

Entrepreneurship Learning Program

Entrepreneurial Development Program

ELP is the development program designed for all those people that are considering to start an entrepreneurial activity or that have already started it and are asking themselves, if you are able to face this. **We will teach them how to become entrepreneurs.** All the sessions will recreate the conditions in which an entrepreneur needs to take decisions, with the aim of allowing experimentation of the entrepreneurial approach. Individual self-development exercises and group work on ideas and projects will act as the basis of the course. Particularly:

Problem based learning

Use of case studies for analysis, discussion and exchanging opinions throughout the path. Analysis of real situations through direct testimonials from protagonists

Involving the entrepreneurial community

WE WILL WORK

- **on critical analysis skills** to identify, generate and assess new entrepreneurial opportunities, to know how to manage risks and to learn from mistakes
- **on the process by** which an idea can be transformed into a realistic sustainable entrepreneurial project
- with the **strategic analysis tools** required to make an effective presentation of your **Business Plan Model** to the investors
- **to experiment** your entrepreneurial project in a **concrete way**

FORMAT

The program consists of 40 hours in 5 modules, spread over a 3-month period. The project participants will include young people who want to build their own future or adults with new personal projects they would like to develop.

1°) GENERATE AN ENTREPRENEURIAL IDEA

(8 hours)

If, on average, only 4% of ideas become business opportunities, it means that using a helpful method in the initial definition phase of your entrepreneurial project is undoubtedly an advantage. We will experiment:

From an intuition to an idea - *it isn't always necessary the "Big Bang"!*

Discussion of a case - *How ideas are born*

Observation vs. interpretation - *insights are just around the corner*

Brainstorming techniques - *our idea may not be the right one*

Self-development path:

Each session ends with the setting of a series of topics to be explored in depth, which will be summarized at the end of the path.

2°) HOW AN IDEA CAN TURN INTO AN OPPORTUNITY (8 hours)

In this phase, participants acquire methodologies to verify the originality of their own entrepreneurial project. All the subjects foreseen, contents and methodologies, aim to foster the development of concrete work hypotheses. In particular:

Blue Sky Ideas - *Methodology to give shape to an idea*

Discussion of a case - *How ideas become opportunities*

Ideas in action - *Construct the characteristics of an entrepreneurial idea*

Strategic and marketing analysis - *PEST & SWOT Analysis*

Self-development path:

Each session ends with the setting of a series of topics to be explored in depth, which will be summarized at the end of the path.

3°) FROM THE BUSINESS MODEL TO A BUSINESS PLAN (12 hours)

We will consider all the methodologies, which can help, check the distinguishing features of your entrepreneurial project so as to develop a concrete work hypothesis:

Business Model Canvas & Value Proposition Design – From an idea to an opportunity

The GROM case study- *Analysis of the elements of success*

Design Thinking - *Constructing a prototype of the idea*

Economic financial analysis - *Costs & earnings*

How to write a Business Plan

The entrepreneurial project - From the Business Model to a Business Plan

Self-development path:

Each session ends with the setting of a series of topics to be explored in depth, which will be summarized at the end of the path.

4°) WHAT IS NEEDED TO STRAT UP AN ENTERPRISE (8 hours)

We will find out about the information needed for the launch of our entrepreneurial project. The topics dealt with will integrate the knowledge needed for every new entrepreneur.

Setting up a company, constraints and legal structures - Everything we need to know

Taxation & related matters - *It is better not to make mistakes straight away ..*

Constructing the company members - *How to choose our partners*

Entrepreneurial and Managerial finance

Self-development path:

Each session ends with the setting of a series of topics to be explored in depth, which will be summarized at the end of the path.

5°) ATTRACTING THE INTEREST OF POTENTIAL INVESTORS (4 hours)

Presentation of the project In the concluding session we will learn how to present projects effectively to potential investors.

How a presentation is constructed - *we don't have a second opportunity to make a first good impression*

Meeting with the Business Angels – *how to present yourself*