that is an ideal solution for the problem mentioned before. It is the fast service table light. Our product offers you greater visibility over the requirements of your customers and better organization of work. It saves you time and nerves. It is very easy to use because it is made up of only three small buttons. One for signalizing that the customer is ready to pay the bill, one for ordering food and one for other questions the customers might have. By pressing a button, a message appears on the waiter's phone, which tells it which table needs something and what they need. At the same time, the light will change colour as another way to know that a particular table wants something. Once the waiter fulfils the wish of the customer he can restore the light and display of the device on the table remotely from his phone and get ready for another possible wish.			
	Our device is the beginning of everything that a restaurant ever wanted. It enables fast service and, consequently, satisfied guests who will return to you again and again. At the same time, your working group will be more effective and productive with it. It is the end of annoying waving hands and recurring calls when guests need you on all sides at the same time. Do yourself a favour, trust our judgment and update your service system as soon as possible. Success and satisfied guests are guaranteed!			





Short description	A machine that simplifies the way customers at the restaurant can order food and drinks and improves the speed and quality of the service.			
Target groups/users	Restaurants, fast food chains, bars, pubs (in future stores, shops)			
Development process	Observing the environment (restaurant) Extrapolate a problem and transform it in an opportunity Find a practical solution for the problem Development of the idea Prototyping Rethinking, redesigning, adding complexity Logo, name of the product Thinking about marketing, costs, business model Quick research of the market, feedback from potential users Presentation and pitch			
Main problems, issues	Issues with the electrical circuits, logistics (member from different			
& challenges	towns), making a good pitch, asking restaurants about the idea			
Main achievements & key learning points	New ways of developing an idea, improved teamwork, the importance of storytelling			
Next steps, possible changes & adaptations	Finding additional markets (shops, stores), add an satisfaction vote, customizable designs with the usage of 3D printing and designing technology			
Feedback	Feedback from different people (potential restaurant customers) was very good.			
Personal motto	The best discoveries are the result of simple observations.			
My idol/role model from the world of business:	Steve Jobs, Bill Gates			
I think it is important to learn entrepreneurship because	Since we are more technical types of people, we learned that the business aspect of the idea or product can be as vital as the technical part.			















# **FAST SERVICE TABLE LIGHTS – Business model canvas**

FAST SERVICE TABLE LIGHTS					
Key Partners	<u>Value</u>		Customer	Customer	
	_	<u>Proposition</u>		<u>Relationships</u>	<u>Segments</u>
Electronic component manufacturers Marketing agencies	Manufacturing Development Installation	Unique pro that facilities speeds up food and do the restaut industry Customizat design	ates and ordering Irinks in rant	3 years of warranty option Maintenance Trainings for correct usage Upgrades	Restaurants Bars Pubs  Later: Stores Shops
	Key Resources Programmers  Managers / Marketing  Customer service			Distribution channels Web site Social networks	
	staff		I		
Costs and cost structure				<u>Streams</u>	
Costs regarding production				ne product	
Cost regarding the website				ome with the warranty	
Cost of the offices			Monthly subscription for the Pro customer service		
Cost of the employees			Installatio	on	
Marketing costs			Trainings		





FADE (restaurant	T. Bonin, P. Lovrečič, K. Kocjančič, N. Olivo, K. Kavrečič
Name, age	1. Bollill, F. Loviecic, K. Rocjancic, N. Olivo, K. Raviecic
, -0-	Age: 17
School and class	GEPŠ – 3.EE
Mentor, occupation/job, school/company	Dejan Vodopija, Prof. of electrical and automation subjects
	Imagine a restaurant, a bar, a fast-food there are many customers and many of them are demanding. We can all notice that many guests are impatient during the preparation of their orders, because they do not know when their food will be ready and because of this, many times, they become irritable, nervous and hinder waiters at work, as they are asking when their order will be prepared, while the waiter itself is trying to serve another customer at the same moment.
	Even more often, when a waiter brings food or drinks, the table is usually full of stuff and therefore the service becomes awkward because the waiter has no place where to put the ordered dishes. This problem would be solved in a simple but elegant way, with the FADE light. It is a designer light that informs guests about the status of their order, as well as when food will arrive at the table so that they will be able to remove all unnecessary things in time.
Pitch statement	Why the light? Because it seemed to us that the mentioned problem at the pubs, restaurants, bars, could be simply removed using an intuitive and aesthetically appealing device, an attractive desktop light that would be beneficial to the restaurant staff and guests at the same time.
	Our product is very simple to use. It consists of a desktop light that is wirelessly connected to the main display which only the staff of the restaurant will have control of. When staff receives a guest's order, the corresponding button is selected on the display to determine the time when the guest will receive the food. When the time is set, the light is lit and the red colour goes on. Over time, the red colour fades into yellow and then into the green. When the time expires, the green light flashes and then so that the guests know that their dish is ready and on its way to their table, so that they can remove things from the table, allowing a nicer and smoother service.



	addition used to give guests information about cooking time, also for decoration, because the changing colour produced by the light revives the surroundings and makes the hosting more enjoyable.  As another application, a different colour could be used to signalize that the table is already reserved instead of the typical cardboard sign.  If you would like to improve the look, the atmosphere and the satisfaction of your customers, our product is the right solution for you. An elegant way of displaying the time left before being served will undoubtedly appeal to customers as well as help the restaurant staff. A satisfied customer will undoubtedly share its experience and bring more customers
Short description	A aesthetically appealing desktop light, that improves the look of the restaurant and at the same times tells to the customers how long before they'll get their order
Target groups/users	Restaurants, fast food chains, bars, pubs etc. (In future stores, shops, banksanywhere there is a queue to wait)
Development process	Observing the environment (restaurants)  Extrapolate a problem and transform it in an opportunity  Find a practical solution for the problem  Development of the idea  Prototyping  Rethinking, redesigning, adding complexity  Logo, name of the product  Thinking about marketing, costs, business model  Quick research of the market, feedback from potential users  Presentation and pitch
Main problems, issues & challenges	Issues with the electrical circuits, finding the right materials
Main achievements & key learning points	New ways of developing an idea, the importance of storytelling and branding
Next steps, possible changes & adaptations	Finding additional markets (shops, stores), customizable colours.
Feedback	Feedback from different people (potential restaurant customers) was very good.
Personal motto	Colour is a good source of information
I think it is important to learn entrepreneurship because	It is important because if you want to sell your product, a product that works and does what it says might not be always enough to sell well





# **FADE** – Business model canvas

FADE (restaurant desktop lights)					
Key Partners	<b>Key Activities</b>	<u>Value</u>	Customer Relationships	<u>Customer</u>	
Electronic component manufacturers Carpenter Plexiglas manufacturer	Manufacturing Development  Key Resources Programmers Machine builders Managers / Marketing Customer service staff Webpage	Proposition(s)  Unique product, fresh and elegant design that makes waiting for food/drinks more relaxing Customizable colours	Maintenance/Troubleshooting Trainings for correct usage 1 year warranty  Distribution channels Web site Social networks Newspaper Adds (radio) Stores	Restaurants Bars Pubs Fast food chains	

#### **Costs and cost structure**

Supplier's costs
Cost regarding the website maintenance
Cost of the offices
Employee's pays

#### **Revenue Streams**

Sells of the product Extra income with the warranty extension Trainings













AYAD – Are you al	ready drunk?
Name, age	D. Belič, A. Kozlovič, T. Brdar, E. Primožič, A. Kerezovic, T. Kozlovič, Ž. Lenarčič, A. Zankolič, G. Gajšak  Age: 17/18
School and class	GEPŠ – 3.EE
Mentor, occupation/job, school/company	Dejan Vodopija, Prof. of electrical and automation subjects
· · ·	Hello, my name is David and today I will present you a product that will change any restaurant, pub or bar customer's life.
	Two months ago, I went to my favourite pub with my friends. We made a big party for ourselves. We order some food and many drinks so that some of my friends, as sometimes happens, might have had a glass more than it was needed. But when the time came for leaving and get back home, a problem arose. We all knew that we had some drinks and that some of us were now a little bit tipsy. However, none of us knew exactly how much drunk we are, and neither did anyone know if we were able to go behind our wheels, so ultimately, every person made a personal estimation and choice.
Pitch statement	Some of us didn't like the risk and we went home with a taxi, and we picked up our cars the next morning. But there were some of us, who were brave enough to still sit behind the wheel. Luckily, nothing tragic happened to anyone, but some friends encountered some issues. One of the friends was stopped by the police, and because he had too many drinks or at least more than the law allows, he had his car sequestered by the police, and that night he slept at the police station. On top of all that, he had to pay a fine of 600 euros. The other friend hit the curb in the bend and burst the tire. He had to call the car tow and after that, there was the cost associated with the repairing of the damage on the car, which fortunately wasn't huge, but he still had to spend few hundred euros.
	That's how I came up with the idea of the product that I'm going to present you today. I present to you a device that will allow you to choose which alcoholic drinks you have been drinking and how many of them have you already had, by simply clicking some buttons.
	The device is easy to use. You have 5 buttons to choose



from. Each button represents one of the most commonly sold alcoholic drinks. You have buttons for: 0.5l of beer, 0.3l of wine, 0.03l of vodka, 0.03l of Jagermeister and 0.03l of whiskey.

The panel indicates which button belongs to which type of drink and each click represents the quantity and type of the beverage mentioned before. The program calculates the pure grams of alcohol per drink and sums everything together with each click.

