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CYCLES

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MODULE 4: ENTREPRENEURSHIP



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TABLE OF TOPICS

1. What is an entrepreneur?
2. How to build a Business Model and Business Plan?
3. Funding in entrepreneurship
4. Building and maintaining a strong network
5. Creating a climate for innovation



INTRODUCTION

GENERAL DESCRIPTION OF THE MODULE

- This module provides basic knowledge on entrepreneurship, answers questions such as :
 - o What is an entrepreneur?
 - o What is a business plan?
 - o What are the requirements to be an entrepreneur?

CYCPs should be aware of the different steps to build a business

During this course, CYCPs will learn about :

- marketing strategies
- personal branding
- networking
- social entrepreneurship
- financial rules to get a loan
- innovation



FACE TO FACE TRAINING AGENDA (3 h)

1. Introduction + game (20 min)
2. What is an entrepreneur? (10 min)
3. From business model to business plan (60 min)
(coffee break 15 min recommended)
 1. Funding in entrepreneurship (10 min)
 2. Building and maintaining a strong network (45 min)
 3. Creating a climate for innovation (20 min)
 4. Evaluation of the training (15 min)



INTRODUCTION (5 MIN)

1. The benefits of participation in training:

You will be ready to work with Care Leavers on entrepreneurship.

1. Primary objectives:

- Understanding the main components of a Business Plan
- Defining possible directions of work with Care Leavers
- Preparation of the Business Plan.
- Discussion on different Business cases.
- Finding the founding model.
- Creating your personal brand.
- Evaluation and self evaluation.



INTRODUCTION (5 MIN)

3. Methods:

- group activities
- discussions

Most important goals:

- Understanding main parts of the Business Plan
 - Preparation of the Business Plan
 - Finding the founding model
- Discussion on networking opportunities
 - Opening up for innovations
- Defining possible directions of work with Care Leavers
 - Evaluation and self evaluation

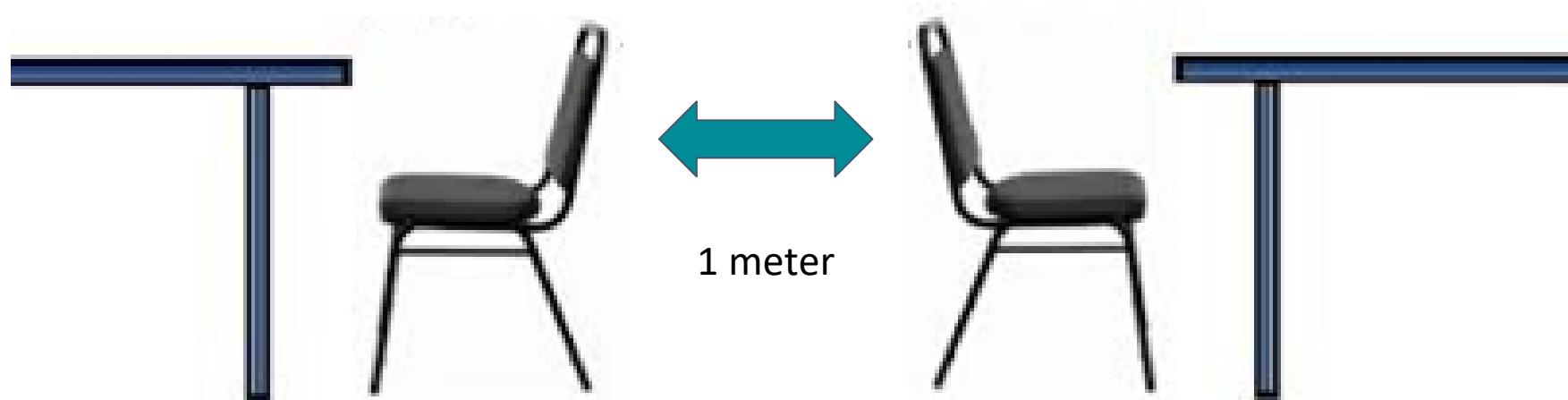


INTRODUCTORY GAME (15MIN)

The Bridge

In small groups you must build a bridge made of paper that connects two chairs 1 meter apart.

Your bridge must be able to support the weight of a pen.



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TRAINING CONTENT

1. What is an entrepreneur?
2. From business model to business plan
3. Funding in entrepreneurship.
4. Building and maintaining a strong network
5. Creating a climate for innovation



WHAT IS AN ENTREPRENEUR?

**HAVE YOU EVER WANTED TO
START YOUR OWN BUSINESS?**



[click here for a quick introduction video on the characteristics of an entrepreneur !](#)



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AN ENTREPRENEUR ...