Perhaps you are still wondering how you will know when you've been drinking too much and when you can no longer go behind the wheel. The answer is simple! There are 5 coloured lights above the keys, with intuitive signs above them. The first two are green, the middle one is yellow, and the last two are red. When the first or the first two lights shine together, it means that you have not drunk too much yet and that you are still able to drive home without getting any fine. When it turns yellow, you must stop drinking if you want to drive yourself. However, when the first red light turns on, you must not drive any car and the same goes for the second red light, so there is nothing else left for you, other than to call a taxi or call someone to come and pick you up. Seating behind the steering wheel, despite a lighted red light, can be life-threatening, as this puts your life at risk, as well as the lives of other people on the road, so DON'T DO IT!

The device is intended for both bar and restaurant owners as well as individuals who could buy the devices themselves and bring it with them or use it at home, with friends, relatives, etc.

Our product is innovative and I think that with it we can prevent a lot of traffic accidents that could end up tragically and at the same time we can also avoid a lot of fines and piles of twisted metal sheets.

#### Short description

A intuitively designed box with five buttons for five different types of drinks, that allows you to know if you're still able to drive a car/motorbike without getting a fine or worse.

#### Target groups/users

Restaurants, fast food chains, bars, pubs, home parties etc.

#### **Development process**

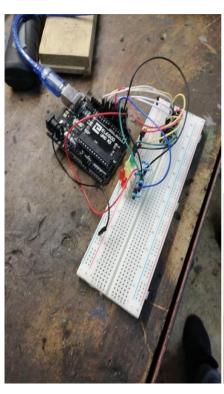
Observing the environment (restaurants)

- Extrapolate a problem and transform it in an opportunity
- Find a practical solution for the problem
- Development of the idea





	<ul> <li>♣ Prototyping</li> <li>♣ Rethinking, redesigning, adding complexity</li> <li>♣ Logo, name of the product</li> <li>♣ Thinking about marketing, costs, business model</li> <li>♣ Quick research of the market, feedback from potential users</li> <li>♣ Presentation and pitch</li> <li>♣ The joy after making a product that looks nice and</li> </ul>		
	works		
Main problems, issues& challenges	Making the circuit, teamwork issues, difficult to motivate each member		
Main achievements & key learning points	Learning a new programming environment (Arduino), learned about the opportunities that 3D designing and printing can open, making the prototype with our hands		
Next steps, possible changes & adaptations	Add a button to select the gender, add a display and an alcohol detecting sensor, calculate and display the possible fine		
Feedback	To most people the idea looked nice, since it could potentially save many lives		
Personal motto	Arduino Rules!		
My idol/role model from the world of business:	Marc Cuban, Robert Herjavec, Elon Musk		
I think it is important to learn entrepreneurship because	There are more and more successful start-ups in the world, so it looks like that entrepreneurship can many times pay off and open new opportunities.		















# **AYAD – Business model canvas**

AYAD – Are you already drunk?					
Key Partners	Key Activities	<u>Value</u> <u>Proposition</u>	on(s)	Customer Relationships	<u>Customer</u> Segments
Carpenter Post office/ delivery company  Marketing company  Companies making PCBs	Manufacturing Development Repairs and maintenance Selling  Key Resources  Programmers Electrical technicians Accountant	It is a prod can be enjour bar/pubs or and maybe an entertain game  At the sam could save lives or at I avoid them stress of general fine or the car repairs	uct that byed by lients, e seen as ining e time it people's east of the etting a costs of	Customer service Repairs  Distribution channels Web site From door to door Adds on the streets Social networks	Restaurants Pubs Bars  Home parties Weddings  Other events
Costs and cost structure  Supplier's costs  Cost regarding the website maintenance  Employee's pays		Sells of the	Streams  he product  from the Ministry of I  cture and Ministry of	-	

#### **Feedback from students:**

"I liked the project, because it showed to us, that if you have an idea it is possible to transform it into a product and maybe even earn something with it."

"It wasn't always easy, we learned that rarely everything goes as planned, but with perseverance and good teamwork it is possible to make a nice product at the end."





# Students' prototypes - Italy

CREATOR is a project dedicated to curious and virtuous people. By putting themselves on the line for the Erasmus + KA2 CREATOR project, the students of 5 classes, under the guidance of 13 teachers from IIS "Di Poppa - Rozzi" Teramo have developed all the dimensions of intelligence: cognitive, practical-operational, emotional and social.

A project based on entrepreneurship education that has represented one of the flagships of our Institute in this school year 2018/2019. The project has been an opportunity for teachers, students and companies of the local environment to implement teaching for skills with intensive, motivational and guidance methods. As any project like this it is the perfect training ground for teachers to keep updated with innovative teaching methods and strategies as well as for students to acquire cross competences and soft skills matching needs and wants of the labour market.

Happy and proud to be part of the project!

IL DOLCE ABRUZZO				
Age	Age: 18 – 19			
School	Vocational School For Hotel And Catering Services "IIS Di Poppa- Rozzi", class 5°G Pastry Sector			
Mentors	Mrs Paola Matriciani (English teacher), Mrs Gabriella Colangeli (Economic teacher), Mr Luigi Giordano Food science teacher), Mirko Di Gregorio (Cooking and pastry service teacher) Mr Simone Renzi, Mr Gianmaria De Paulis, Mr Matteo Paradisi stakeholders, entrepreneurs and partners			
Pitch statement	"Sweet between Tradition, Innovation"			
Short description	Cupcake made with the best local products of Abruzzo:  saffron of Navelli, licorice of Atri, Montepulciano of Abruzzo, "chitarra" (kind of pasta from Teramo) with "pallottine" (normally sweet little meat balls to season the tomato sauce for pasta).  We instead realized the sweet "chitarra con pallottine" in sugar paste and the hand painted plate of Castelli. These elements are important because they connect the mountain and the sea.			
Target groups/users	Young people, housewives, tourists, hotels and restaurants			





Development process	Study of marketing, study of trend and megatrends, interview with the entrepreneur, visit into the company, desk and field research and SWOT analysis	
Main problems, issues & challenges	It was not possible to use liquorice liqueur for the chocolate cups because the chocolate cups is not compatible with liquorice liqueur.  Long time to realize the product.  The challenge is to realize a chocolate cups with little pieces of liquorice.	
Main achievements & key learning points	Eco-sustainable product (all the parts are edible) made with loca products	
Next steps, possible changes & adaptations	Each element of the cupcake can be sold individually or in groups of three/six, or in single parts of it to be used in other preparations. To make our cupcake known, we can do small tastings at the local market.	
Feedback	"IL DOLCE ABRUZZO" was very liked and the combination of flavours was successful. It has been proposed to reduce the size of the cupcake.	
Personal motto	More ecofriendly and less wastefulness	
My idol/role model from the world of business:	Simone Renzi and his shop	
I think it is important to learn entrepreneurship because	We can get more experience; we can help each other to improve our abilities and to learn new business techniques	













# **IL DOLCE ABRUZZO – Business model canvas**

Il Dolce Abruzzo					
Key Partners	Key Activities	Value	<u>Customer</u>	Customer Segments	
- Pastry shop - Restaurant - Hotels - producers	- Production of cupcakes -Production just of single parts of it -Packaging -Promotion -Sale  Key Resources  - "LA NUOVA CHITARRA" - Castelli ceramic - Licorice from Atri - Saffron from Navelli - Montepulciano of Abruzzo wine	Proposition(s)  - Quality of "DOLCE ABRUZZO"  - Representing Abruzzo with its typical products  - Ecofriendly because you eat all Sustainable because there are 0 Km products	- Gadget - Promotion - Fidelity card - Work shops - Exchanging recipes  - Supermarket - Promoter - Media and radio - Shop - Internet - Selling point at the local market	- Young people - Housewives - Tourists - Hotel and restaurants	
Costs and cost	<u>structure</u>	<u> </u>	Revenue Streams	l	
<ul><li>Production</li><li>Suppliers</li><li>Ingredients</li><li>Staff</li><li>Packaging</li></ul>			- Price of the product		





# D.ONE - Beachfront chalet with info point service and bike sharing service.

sharing service.			
Age	Age: 18 – 19		
School and class	Hotel management school Di Poppa Rozzi (TERAMO); class of tourism 5B		
Mentor, occupation/job, school/company	teachers: Mrs Paola Matriciani (English teacher) and Mrs Gabriella Colangeli (Economic teacher) Mr Luigi Giordano (Food Science teacher) Mrs Simonetta Chelli (Italian Literature teacher) Vocational School For Hotel And Catering Services, Di Poppa Rozzi (TERAMO)		
Pitch statement	Make your holiday a visionary success.  Explore and enjoy life between nature and the sea. Discover the beauties and the typical products of the territory, culture, food and wine and lots of responsible tourism: believe in the D.One Chalet.  Not a simple beachfront chalet, but a guide to good taste.		
Short description	After visiting the famous starred spread restaurant and hotel D_One which is located on the hill of Montepagano historical village, we decided to extended the services and create a connection to the nearby sea resort. Given that Roseto degli Abruzzi's resort lacks of it, we have shaped a lido/chalet located beachfront, including an info point, and a bike sharing point, which will host our itineraries along cycling paths with assisted pedaling bicycles rented from our app and our bike sharing.  This to make services and activities accessible to any age group to organize route maps to discover the territory and its resources. We also planned two possible itineraries to start with and designed their prototypes, one by Lego construction (an app) and another as scale model with own hands.  This will help guests to discover sustainable cycling routes, will serve to make the place known and promote the area, collaborating with the various affiliated companies.  We will also offer various services within the chalet such as the restaurant, bar and entertainment.		
Target groups/users	After studying the macro environment and the various trends, we have chosen a wide range of customers as target groups, which includes both young people and the elderly, meeting all their needs and requirements: sports tourists, cyclist, eco-friendly tourists, bike-friendly tourist, with the assisted bicycle you can include all age groups and also families		
Development process	At first my class and I studied the market and we identified some megatrends. We took part into meeting and interviews with		



different businessmen (Giammaria de Paulis, Simone Renzi, Matteo Paradisi) and one business woman (Nuccia de Angelis), where they explained different information about their daily life and gave us different tips about their entrepreneurship skills. We got info about entrepreneurial life, our territory and its resources, and so we experimented with a part of field research with these interviews. After we went to D.One (spread restaurant and hotel) situated in the village of Montepagano, near Roseto and we spoke with one of the D.One owner. We got to know better the structure, its characteristics and the territory of Montepagano.

A part of our tasks was to create an empathy map to put ourselves in the shoes of the client, to find out their needs and wants. We chose a wide range of customers as target groups.

Next, we had the business idea with marketing mix, and we set ourselves as a cooperative. We thought about setting a D-ONE branded chalet on the beach for the customers of D.One hotel but also open to other people.

We also created an info point to offer information about territory. In the chalet we also introduced pedal assisted bicycles to organize route maps to discover the territory and its natural, cultural, historical and WineandFood resources. We have also designed some cycling routes that include all our key partners and some of the most important sites of interest and natural reserves in our area.

We designed 2 prototypes, one on Lego construction (an app that simulates the Lego construction with which we built the prototype of our chalet) and another built whit our own hands.

We have finally coped with Storytelling marketing strategy with the aim of conveying the value of our idea and the aim of persuading the target audience to buy, or in this case, try our product, and with the challenge of turning an unusual client in a usual customer.

# Main problems, issues & challenges

Raising tourist awareness of this new type of tourism by encouraging a large number of companies to promote it, but also staff and the local population, trying to get more companies to cooperate, trying for integrated tourism; organizational difficulties; bureaucratic problems to get license for chalet and possible costs; developing ideas and assembling them, trying to match with different interests; how constantly update both the website and the app.

# Main achievements & key learning points

- We tried to work as a team and throw down business ideas and we were able to develop and deal with various problems.
- We knew the importance of design an entrepreneurial idea and developing it, also addressing its critical points.





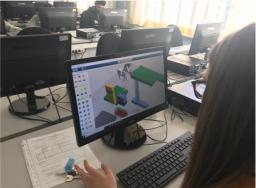
	<ul> <li>We have learned that with a little creativity it is possible to enrich a little-used tourist resort.</li> <li>We have created an entrepreneurial idea.</li> <li>We faced problems.</li> </ul>			
Next steps, possible changes & adaptations	In the future we will know more how to move, we could improve and satisfy the customer's needs more and more.  We could be better organized.  We will encounter fewer problems because we will already know what to do.  After starting our business we will be able to change it according to the needs of the customers.  Starting from the difficulties we have had, in future we coulorganize better and avoid the difficult.  Hearing the opinion of various experts in the field we will improve the quality of services.  We know that in the future we will be able to better orient ourselves; we will know how to move to be able to improve the structure by listening to the needs and advice of the client.  We hope to improve our business by always keeping up with new market trends and following customer requests. We were try not to incur further problems as we will have more experience in this regard.			
Personal motto	"Taste, Ride, Enjoy" Fun between beach and bike!			
My idol/role model from the world of business:	All 5°B: Simone Renzi, Giammaria De Paulis, Nuccia De Angelis			
I think it is important to learn entrepreneurship because	By now entrepreneurship has become fundamental if we want to keep up with modern era, it is important to know how to move well in this sector, in order to satisfy the needs of all our customers, for this reason a good knowledge of this field is required.  This project was useful to understand more about how to move in the world of work and that from a small idea a great thing can be realized.  This experience trains our mind for creativity, to create initiatives. You understand that your future is in your hands and in your ability to face the challenges that this everchanging world can bring.  This project has allowed me to collaborate with the professionals of the sector with a lot of experience making me grow professionally.  I really appreciated this initiative, because it managed to change my mental mindset inside me.  I think that entrepreneurship helps us to have a vision in our future, so I think it is important to talk about it in schools, as it turns out to be a world unknown to young people, as well as			





- offering the opportunity to learn unknown working realities.
- The great entrepreneurs, like the famous Steve Jobs, but in this case I would also like to mention the professional figures met with the project: Simone Renzi, Giammaria de Paulis and in particularly, Nuccia de Angelis (a female entrepreneur who she was able to transmit inside me much motivation and leadership determination), they risk and are FREE to change the world and themselves.
- It is important to keep up with the innovations that are developing day by day and given that consumers are becoming increasingly demanding, we should always stay one step ahead of the customer and assume their needs before they expressly request them.
- Personally this project was useful for me to understand how to work as a team with my mates, but I also understood that to do this kind of work it takes dedication, commitment and patience; we must also know how to organize ourselves and be able to deal with every type of problem.
- I understood the importance of entrepreneurship, of getting involved by developing crazy ideas too.













# **D.ONE – Business model canvas**

D.ONE a chalet/info point/bike sharing point on the beach				
Key Partners	Key Activities	<u>Value</u>	Customer	Customer
- D. One	- Info point ( able to	<u>Proposition(s)</u>	<u>Relationships</u>	<u>Segments</u>
Key Partners  - D_One Restaurant  - Local authorities (City hall, Province and Region Boards)  - Local Companies involved in the itineraries  - Museums	- Info point ( able to give different information) -Promotion of territory -Food and Wine itineraries - Pedal Assisted Bicycles  - West Resources - Cerrano's tower - Cycle tracks - Borsacchio's reserve - Mazzarosa's wine cellar - Villa Maisé - Pasta factory "La nuovachitarra" - Giulianova cathedral - Belvedere of			
Costs and cost st	Giulianova - Tavern:"Dallatjellaalla brace" ructure		Revenue Streams	
•	oint - Bicycles with assist - Tourist guides - Adver	·		



APP			
	Anastasia, Elena, Denise, Micaela		
Name, age	Age: 18/20		
School and class	IIS DI POPPA-ROZZI, class 5°A		
Mentor, occupation/job, school/company	Simona De Fabiis, english teacher of vocational institute		
Pitch statement	App "Nuova Chitarra"		
Short description	Possibility to order pasta for a special event or for a daily use with new types of seasonings or sauces.		
Target groups/users	People who don't drive or who live far away from the company, who don't cook, who have no time.		
Development process	<ul> <li>We searched the site "Nuova Chitarra", searched and explored the site.</li> <li>We developed an app prototype to implement its survives.</li> </ul>		
Main problems, issues & challenges	High cost of the car to deliver our products, use of the app, creation of the app.		
Main achievements & key learning points	Organisation in team, work in team, create a common idea and implement it, ability to debate.		
Next steps, possible changes & adaptations	For the next time we will change the delivery method by entering the machine for further orders far away.		
Feedback	Increase, download, collaboration with local community, advertise.		
Personal motto	"The innovation is our inspiration."		
My idol/role model from the world of business:	The role model is Simone Renzi because he was able to improve his business and build his name alone with determination. The secret of a good entrepreneur.		
I think it is important to learn entrepreneurship because	I think is important because it opens many doors, it's a job that keeps you busy and pays you back especially with so much satisfaction.		





# **APP – Business model canvas**

APP					
Key Partners - Advertising agencies - "La nuova chitarra" company - Bike rent shop - Graphic creator for the app	Key Activities - Customer satisfaction - Web implementing - Business extension till export  Key Resources - continuous updating - collaboration with other companies	Value Propositi - Parking problems - Transpo - Time - Ethnic, h vegan cui	on(s) rt	Customer Relationships  - All type of client  - Customers loyalty  - Offers  - Minimum sale  Distribution channels  - Social networks  - Web sites  - Hotels	Customer Segments - Singles - Families - People with different lifestyles, allergies, disease People with different ethnicities - Vegans or vegetarians
				- TV and radio channels	
Costs and cost structure			Revenue	Streams	
Creation of app; rentalmeans or bikes purchase; deliveries to be made			Cash on	delivery, credit card	payment, postpay





SPA				
Name, age	Age: 18/20			
School and class	Hotel management school Di Poppa-Rozzi (TERAMO); class of gastronomy 5C.			
Mentor, occupation/job,	Teacher: Mrs Wanda Ardizzi (Economy Teacher); Francesca Di			
school/company	Pietro (Gastronomy Teacher); Simona De Fabiis (English Teacher).			
Pitch statement	Be prepared for a total immersion in relaxed and natural atmosphere, an amazing experience for your senses and peace of mind is waiting for you and your kids. Healthy entertainment for all the age with the collaboration of the D.one.			
Short description	Let your kids learn to appreciate the nature and her fruits. Open to all romantic couples and just married to celebrate their new life together in the best way. We have a qualified team of therapists to take care of the elderly. We are near the beach and we offer a transport service to let the tourist reach their favourite beach resort. We are planning some day in the nature with photography course and culinary course and show cooking.			
Target groups/users	We manage to have a wide range of target groups but in particular: Elderly and young couples, families, newlyweds.			
Development process	At first, we studied the market and we identified some megatrends. We took this part into meeting and interviews with different businessmen that were Giammaria de Paulis, Simone Renzi, Matteo Paradisi. They explained different information about their all-day life and gave us different tips about their entrepreneurship skills. We went to D.One that is the first spread restaurant, with a Michellin star situated in the village of Montepagano, and we spoke with the D.One owner. We knew better the structure, its characteristics and the territory of Montepagano. We have thought that this historic village have to be renewed. Our main aim is to create a wellness village based on natural product, BIO raw material all mostly raised in the place and all sustainable. We would be a zero impact business and have pollution free policy with a kid's zone, new section for couples and elderly entertainment and beauty farm realization. We are planning to have a culinary course for the people of all ages, a trip in the historic village with a tour guide and a professional photographer who would teach how to create the perfect shoot of the beautiful view that we find in the back of the D_One. We would be prepared to welcome our guests in the perfect way with a cordial and kind staff always ready to the customers need's.			