- **has to take initiatives**
- **has to know how to work with others**
- **has planning and organization as his backbone**
- **should take it upon himself to get educated on the type of business he wants to venture in**



AN ENTREPRENEUR IS:

Someone who takes initiative:

The business world is evolving everyday, so you must be able to come up with newer products and services to entice the customer to do business with you.

An entrepreneur doesn't wait for something to happen. He is the one who makes things happen.



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AN ENTREPRENEUR IS



A team player:

In the business world, you will meet different types of personalities with different backgrounds and experiences. Therefore knowing how to reach out to others with the most effective way of communication is a must in order for the business to flourish.

An entrepreneur can adapt to work with different types of partners, and knows how to build a team composed of different skills, talents, personalities...



AN ENTREPRENEUR IS

A team player:



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AN ENTREPRENEUR IS :

Organized :

As an entrepreneur, you must be able to develop a system to run your business smoothly. This system will allow you to evaluate areas of your business in terms of inventory, manpower and production rate.



AN ENTREPRENEUR IS :

Well researched on the subject of this business :

Learning is like practice in sports. When you immerse yourself in your business everyday, you make yourself aware of many issues related to your business so that in the long run you will be able to identify and understand certain issues even with just mere observation.

Immerse yourself in the subject!



AN ENTREPRENEUR IS:

NOW IT'S YOUR TURN !

What is an entrepreneur?...

To be a good entrepreneur you need to ?



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TRAINING CONTENT

1. What is an entrepreneur?
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PLAN

A business plan is...

A document presenting the company's strategy and expected financial performance for the years to come. The business plan translates this positioning in a series of strategic actions and quantifies their financial impact.

the business model is at the center of the business plan.

The business model describes how the company is positioned within its industry's value chain, and how it organises its relations with its suppliers, clients, and partners in order to generate profits.



BUILD YOUR BUSINESS MODEL

The key elements:

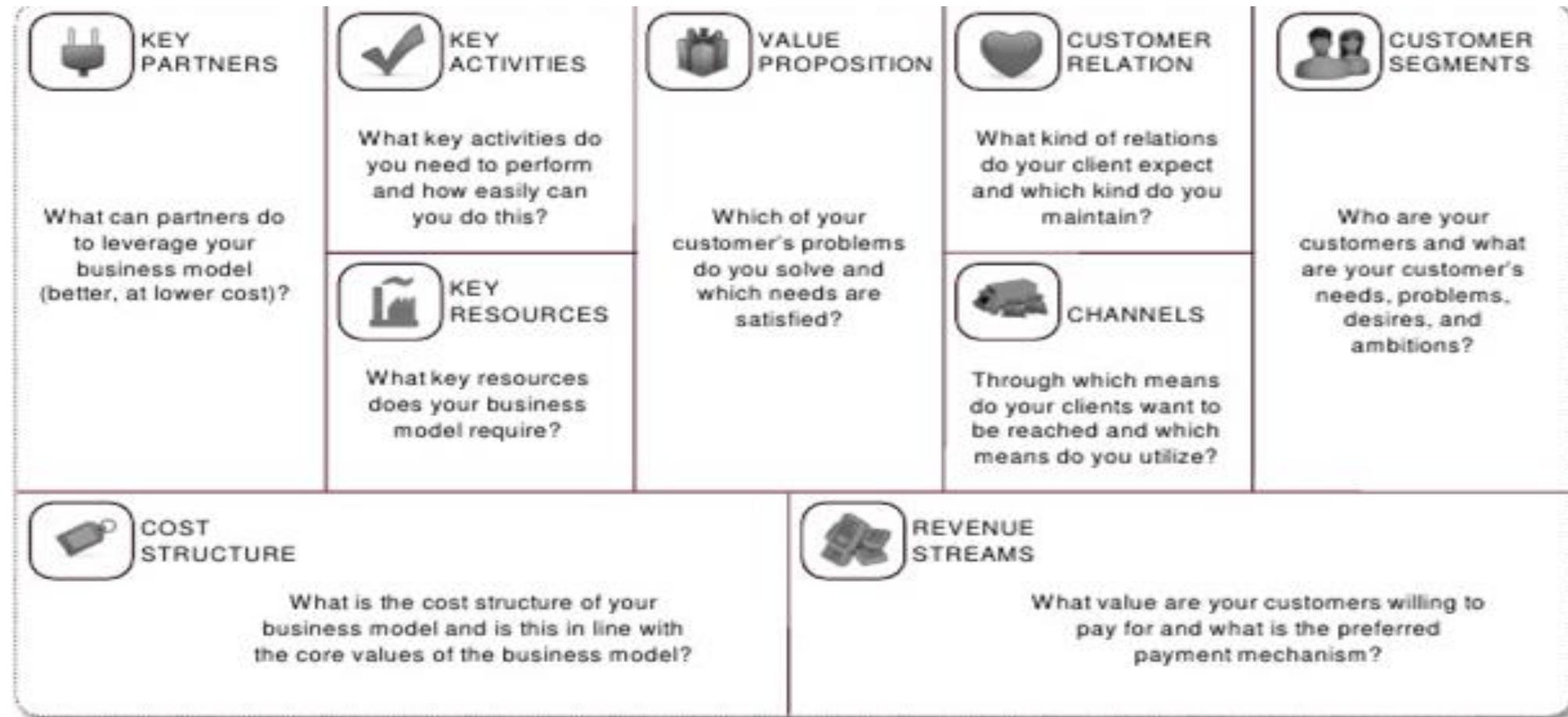
- 1 - Customer segments : who are your clients?
- 2 - Your offer (value proposition) : is your offer innovative? more efficient? which values does your company hold? which problems are you solving?
- 3 - Distribution channels : how to reach your clients?
- 4 - Customer relation
- 5 - Revenue streams
- 6 - Key resources : human, financial, technological...
- 7 - Key activities : what will you do ?
- 8 - Key partners : who will work with you?
9. Cost structure: which costs in order to run the business?