Main problems, issues & challenges	The main problem is to have a good stream of tourists in this far, small and historical village because only few people know the beauty and the amazing and breathless view that we have. Some issues could be the transport but we are planning to create a customized service just for our beauty service.			
Main achievements & key learning points	We are enjoying our team relationship and our team work because together we have planned a fully functional wellness center that is all age inclusive without strict range and is inclusive with all kind of entertainment.			
Next steps, possible changes & adaptations	We hope that our company will be one of a kind because we are planning to have all type of entertainment that touches the taste of a large community, our wellness center will include all the age because our highly qualified animator team will take care of the youngest instead our highly qualified kitchen brigade will take care of the meals and our therapist, masseurs, beauty professional will take care of your wellness.			
Feedback	When we introduced it to entrepreneurs, they were fascinated.			
Personal motto	"Free your mind and let it relax with us."			
My idol/role model from the world of business:	Simone Renzi, Giammaria De Paulis, Nuccia De Angelis			
I think it is important to learn entrepreneurship because	Entrepreneurship is fundamental if we want to stay side by side with the evolving of the age. We need to know all the news, all the versions and all the upgrades that the culinary and wellness sector need to have with highly qualified staff that will great our customers in the best way possible.  We need to learn how important it is to take the lead and make our idea a reality without fear, without hesitation.  We need to always be prepared for the future because we will be the future, we have the key to create the word we want for us and the new merchandising we want to purchase.			





# **SPA – Business model canvas**

SPA						
Key Partners	Key Activities	<u>Value</u>		Customer	<u>Customer</u>	
Supplier of beauty	Wellness course	<u>Propositi</u>	on(s)	<u>Relationships</u>	<u>Segments</u>	
mud, bath salts,		We want	to offer	Our customers will	Family	
and beauty	Sensory	the costu	mer a	be welcomed by	Elderly and young	
products	experiences	memorab	le	the staff	couple	
		experienc	e for	maintaining a	Newlyweds	
Animator team	Entertainment for	total relax	(	cordial and kind		
Higly qualified	kids	immersed	in	relationship		
kitchen brigade		nature		always ready to		
				the customer's		
				needs		
	Key Resources			<u>Distribution</u>		
	Nature			<u>channels</u>		
	Historic village			On-line		
	Near the beach			advertising		
	Bicycle routes			Build up a web		
				site		
				Social media		
				Television		
				advertising		
				Paper advertising		
	_		_			
Costs and cost str	<u>ucture</u>			<u>e Streams</u>		
Restructuring cost			On line payment and check in			
Purchase of raw material			Natural products advertising			
Fixed cost				ant and beauty farm		
			Regional	i tunds		





## Students' prototypes – Romania

During the period from March to April 2019, entrepreneurial workshops took place in the Electromures High School, with students participating in the ERASMUS+ CREATOR project. The trainings were led by the following teachers: Frâncu Monica-Cecilia, Osváth Ildikó Ágnes and Pál Ibolya Edit. The workshops were attended by 32 students of the 9th, 10th and 12th grade.

They worked on six different business ideas, which are the following:

- Black Diamond it provides affordable and high quality painting services. Their slogan is: "We paint, we do not sleep!"
- Cloud Parking it is a paid, multi-level parking, near the centre of the town.
- Honey Café It is a modern Café, with computers and a library, where books can be purchased and exhibited.
- E-Coffee it is a cafe which offers its clients a lovely atmosphere, where they can enjoy coffee and connect to the modern world.
- Hot Dogers the team travels with a caravan to events and fairs to provide fast food to customers.
- Tour Guide it is a tourist guide company from Tîrgu Mureş which presents the tourist attractions, the beauties of the world in our city, county and even Europe.











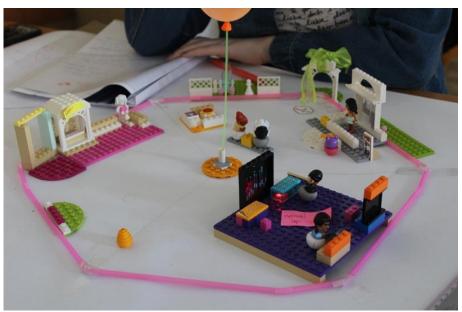
HONEY CAFFE				
Name, age	Ghiurcuşor Diana, Sînmărtean Andreea, Varga Adrienne Stoica Bianca, Vlad Daria Age: 15 – 16			
School and class	TECHNOLOGICAL HIGH SCHOOL "ELECTROMUREŞ" Clase: a X-a D, a IX-a C			
Mentor, occupation/job, school/company	Frâncu Monica Cecilia, teacher OsváthIldikó Ágnes, teacher Pál Ibolya Edit, teacher			
HONEY CAFFE TIME IS HONEY!  Pitch statement	Honey Caffe, different from other coffee shops, will provide a unique way for the development of communication and entertainment through the Internet. We place at your disposal a relaxation space for clients where they can have access to the internet and to their favourite books, while you can enjoy a coffee and besides, they can indulge themselves with pastries of the best laboratories in the town. In addition, we have a games room, positioned so as not to disturb the clients that are in the library. Computers are new and modern, so that we can be to the wishes of the customers, and to have no conflicts every customer has a time on the computer, 2 hours. At the end of the day, the products that will not be purchased by our clients will be provided free to people who need a meal at the end of the day. If we got your curiosity, we are waiting for you daily from 8:00 AM to 9:00 PM, on the street Gheorghe Doja, number 128. For loyal customers, we have several advantages, such as a loyalty card, offers for coffee and much more. We hope you will visit us!			
Short description	A cafe where any type of clientele can relax, a modern Café, with computers and a library, where books can be purchased and exhibited.			
Target groups/users	Students, families, adults			
Development process	<ul> <li>Pleasant ambiance.</li> <li>Running the business.</li> <li>The investment necessary to opening a café.</li> <li>Renting the space.</li> <li>Professional equipment for bars.</li> <li>Obtaining legal authorization to conduct business.</li> <li>Income and expenses, you can generate from business.</li> <li>Obtaining non-refundable funds for a cafe.</li> </ul>			
Main problems, issues & challenges	Problems with communication and technical problems.			





Main achievements & key learning points	From this experience we accumulated information useful in the development of general culture and have learned how to improve and promote a product.
Next steps, possible changes & adaptions	Find a sponsor.
Feedback	The feedback we received from many people, from our teachers and some chiefs of cafes.
Personal motto	Life is something you do when you cannot sleep.
My idol/ role model from the world of business:	He's an optimistic and good businessman.
I think it is important to learn entrepreneurship because	It helps you in developing a business, knowledge and communication.









# **HONEY CAFFE – Business model canvas**

		HONEY CAFFE		
Key partners	Key activities	Value proposition	Customer relations	Customer segments
- "Hulala" - "Jacobs" - "Nescafe" - "Dounts" - "Nesquick" - "Terezia" - "Bee" - "Coroniţa" - "Brassero" - "Dona" - "Fornetti"	<ul> <li>Coffee production</li> <li>Equipping the café with internet networks</li> <li>Supplying the café</li> <li>Product marketing</li> </ul>	<ul> <li>A place for enjoying the coffee, where they can have internet and library</li> <li>Coffee at a lower price and better quality</li> <li>Places can be booked a few</li> </ul>	<ul> <li>Long-term relationships in partnership with a firm / agency</li> <li>Contests on social networks</li> <li>Fidelity card</li> <li>Offers</li> <li>Bonus points</li> <li>Key rings</li> </ul>	<ul> <li>Young people</li> <li>Students</li> <li>Families</li> <li>Middle-income people</li> <li>Workers</li> <li>People on vacation</li> </ul>
	<ul> <li>Key resources</li> <li>Coffee-based products</li> <li>Bakery and confectionery products</li> <li>Refreshments</li> <li>Space</li> <li>The human resource</li> </ul>	hours before arriving for a place with better wi-fi signal and a quieter place	Distribution channels  Internet Site People Posters Mass-Media	
Costs and cost structure Rent of space - Cups Curtains - Plates Closets - Tables Staff salaries-Decorat Glass holder - Staff Refrigerator - Telep Coffee - Books Glasses - Milk	<u>e</u> - Sugar - Water ware - Tastes ions - Router - Whip	- Coffee machine - Refrigerated display of the cream machine ped cream aws	· ·	ucts



E-COFFEE	
Name, age	Menyhárt Szabina Blanka, Madaras Dániel, Covercă Sergiu, Ungur Denis, Bányai Roland Csaba, Székely Csaba, Györffy Loránd Age: 17 – 18 years
School and class	ELECTROMURESTECHNOLOGICAL HIGH SCHOOL
Mentor, occupation/job, school/company	Ec. Frâncu Monica, Ec. Pállbolya Edit, Ec. OsváthlldikóÁgnes, teachers
	Imagine an internet-café, full of people who either come to savour a coffee along with their friends, and others whom need a quiet place where they can relax or work on their projects, and there are also others that only wish to escape their day to day life.
E-Coffee	Currently the internet and social-media have become a key element both in the private and professional. Even just one day without internet can cost lots of information, and lots of money.  People's day to day lives are getting more and more agitate. We are living in the fastest century known to man, and
Pitch statement	because we aren't machines, we sometimes need to take a break in order to relax, and where else could you do that other than an internet-café.
	In our café, E-Coffee, we wish to offer our clients the possibility of taking a break, of enjoying silence and relaxing in a place where they can remain connected to the modern world, and where they can also work, if they wish to.  We welcome you, in Tîrgu-Mureş, Livezeni street, nr.5.
Target groups/users	School and university students, business people, others
Development process	Brainstorming  Business idea  Finding a good name for the company  Conceiving a good logo  Finding the perfect location  Deciding the menu  Deciding the prices  Researching the market  Realize the business plan
Main problems, issues & challenges	Rivalling many bigger cafés