BUILD YOUR BUSINESS MODEL

Sketch out your business model. Here's an example of a simple tool :

the business model canvas



BUSINESS MODEL EXERCISE

NOW IT'S YOUR TURN !

Build à business model in just 10 minutes!



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BUSINESS MODEL EXERCISE

<i>Key Partners</i>  (Key Partners)	<i>Key Activities</i>  (Key Activities)	<i>Value Propositions</i>  (Value Propositions)	<i>Customer Relationships</i>  (Customer Relationships)	<i>Customer Segments</i>  (Customer Segments)
	<i>Key Resources</i>  (Key Resources)		<i>Channels</i>  (Channels)	
<i>Cost Structure</i>  (Cost Structure)		<i>Revenue Streams</i>  (Revenue Streams)		

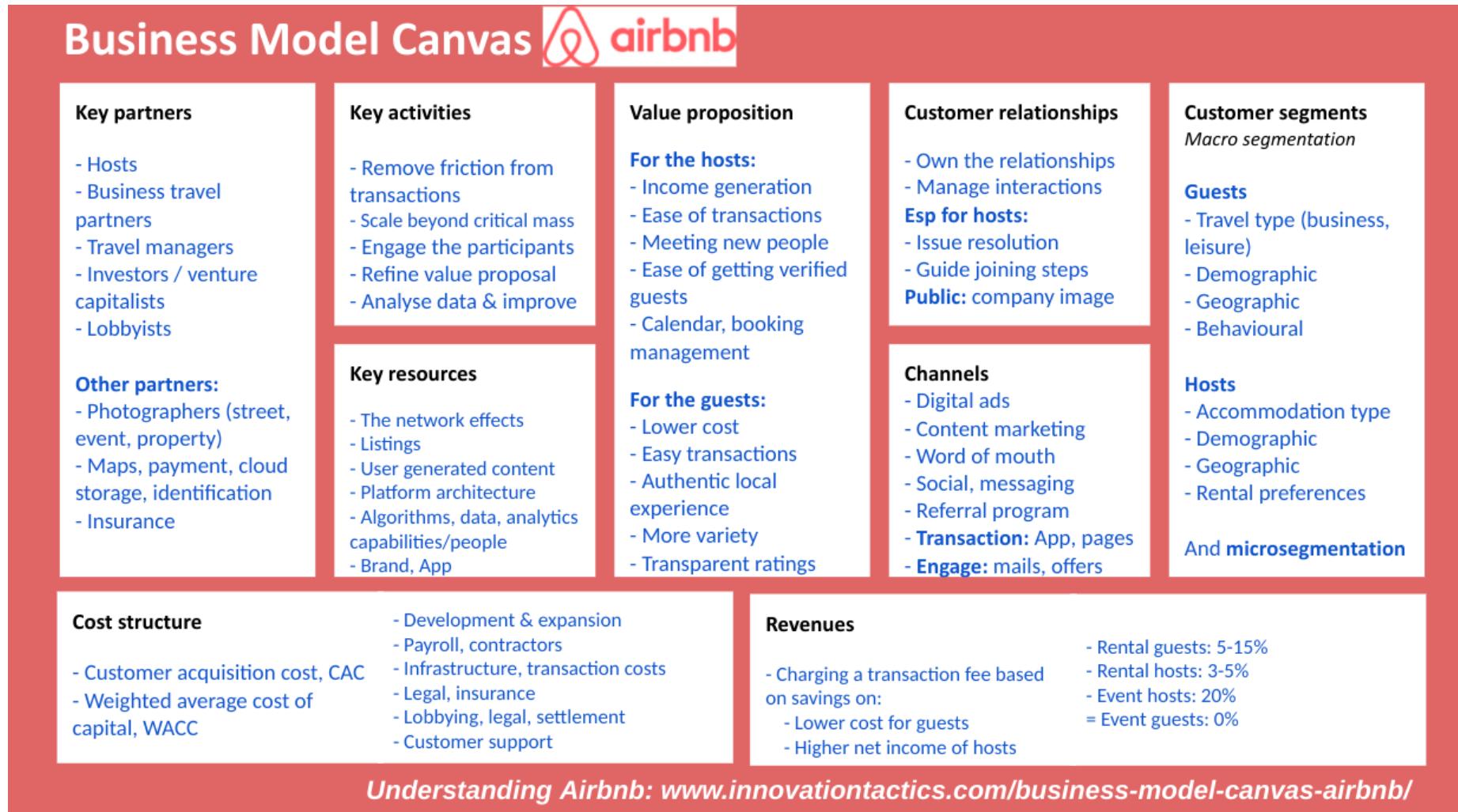
Fill in the blanks!