Main achievements & key learning points	Creating the Business model canvas, researching the market of our clients and their needs, teamwork.
Next steps, possible changes & adaptations	The next step should be to open more cafés
Feedback	Feedback would be received from clients and marketing researchers
Personal motto	Learn from yesterday, live for today, hope for tomorrow. The important thing is not to stop questioning. (Albert Einstein)
My idol/role model from the world of business:	Gordon Bowker, Zev Siegl
I think it is important to learn entrepreneurship because	In the future we will orient ourselves towards the labour market with this knowledge, and thus developing or creating a new company will be easier









## **E-COFFEE – Business model canvas**

		E-Coffee		
Key partners	Key Activities	<u>Value</u>	Customer	Customer
		Proposition(s)	Relationships	<u>Segments</u>
S.C. ELDI S.R.L. S.C. EGRETA S.R.L. S.C. FAREL S.R.L. R.A. AQUASERV S.A. ELECTICA S.A. E-ON S.C. ELECTRO ORIZONT S.R.L. S.C. REEA S.R.L. S.C. NAVIGATOR	Selling: coffee, alcoholic and non- alcoholic drinks, pastry, snack-bar Serving services/ public alimentation Internet services Laptop and gadget Advertising for businesses selling	There is no such café in the city  Advertising for businesses selling IT products.  We provide our guests with a place	Employees' professional behaviour will lead to establishing lasting and positive relationships with customers.	Teens / students / students.  Young people.  Families with children.  Business men.
MEDIA GALAXY	IT products	where they can		
ALTEX SELGROS FAREL	Key resources  Coffee Food Alcoholic and non- alcoholic beverages Energy, gas, water Internet IT / SMART products	relax while having fun or working, a stress-free place.	Distribution channels  Social-media Mass-media Marketing Advertising materials	Staff.  Retired people who need guidance in using gadgets.

#### **Costs and cost structure**

Energy, water, gas, space rent;

Raw materials: coffee, beverages, food and pastry Equipment: espresso, bar table, refrigerators;

Consumables: glasses, decorations, Inventory items: staff uniform,

Fixed assets: tables, chairs, laptops, mobile phones,

Internet connection

Staff salaries

Advertising and promotional materials

Other expenses

#### **Revenue Streams**

Income from basic activity: serving coffee, serving

drinks and dishes

Income from renting or using IT equipment Revenue from advertising and promotion of IT companies



CLOUDPARKING			
Name, age	Nagy Mónika, Bartha Dezső Dániel, Riccardi Marco, Csiki Bernadette Tamara		
	Age: 16 – 17		
School and class	Electromureș Technological Highschool; X.D, X.G		
Mentor, occupation/job, school/company	Ec. Frâncu Monica, Ec. Pállbolya Edit, Ec. OsváthIldikóÁgnes		
Pitch statement	Nowadays more and more people own cars, but only a small number of them are able to find a convenient parking space in the city. Cloud Parking not only solves this problem, but it eases the lives of our clients. Our parking lot is associated with a mobile app which helps clients find their parking space. As a bonus, clients that are in a hurry can benefit from a parking agent for a fee.		
Short description	Paid, multi-level parking, near the center of the town		
Target group/users	Adults, students, elderly people		
Development process	<ul> <li>✓ We conducted a small study to determine where parking spaces are needed the most and we found that the central area of town is in desperate need.</li> <li>✓ We analysed the city to determine which area is more suitable for our parking lot.</li> <li>✓ We made a poll to determine if the citizens would approve of the parking lot being behind the Nation Theatre.</li> <li>✓ We started our negotiations with the City Council to buy the necessary land.</li> <li>✓ Once we received the approval of the City Council, we made a contract with a construction company from Mureş, which will help us build the parking lot.</li> </ul>		
Main problems, issues & challenges	Finding a central place to build the parking lot		
Main achievements & key learning points	<ul> <li>We have learned how to manage our company in order to satisfy as many customers as possible.</li> <li>We have learned how to become better entrepreneurs.</li> <li>We have learned how to attract more customers.</li> </ul>		





Next steps, possible changes &	Widening parking places, adding a more spacious		
adaptations	elevator		
Feedback	<ul> <li>One month after setting up the parking lot, we distributed a form to our customers to ask for their opinion.</li> <li>We received positive feedback because it is the most modern parking lot in Mures County and it is very useful because it is near the center.</li> </ul>		
Personal Motto	"Imagine where you could be by this time next year.  Now do the work."		
My idol/role model from the business world	Elon Musk		
I think it's important to learn about entrepreneurship because	it helps us in case we want to open a business, but it also develops our thinking and helps us think from another perspective		







# **CLOUDPARKING – Business model canvas**

		CLOUDPARKING		
Key Partners	Key Activities	Value Proposition(s)	Customer	<u>Customer</u>
			<b>Relationships</b>	<u>Segments</u>
- Hotels	- We provide	- Mobile app that	-	
<ul> <li>Universities</li> <li>Schools</li> <li>Supermarkets</li> <li>Digi-internet</li> <li>Companies</li> </ul>	<ul> <li>we provide parking space to our clients</li> <li>We offer a parking agent for a fee</li> <li>We offer coffee to clients</li> </ul>	helps book a parking space The parking complex has coffee machines There is a panel that shows the location of the parking spaces Parking agent that parks and brings back the	- The long-term relationship is enhanced by subscriptions and partner hotel customers benefit from a 5% discount	<ul> <li>Students</li> <li>Adults</li> <li>Elders</li> <li>Commuters</li> <li>People working in the area</li> <li>Entrepreneurs</li> </ul>
	- Parking building - Vending machines - Electricity	clients' cars.	<ul> <li>Distribution</li> <li>channels</li> <li>Internet ads</li> <li>Collaboration</li> <li>with a hotel</li> <li>Posters</li> <li>throughout the</li> <li>city</li> <li>Flyers</li> <li>Campaigns</li> </ul>	
<ul> <li>Costs and Cost Structure</li> <li>Employee salar</li> <li>Campaign cost</li> <li>Expenditure or</li> <li>Taxes and fees</li> <li>General mainter</li> </ul>	ry s n electricity	- -	venue Streams  From booking of parkir  Using a parking agent	ng spaces



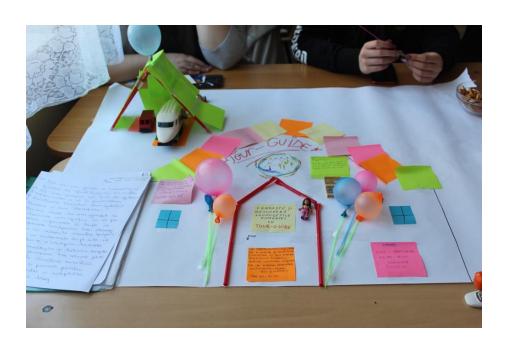
TOUR GUIDE	
Name, age	Budnar Alexandra, Faluvégi Roland, Molnár Beatrix, Moga Andrea, Pop David, Tecaru Sahra Krisztina Age: 16 – 17
School and class	Liceul Tehnologic Electromures, IX.C, X.D and X.G classes
Mentor, occupation/job, school/company Pitch statement  Jour Guide	Francu Monica Cecilia; OsváthIldikó Ágnes, Pállbolya Edit Discipline economics teachers  Tour Guide is a tourist guide company from TarguMures, and our team deals with the presentation of the beauty of the World. We provide our clients with the transport and a warm meal. Tour Guide addresses the general public, ready for a new unforgettable experience. Our group strives to have a great relationship with our customers. Each visitor receives a gift, a coffee or a soda after a tour, and a fidelity card with which they can become a member of the Tour Guide family.  We offer our clients the most complete and accurate information about the visited sights. We have a great cultural background and a vast experience. If you want your travel experience to be unforgettable, and the friendships you found here to last forever,
Short description	then you can find us on our website: www.tourguidefamily.com Tour Guide is a tourist guide company from Targu Mures which presents the tourist attractions, the beauties of the world in our city, county, country and even Europe.
Target groups/users	Tourists
Development process	Brainstorming at team level  Transforming our passion into a business idea  Choosing the brand name and the logo  Activity organisation  Establishing the target market  Selecting staff  Training the required workforce  Market study  Business promotion  Drafting the business plan
Main problems, issues & challenges	Satisfying tourists` wishes in a complete way
Main achievements & key learning points	Developing a business plan using the <b>CANVAS</b> business model





Next steps, possible changes & adaptations	The acquisition of a headquarter where we can grow our business, our goal being to expend it in Europe
Feedback	We've gotten feedback from tourists, family and friends
Personal motto	"Success is a journey, not a destination."
My idol/role model from the world of business:	Donald Trump
I think it is important to learn entrepreneurship because	We develop creative thinking, improve our socialization techniques, and learn to do everything more efficiently