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EXAMPLE BUSINESS MODEL



BUSINESS PLAN

What?

A business plan is a written description of your business's future. That's all there is to it--a document that describes what you plan to do and how you plan to do it. If you jot down a paragraph on the back of an envelope describing your business strategy, you've written a plan, or at least the germ of a plan.

Why?

business plans can help perform a number of tasks for those who write and read them. They're used by investment-seeking entrepreneurs to convey their vision to potential investors. They may also be used by firms that are trying to attract key employees, prospect for new business, deal with suppliers or simply to understand how to manage their companies better.



PLAN

Be specific

Being specific is just as important as being concise. The details will help you drill down into how you will actually deliver your plan.

Know your market

A big part of knowing whether your business will be successful is understanding your audience. Make sure your plan is clear about your target market – who will you be selling to and how many other companies are already selling similar products?

Know your finances

The other essential part of a business plan is the finance section. If your business isn't going to make any money, it won't be successful so you need to be very clear on how you will make a profit. Use it to your advantage – your plan will be incredibly useful when it comes to securing loans and investment, but that's not its only use. It's also a personal tool to help you understand your objectives.



PLAN

NOW IT'S YOUR TURN !

Exercise in groups of 2 to 3 people

45 minutes ta create your first BP

topic examples ; uber driver // food // delivery // coding // creating things

1. Executive summary
2. Business description
3. Market strategies
4. Competitive analysis
5. Design and development plan
6. Operations and management plan
7. Financial factors



[Business plan template \(Word\)](#)
[\(doc, 393kb\)](#)



PLAN

5 rules to build a BP:

Don't be intimidated.

The vast majority of business owners and entrepreneurs aren't business experts. Just like you, they're learning as they go and don't have degrees in business.

Writing a business plan may seem like a difficult hurdle, but it doesn't have to be. If you know your business and are passionate about it, writing a business plan and then leveraging your plan for growth will be not nearly as challenging as you think.

Be concise

It's really important that potential investors can understand what your business is all about from a quick glance at your plan. Make sure you include a summary of your business, and how it will make money right from the start, and use simple language throughout.



TRAINING CONTENT

1. What is an entrepreneur?
2. From business model to business plan
3. **Funding in entrepreneurship.**
4. Building and maintaining a strong network
5. Creating a climate for innovation



FUNDING IN ENTREPRENEURSHIP

How to fund a startup?

- Personally (your own savings, inheritance, lottery win)
- Get a loan (from a friend/family member or a bank)
- Get an investor (a charity, an angel investor or someone to partner up with)
- Win a grant (governmental (city, state or a university), non-governmental (a foundation) or commercial (a company or a business person with money))
- CrowdFund
- Join an incubator
- Negotiate an advance
- Other (barter, volunteers, upcycle etc.)



FUNDING IN ENTREPRENEURSHIP

Deciding criterias

At the beginning consider what is important and possible for you?

For example:

- paperwork
- experience
- scalability
- digital skills
- financial resources



Exercise: make a list of your own criteria and discuss with a partner from a training group.



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BUILDING AND MAINTAINING A STRONG NETWORK

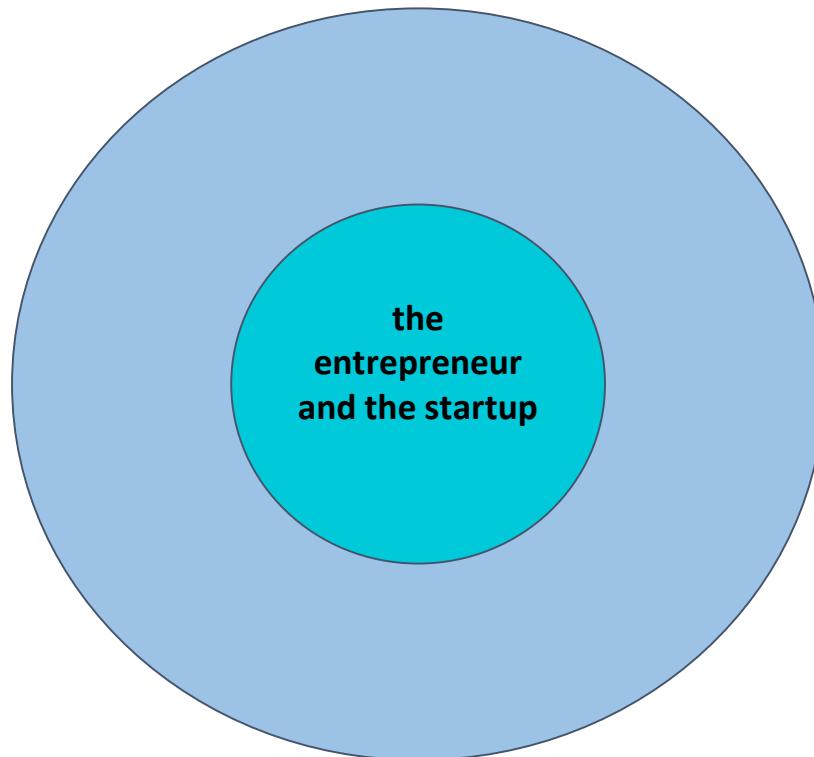
A thriving business is one with well-working chain of supply, reliable team of partners and rich list of clients. How do you come from point A (a freshly baked startup) to point B (a stable business)? You need to successively build a strong network, gather people and brands on your side and make sure you are being recommended left and right. It's not enough to just be good in what you are doing - people need to find out about it so that your reputation can at some point be the only advertisement you need.



KNOW YOUR NETWORK : GROUP EXERCISE

NOW IT'S YOUR TURN !

In 10 minutes identify the different actors in your ecosystem, around your startup



Who?

Why are they in your network? Why solicit them?

What impact on your startup?

what types of actions could be taken together?



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BUILD YOUR NETWORK : GROUP EXERCISES

NOW IT'S YOUR TURN !

First impression (10 min):

Work in pairs. Google each other for 3 min.
Find maximum information and give
feedback about the impression and image
she/he makes on a new business partner.



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BUILD YOUR NETWORK : GROUP EXERCISES

NOW IT'S YOUR TURN !

Elevator pitch (20 min):

imagine you have 30 seconds to interest a potential investor

Prepare a speech and then say it in front of your colleagues.

discuss what kind of methods and strategies worked.



BUILD YOUR NETWORK : ELEVATOR PITCH

Tips and tricks for a good pitch

It needs to be **succinct**, while conveying important information.

To craft a great pitch, follow these steps.

- Identify your goal.
- Explain what you do.
- Communicate your USP.
- Engage with a question.
- Put it all together.
- Practice.

Try to keep a **business card** or other takeaway item with you, which helps the other person remember you and your message. And cut out any information that doesn't absolutely need to be there.



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CREATING A CLIMATE FOR INNOVATION

**If you want to stay ahead you need to be creative
and try to make your company stand out.**

To achieve this:



- Practice - implement small changes in your personal and professional life, experiment with unlikely methods, take calculated risks to become used to the constant change
- Educate yourself - attend classes, read industry-related blogs, have a hobby outside from your business. New input = new ideas.
- Train your brain - your mind is a tool, learn to use it. Inform yourself on what makes your brain perform on higher levels, what stimulates your imagination, what habits allow you to be the most creative.



OPENING FOR INNOVATION : GROUP EXERCISE

Identification of needs (15 min):

create your persona

brainstorm solutions



Remember:

be creative

think of THEIR needs

put yourself in their shoes



EVALUATION OF THE TRAINING

Part 1. Flipchart method (5 min) Answer to four questions:

- which part was important to you?
- what was missing?
- what was unnecessary?
- what would you like to continue?



Part 2. Evaluation Round (10 min)

How can I apply the experience from the training to my daily work with Youth?



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