## **TOUR GUIDE – Business model canvas**

TOUR GUIDE				
(Travel company that offers services with its own guides)				
<ul> <li>Key Partners</li> <li>Thomas Hux</li> <li>Siletina</li> <li>Accomodati on units</li> <li>CFR TRAVEL</li> <li>Food units</li> </ul>	- Presentation of tourist attractions (in different languages, for example: Romanian, English, Hungarian and French) - Organizing the program according to time - Reservation of means of transport and catering units  Key Resources  Tourist Guides Protocol room	- Tourist guide services of outstanding cultura value - Ensuring ideal conditions of socializing for tourists - At the end of the tour there is a small party - Entry with animals is allowed and they are also offered their own food - The transport is included in the price - A warm meal is also included in the price	regularly - A transactional relationship for the groups that are spontaneously formed  Distribution channels - From mouth to mouth - From a site - From press and the media - Promotions	Customer Segments  - TOUR GUIDE is addressed to both young people and the elderly who are ready for a new adventure - Groups of students
<u>Costs and cost structure</u> <u>Revenue Streams</u>				

- Fuel for our buses (200-500 RON)
- Providing hot meals (Menu of the day: 13-16 RON)
- The guides wages (1600 RON)
- Driver's wages (1400 RON)
- Rent (200 euros)
- Staff uniforms (230 RON / person)
- Gift scarves offered to customers (25 RON)
- Electricity bill

- Income from tourist guides
- Revenue from souvenirs sold
- Revenue from partnerships



HOT DOGERS	
Name,age	Iacob Paul, Ioniță Adrian, Reghian Andrei, Simo Renáta, Toth Edina Yvett
C.b. all and all an	Age: 16 – 19
Şchool and class	Liceul Tehnologic Electromureș ; classes : X.D and XII.H
Mentor, occupation/job, school/company	Ec. Frâncu Monica, Ec. Pál Ibolya Edit, Ec. Osváth Ildikó Ágnes
Pitch statement	We are a fast food company and in order to be closer to our customers we travel with caravans to various fairs and events. We promote healthy fast food, from 100% Romanian ingredients. The atmosphere created around our caravan is optimistic and cheerful. If you want to eat well, feel good and make new social contacts, do not hesitate to visit us. The start of your week will be much better if you
·HotDogs·	get a fresh coffee full of love for free.  You have kids? Don't worry, we didn't forget about them either. We have menus especially created for kids. Your whole family and all of
	your friends will feel awesome at our caravan. We are waiting for you!
Short description	Our team travels with a caravan to events and fairs to provide customers with fast food.
Target group/users	Students, young people and adults who participate to such fairs and events
Development process	<ul> <li>Identifying the idea of business</li> <li>Finding the business name</li> <li>Choosing the logo and the slogan</li> <li>Setting the menu</li> <li>Creating the business plan</li> </ul>
The main issues and challenges	Competition, because we are at the start of our business and we don't have much experience
Key achievements, key learning elements	We`ve been sharing experiences with other fast food companies
The following steps, changes and adaptations	Increasing the business, diversifying the range of products and purchasing two more caravans to have more sales outlets
Feedback	The customers who tried our food were very pleased and had an excellent opinion about it.
Motto personal	The place where man liter day. "Even a broke watch is right twice a day"— The imitation game
My idol/ my idol in the business world	Mario Batal ; Jamil Oliver; Gordon Ramsay
I think it's important to learn about entrepreneurship because	There are more and more new businesses that are successful, that means that entrepreneurship opens up many opportunities





## **TOUR GUIDE – Business model canvas**

HOT DOGERS					
Key partnerships	Key activities	Value proposition	<b>Customer relations</b>	Customer	
			fidelity cards with a	<u>segments</u>	
Auchan	Selling hotdogs,	healthy fast food	discount of 50 %		
Petrom	water, lemonade			studenţs	
Kaufland	and sodas	selling ice cream	a deal of 1+1 for		
Ikea			free	people with (small,	
Selgros		we offer our clients		medium, big)	
		free WiFi around	discount on 3	income	
		the caravan	menus and the 4 <sup>th</sup>		
			one is for free	elderly people	
		menus for children			
			free WiFi	athletes	
	Key resources	games for children	<u>Distribution</u>		
	raw materials		<u>channels</u>		
	the caravan	free coffee on	customer		
	our staff	Monday mornings	recommendation		
			WEB site		
			posters placed		
			through the city		

#### **Costs and cost structure**

Raw materials: buns, pita, meat, legumes, sauces (ketchup, mustard, mayonnaise), potatoes, oil;

Commodities: juices, ice cream

Supplies: napkins, plastic bags, tablewear, dishes

Machinery: fryer

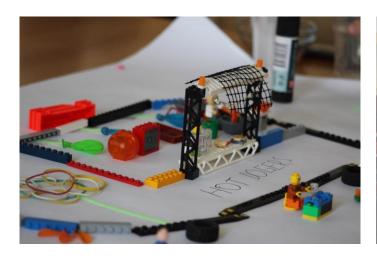
Fix costs: internet subscription; electricity

Variable costs: promotion and advertising, staff wages;

Rent expenses

### **Revenue streams**

Revenue from the sale of finished products and goods: juices, hotdogs, different types of potatoes, coffee, tea, lemonade, mojito, shaorma, latte machiato, cappucino, desserts, ice cream, different types of salads







BLACK DIAMOND		
Name, age	Farcaș Alexandru, Frunză Roland, Miklos Norbert, Togănel Paul, Velcherean Marian Age: 16 – 17	
School and class	LICEUL TEHNOLOGIC "ELECTROMUREȘ"; Class X-D and X-G	
Mentor, occupation/job, school/company	Ec. Frâncu Monica, Ec. Pállbolya Edit, Ec. OsváthIldikó Ágnes	
Pitch statement	We are S.C. Black Diamond S.R.L. and we provide painting services at advantageous prices in a short time and with high quality. We have skilled workers who have a passion for what they do.	
Black Diamond	Indicative housing prices including materials:  ** Single room: about 35 sqm, price 1500 lei;	
	<ul><li>2-room apartment: about 50 sqm price 2500 lei;</li><li>Apartment with 3 rooms: about 70 sqm price 3000 lei;</li></ul>	
	Painting area: The fast painting service is available only in the area of Târgu-Mureş and the nearby areas. We take the role of preparing the painting room (moving the furniture and covering it with foil) and ensuring cleanliness at the end of the work. Our company offers the guarantee of the work up to 2 years. We also deal with the sale of products and equipment for painting.	
Short description	We paint, we do not sleep!  Our company S.C. Black Diamond S.R.L. provides affordable and high-quality painting services.	
Target groups/users	Young people, adults, elderly: apartments, homes, single rooms, etc.	
Development process	<ul> <li>Identifying the need</li> <li>Establishing a business name, motto and slogan</li> <li>Market research</li> <li>Making the business plan</li> </ul>	
Main problems, issues & challenges	Problems with space, with materials.	
Main achievements & key learning points	Developing the ability to work in a team.	
Next steps, possible changes & adaptations	<ul><li>Extending to other cities</li><li>Enlarge headquarters</li><li>Long term partnerships</li></ul>	
Feedback	We receive positive feedback from each customer.	





Personal motto	"Always wake up with a smile knowing that today you will have fun doing what others are too afraid to do."
My idol/role model from the world of business:	Remus Aurel Bența is the owner of dawbentaromania, an internationally known company. His company provides services in the field of construction and painting. He is one of the richest people in TârguMureş.
I think it is important to learn entrepreneurship because	We gain experience and, in the future, it will be easier for us to set our own business.





## **BLACK DIAMOND – Business model canvas**

Black Diamond				
<b>Key Partners</b>	<b>Key Activities</b>	<u>Value</u>	<b>Customer Relationships</b>	Customer
Şurtec	Painter	Proposition(s)	Professional, friendly and	<u>Segments</u>
Dedeman	Get down the old	Renovation in short	transactional relationship.	Young
Practiker	paint	time: Single room 2	We offer the service	people
Leroy Merlin	Ensure the clean	days	guarantee for 2 years.	between the
Brick Depot	after completing	Apartment 3 days	At a work of more than 50	ages of 18
	the job		square meters, the	and 25
	Repairing walls	Cheaper services	customer benefits a 15%	
		than competition	discount.	Adults
	Key Resources	quality materials	<b>Distribution channels</b>	
	The human	quality services	Local press	Elderly
	resource	experienced	The website of the	people
	Raw materials	employees	company Posters	
			Recommendation of other	
			people	
Costs and cost structure Revenue Streams				

Materials: paints, trashes, brushes, palette knife,

dyeing machine

Transport: fuel, insurance, taxes Life insurance and employee salaries Uniform, overalls, rental company headquarters, current, water, gas, internet and telephone bills

From providing painting services.

From the sale of paint and paint materials.





## Teachers' feedbacks about the project

On May 29 2019 in the festive hall of our high school, we organized a dissemination event where our students presented their final business ideas and work experience in the CREATOR project to the entrepreneurs. The participating entrepreneurs were:

- Balázs Endre Navigator Software
- Siklodi Huba Grand Hotel
- George Stefan Happy Recruiter

The feedbacks from the teachers, students and entrepreneurs were great. Our teachers say:

#### 🏄 Ec. Frâncu Monica – Cecilia

"A Romanian proverb says this: "To teach there is no one too young or too old".

Under this project "CREATOR", the teachers have been facing with a new challenge to apply to a group of new, expert, teaching entrepreneurship. Our satisfaction was both successful students and their open creative attitude of intense work and good collaboration within the group. I consider that the project "CREATOR", has brought added value to our school, High school ELECTROMURE\$ — Târgu Mure\$, România."

#### Ec. Osváth Ildikó Ágnes:

"For me it was a special experience being part of this project team, I have learned very much from it. I could collaborate extraordinary whit the students, they were very interested and they have made a good teamwork at every meeting. We found it great that the accent was on the practical part with very little theory. In conclusion I can say that I'm glad that I had the opportunity to make part of this team in project. Thank you very much!"

#### 🌃 Ec. Pál Ibolya Edit:

"The training was interesting, flexible and very useful for me.. During the CREATOR project, we have opportunity to organise and implement a lot of ideas and practical/experiential activities to teaching entrepreneurship. I have received a lot of ideas for activities that I can use in classroom. The students were creative and pleased because the workshop activities had only practical part without much theory so the working atmosphere was good basis on play.

The CREATOR team are great. I feel very privileged to have been part of the CREATOR experience and I hope that our cooperation with partners will be continued in the future."















## Students' prototypes - Croatia

At first the training for the teacher was held by Dejan Goljevački and Mirela Abramović, and after that teachers worked with students. All the prototypes were completely self-made by the students without the help of the teachers directly. The teachers gave guidance only, and the creative part was on the students. Prototypes were created by students of "School of Economics and Administration Osijek" and "The First Economic School in Zagreb".

By using different methods, students were able to learn in a simple and interesting way how to design a new entrepreneurial idea. Making a prototype was the most interesting and efficient method where they could create something with their own hands that they had previously just talked about or wrote on paper.

#### Feedback from teachers:

- "Students have learned how to accept other opinions."
- "The students are satisfied with this kind of work."
- "Dynamic and interesting."
- \* "Workshop and methods are great for developing entrepreneurial skills and entrepreneurial thinking."



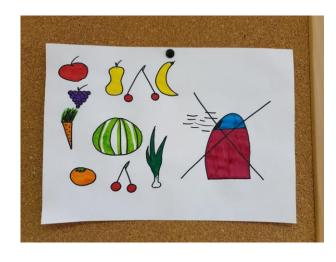


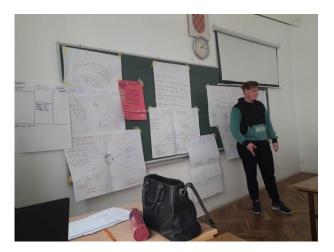






ORGANIC FARMIN	G OF FRUITS AND VEGETABLES		
Name, age	Marsel Gemeri, Lorena Šabanagić, Matej Šabanović, Leonardo Bijelić		
	Age: 15 – 17		
School and class	School of Economics and Administration Osijek, 3.d, 2.e, 1.f and 1.b		
Mentor, occupation/job, school/company	Dunja Novak, Marija Mesić Škorić, Sanja Arambašić, Antonija Čalić, Luka Rupčić		
Pitch statement	It's not a dream, wellbeing is a reality!		
Short description	Organic farming of fruits and vegetables, manufacturing organic products		
Target groups/users	Hotels and restaurants		
Development process	Brainstorming, teamwork, creativity, SCAMPER, CANVAS		
Main problems, issues & challenges	Lack of concentration		
Main achievements & key learning points	We have developed creativity, communication skills, teamwork skills		
Next steps, possible changes & adaptations	Larger target audience		
Feedback	That our ideas are very well developed/conceptualized		
Personal motto	Desire to apply to good university, to have bright future, starting up our own business		
Who would you like to become in the world of business?	A manager		
I think it is important to learn entrepreneurship because	It develops creativity, encourages new ideas, provides knowledge on enterprises		









## **ORGANIC FARMING – Business model canvas**

Organic farming of fruits and vegetables				
Key partners	Key resources	<u>Value</u>	<u>Customer</u>	<u>Customer</u>
<ul> <li>Family farms</li> <li>Hotels</li> <li>Restaurants</li> <li>Social networks (communication with customers)</li> </ul>	<ul> <li>Fruits</li> <li>Vegetables</li> <li>Organic products</li> <li>Cooperation with other companies</li> <li>Agricultural land</li> </ul>	Proposition(s)  - Healthier lifestyle - Healthier diet - Less pollution - Fighting unhealthy eating habits - Suitability - Pleasant communication	Relationships  - Direct communication - Informing customers - Communication by TV, radio, flyers - Social networks	- Hotels - Restaurants
	<ul><li>Key activities</li><li>- Farming</li><li>- Selling</li><li>- Manufacturing</li><li>- Distribution</li></ul>		<ul> <li>Distribution</li> <li>channels</li> <li>Sales channel</li> <li>Direct sales</li> <li>Own     transportation     vehicles</li> </ul>	

#### **Cost structure**

- Decomposition
- Loss of weight value
- Ullage, spillage, breakage and defect
- Maintaining land and transportation vehicles

#### **Revenue Streams**

- Selling fruits and vegetables
- Export
- Consulting

#### Feedback from students:

- "I liked this kind of learning because we all contributed to the final solution."
- "The most interesting was SCAMPER and CANVAS."
- "The workshop is very useful because it comes to conclusions in a creative and entertaining way."
- "This kind of work I liked because we were learning through the fun. We used our creativity and knowledge."

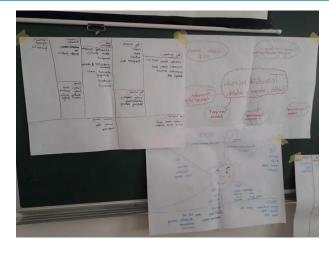






# SOFTWARE AND HARDWARE SOLUTION FOR WAREHOUSE MANAGEMENT

WARLINGSEIWANAGEWEN			
Name, age	Dunja Fundak, Marina Fruk, Valerija Fabin, Marko Babić, Lugi Ljekaj		
	Age: 15 – 18		
School and class	School of Economics and Administration Osijek, 1.f, 1.g, 2.e, 3.d and 3.h		
Mentor, occupation/job,	Dunja Novak, Marija Mesić Škorić, Sanja Arambašić,		
school/company	Antonija Čalić, Luka Rupčić		
Pitch statement	We can make your warehouse a more modern, more efficient and more quality place!		
Short description	Advanced technological tool (tablet) that helps finding products in mass warehouse using automated machines		
Target groups/users	Large companies with core activity of product distribution and storage		
Development process	Brainstorming, SCAMPER, CANVAS		
Main problems, issues & challenges	Time limit		
Main achievements & key learning points	We learned how to work in team, our greatest achievement is our excellent product/service, we are proud on development of our creativity		
Next steps, possible changes & adaptations	We would use renewable energy sources for functioning of our products		
Feedback	Feedback from our class, teachers and parents was very positive		
Personal motto	Bright future, ability to apply to desired university, running our own company one day		
Who would you like to become in the world of business?	Team leader, manager, director		
I think it is important to learn entrepreneurship because	Improvement of knowledge, possibility for personal growth and further progress, selfactualization. Making profit, improving economy.		









## **WAREHOUSE MANAGEMENT – Business model canvas**

Key partners	Key resources	<u>Value</u>		<u>Customer</u>	Cu	<u>istomer</u>
		<u>Proposition</u>	on(s)	<u>Relationships</u>	<u>Se</u>	gments
- Software company MONO - Tablets manufacturer SONY - Tablets manufacturer SAMSUNG - Suppliers		speed - Reliab - Utility - Shorte	ner's  oort  ncy of  cts  e  ncy and  delivery  ility  ening the  etween  der and	- Direct communication - Feedback on social networks - Email - Telephone - Telefax   Distribution channels - Sales channels - Sales representative - Online sales	-	Partnership Wholesalers Who own large warehouses e.g. eBay, Amazon or Ason
	- Market research					
Cost structure			Revenue	<u>Streams</u>		
	nputs oftware acquisition maintenance		- Co	elling services onsulting elling license		

### **Feedback from students:**

- "It was interesting to me to socialize and work with other students."
- "My team work was the most useful to me. I have learned to cooperate and create ideas by considering other people's opinions."
- "This way of learning is much more interesting than usual teaching because of encouraging creativity in learning and independent decision making."
- "I really liked this kind of work and this way of working. Canvas and SCAMPER methods were most interesting."





VIRTUAL GUIDE TO	LIFE		
Name, age	Vanesa Fićok, Anamarija Kukavica, Dina Jakšetić, Chiara Horvat Age: 15 – 17		
School and class	School of Economics and Administration Osijek 3.d, 1.g, 2.d		
Mentor, occupation/job, school/company	Dunja Novak, Marija MesićŠkorić, Sanja Arambašić, Antonija Čalić, Luka Rupčić		
Pitch statement	Feeling like you don't have enough time? We help you organize your time!		
Short description	Virtual guide for organizing time and activities		
Target groups/users	Teenagers, middle aged men and women		
Development process	Defining target groups, defining main point of service, understanding clients' needs		
Main problems, issues & challenges	Defining market niche, defining business model		
Main achievements & key learning points	We learned how to work in team, our greatest success was our good idea, we are proud on our hard work and our team spirit.		
Next steps, possible changes & adaptations	Maybe we would improve the realization of idea, design and app layout		
Feedback	Professors complimented our ideas		
Personal motto	Learn for yourself, not for others		
Who would you like to become in the world of business?	A manager		
I think it is important to learn entrepreneurship because	Economic growth		









## **VIRTUAL GUIDE TO LIFE – Business model canvas**

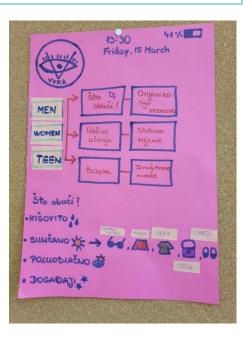
Key partners	Key resources	<u>Value</u>	<u>Customer</u>	<u>Customer</u>
		Proposition(s)	Relationships	<u>Segments</u>
<ul> <li>Software company MONO</li> <li>Instagram</li> <li>Youth alliance</li> <li>Television for commercials</li> </ul>	<ul> <li>App (software solution)</li> <li>Business organization</li> <li>Management</li> <li>Protection of rights</li> </ul> Key activities <ul> <li>Market research</li> <li>Management</li> <li>Communicating with partners and customers</li> </ul>	<ul> <li>O-24 service</li> <li>Cost effective</li> <li>High quality</li> <li>Accessible</li> <li>User friendly</li> <li>time         <ul> <li>management</li> </ul> </li> <li>Organizing work         <ul> <li>and free time</li> </ul> </li> <li>Easy to use</li> <li>Simplifies         <ul> <li>communication</li> <li>with other users</li> </ul> </li> </ul>	<ul> <li>App reviews in app store</li> <li>Direct communication</li> <li>Distribution channels</li> <li>App store</li> <li>Google play</li> </ul>	- Women (age 35-5) - Men (age 35-5) - Teenager

- App development
- App maintenance
- Distribution
- Marketing
- Market research

- Trial version for free, full version with payment
- Profit from advertisement
- Selling license
- Consulting

### Feedback from students:

- "The workshop is creative and interesting. The methods used should be used more frequently in the teaching process."
- "It was very instructive and fun. It was interesting to socialize and work with other students."
- "Canvas and SCAMPER methods are interesting and they should be used more frequently in the teaching process."







## Students' prototypes – Germany

The workshop was conducted with students of the business class from WerkstattBerufskolleg VET School Unna, aged 17 – 25 years. A total of 4 groups with 34 participants each were formed. The students were very impressed by the methods presented in the workshop, which should be a guideline for the realization of their own business idea. With this workshop they got to know the possibilities of implementing their own business ideas with as few mistakes as possible. In addition, it was enrichment for all participants to receive basic thinking at an early age in order to have a successful start on the way to setting up a company. The workshop gave the students the opportunity to get to know the range of possible career and life paths in order to make the right decision in the future. In addition, certain soft skills were promoted, such as self-confidence and the ability to work in a team. Closely linked to the ability to work in a team is another soft skill that shows the ability to empathize with the thoughts and feelings of others (empathy). Also, students strengthened time management skills and being self-initiative, which is important since nowadays companies are always on the lookout for employees who give their best and actively contribute their ideas to everyday work without prior instruction. During the development of the prototype, the students noticed that the available time should be allocated well in order to work more effectively and with less stress.

#### During the development of the business idea, the following questions were formulated:

- What is our business idea, our offer, and how does it work?
- What problems does our offer solve?
- What are the benefits and advantages for our customers?
- What makes our offer unique?

In this context, the following prototypes were developed during the workshops, which were systematically thought through in a team using the Business Model Canvas. The students have experienced that this approach to planning the further steps of founding a company is very helpful in convincing potential partners or investors of the idea.







USBSTICK		
	Marius, Steffen; Phillip	
Name, age		
	Age: 19 – 21	
School and class	WerkstattBerufskolleg VET School Unna ,	
	Economy & Administration and Management Class	
Mentor, occupation/job,	Gündüz Baris (economics/math teacher) Westerhoff Andrè (economics teacher) VET School WerksattBerufskolleg	
school/company	Unna	
Pitch statement	Multifunctional USB Added value	
	Front side is equipped with light, pocket knife and pen.	
Short description	Rear has a USB port for various connection options	
·	At the top is a digital display with information such as	
	memory status	
Target groups/users	Teenagers, young adults, private households, companies	
	With which product we could address all customer	
	groups to have better profit opportunities.	
	Using the scamper method with brainstorming in the	
Development process	group	
	Prototype created in 3D format.	
	After the prototype we have done improvements or	
	optimizations	
	Presentation of the result to all other participants with	
	feedback request	
Main problems, issues&	•	
challenges	Battery life and the size could prepare a problem	
Main achievements & key	With this idea, we offer users a storage medium that has	
learning points	additional features and multiple properties in one.	
Next steps, possible changes &	Extend battery life, add more features, and resize	
adaptations		
Feedback	Ask users and optimize the product according to their	
	wishes and concerns	
Personal motto Combine the technique with the conventional fea		
My idol/role model from the	Bill Gates ,Steve Jobs, Jack Ma ( Alibaba Group)	
world of business:		
I think it is important to learn		
entrepreneurship because	with as few wrong strategies	





## **USBSTICK** – Business model canvas

USBStick					
Key Partners  - online traders  - Amazon,  Alibaba,  - Specialty stores  electronics	Key Activities  - Electronic materials  Key Resources  - electrotechnician - engineers - Intelligent	USBStick  Value Proposition(s)  - High Quality - New and trendy - Data Security	Customer Relationships - added value  Distribution channels - Internet	Customer Segments  - Teenagers - Young adults - Private households - companies	
	technology				

## **Costs and cost structure**

- Production costs
- storage costs
- personnel costs
- Sales costs

### **Revenue Streams**

- Through sale and foreign capital







<b>CLEVER SINK</b>			
Name, age	Adrian, Anna, Abolfaz, Farouk		
	Age: 18 – 23		
School and class	WerkstattBerufskolleg VET School Unna ,		
	Economy & Administration and Management Class		
Mentor, occupation/job,	Gündüz Baris (economics/math teacher) Westerhoff Andrè		
school/company	(economics teacher) VET School WerksattBerufskolleg Unna		
Pitch statement	Clever Sink Easily and timesaving		
Short description	Clever sink with 2 taps where one of the first comes out with soap at the same time and then rinse clear water from the other tap.		
	All possible groups of customers:		
Target groups/users	Private households, all companies, construction industry,		
	public institutions (hospitals, schools, offices, airports, etc.)		
Development process	<ul> <li>With which product we could address all customer groups to have better profit opportunities.</li> <li>Using the scamper method with brainstorming in the group</li> <li>Prototype created in 3D format.</li> <li>After the prototype we have done improvements or optimizations</li> <li>Presentation of the result to all other participants with feedback request</li> </ul>		
Main problems, issues& challenges	The material of the washbasin is crucial and the temperature of the water still needs to be adjusted separately		
Main achievements & key	We accelerate the process of hand washing and address all		
learning points	customer groups.		
Next steps, possible changes & adaptations	Depending on the feedback and emerging problems our customers, we can continue to develop the sink. e.g. Soap grades or using the smartphone for water temperature		
Feedback	Ask the users. Inquire engineers. From the department, people are looking for innovation		
Personal motto	Easily and timesaving for all people in the world.		
My idol/role model from the world of business:	Elon Musk, Steve Jobs, Mark Zuckerberg		
I think it is important to learn entrepreneurship because	At a young age a basic thinking can already be learned, if I have a business idea and want to realize it		





# **CLEVER SINK – Business model canvas**

Clever Sink								
Key Partners  - bathroom     manufacturer  - sink     manufacturer  - kitchen     manufacturer  - Politician  - house     building     company	<ul> <li>Key Activities</li> <li>water and soap</li> <li>thermostat</li> <li>wash basin and water tap made of different materials</li> <li>Key Resources</li> <li>architects</li> </ul>	value Propositio  and - high Quanticater basin trendy vater - special ade of Feature ent - shorter rials of the washin process	ion(s)  Quality and dy ial ures tening e	Customer Relationships - serious - user friendly - needs for everyone  Distribution channels	Customer Segments  - private households - all companies - construction industry - public institutions			
- production co	production costs		<b>Revenue</b> - Sales					
- storage costs								



personnel costs







XGLASSES						
	Kubilay, Edward, Taranum, Nazar					
Name, age	Ago: 10 - 20					
	Age: 19 – 20 WerkstattBerufskolleg VET School Unna,					
School and class	Economy & Administration and Management Class					
Mentor, occupation/job, school/company	Gündüz Baris (economics/math teacher) Westerhoff Andrè (economics teacher) VET School WerksattBerufskolleg Unna					
Pitch statement	XGlasses: Connection and control with the smartphone					
Short description	All this possible via the control of the smartphone Change eyesight Integrated headphones for listening to music Darkening of the glasses (sunglass function)					
Target groups/users	All people who wear glasses and interested persons					
Development process	<ul> <li>With which product we could address all customer groups to have better profit opportunities.</li> <li>Using the scamper method with brainstorming in the group.</li> <li>Prototype created in 3D format.</li> <li>After the prototype we have done improvements or optimizations.</li> <li>Presentation of the result to all other participants with feedback request.</li> </ul>					
Main problems, issues& challenges	Because of the poor eyesight problems could arise in the use and design.					
Main achievements & key learning points	With this idea, we ensure that spectacle wearers with glasses can apply multiple functions.					
Next steps, possible changes & adaptations	Implement voice control, wearing comfort					
Feedback	Ask users and optimize the product according to their wishes and concerns					
Personal motto	The technique meets classic glasses.					
My idol/role model from the world of business:	Steve Jobs, Sam Foster (RayBanGlasses)					
I think it is important to learn entrepreneurship because	So I have a successful start on the way to starting a business.					





# **XGLASSES** – Business model canvas

XGlasses							
- eyewear manufacturer - optician - eyewear specialty shops	- sunglasses - eyesight - headphone - app function  Key Resources - technician - designer - intelligent technology	Value Proposition(s)  - use added value - new technology	Customer Relationships  - added value - customer advisory  Distribution channels  - online marketing - tv spots - journals of glasses	Customer Segments - glasses wearers - interested persons			
Costs and cost struct	<ul><li>designer</li><li>intelligent</li><li>technology</li></ul>	Reve	<ul><li>online</li><li>marketing</li><li>tv spots</li><li>journals of</li></ul>				

- production costs
- personnel costs
- rent costs

- foreign capital from bank
- equity capital

