# CITIZENS ELERATOR

## Entrepreneurship

Microlearning session

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Entrepreneurship is the capacity to act upon opportunities and ideas to create social, cultural, or financial value for others. It is a competence for life, being relevant to personal development, career progress or the generation of new business ideas.\*

\* European Commission. (2022). The European Entrepreneurship Competence Framework (EntreComp). Available here.



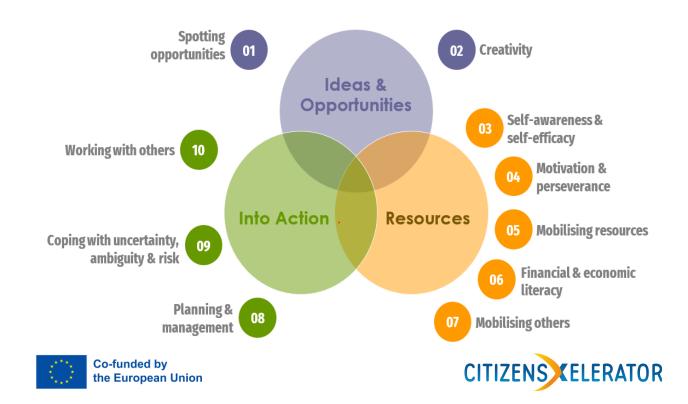




### What are the entrepreneurial competences?

### Entrepreneurial competences can be grouped into three areas:

- Ideas and Opportunities recognise and create new opportunities and ideas.
- **Resources** identify, reach or mobilise resources to put ideas and opportunities in motion
- Into Action make things happen based on ideas and opportunities



### What are the entrepreneurial competences?

There are essentially ten entrepreneurial competences:

- > Spotting opportunities Identify and seize opportunities to create value
- > Creativity Develop ideas and opportunities to create value
- > Self-awareness & self-efficacy Reflect on your needs, aspirations and wants
- > Motivation & perseverance Be determined to turn ideas into action
- > Mobilising resources- Find and manage material, non-material and digital resources
- > Financial & economic literacy Estimate the cost of turning an idea into a value-creating activity
- > Mobilising others Inspire and energise relevant stakeholders
- > Planning & management Set long-, medium- and short-term goals
- > Coping with uncertainty, ambiguity & risk Make decisions even when an expected result is uncertain, when the information available is partial or ambiguous, or when there is a risk of unintended outcomes
- **Working with others -** Work together and cooperate with others to develop ideas and turn them into action





# Entrepreneurial challenges

### • Groups of four

- The facilitator will give you information about your business (do not show it to the other groups!)
- In the group, discuss and plan a...

LAUNCH PARTY FOR YOUR BUSINESS





### **Business Launch Party**

Think about human and financial resources when defining the event!!

#### Step 1 - Identify the target group of your event

- > Who do you want to invite to your party?
- > Who would be interested to get/pay for your services?
- > Do you need or want to invite any public figures?
- > Do you need or want to invite any organisation that supports your business?

### Step 2 - Define the date and time for your event

- > When is the best date and time for your guests? (week/weekend, day/night, morning/afternoon)
- > Is there any other event on that date and time?
- > Is it a good idea to do the event on bank holidays?

### Step 3 – Define the type of event

- > What type of event will work better for your target group? (examples: cocktail party, workshop, tasting/sample experience, visit the shop, among others)
- > It will be an open event or only for certain guests?
- > How many guests do you plan to have?
- > Will you give some samples or gifts?





### **Business Launch Party**

Think about human and financial resources when defining the event!!

#### Step 4 – Identify where you will hold your event

- > Will it be an in-person event or online?
- > Do you want to promote the event in your shop or in another place?
- > Is the place you have identified available?
- > Does the place you have identified allow you to promote what you are planning?

#### Step 5 - Define the programme and resources for the event

- > Which activities do you plan to promote? (for example: concert, speech from special guest, showcase of a service, workshop)
- > What resources do you need to make the event happen?
- > How will you access those resources?
- > Will you have the support from a partner organisation?
- > Will you give gifts or have promotions on the day?





### **Business Launch Party**

Think about human and financial resources when defining the event!!

#### Step 6 – Plan the strategy for promoting your event

- > Do you need to prepare an image or material to advertise? (for example: flyers, news to social media, printed or digital invitations)
- > How do you want to advertise your party? (for example: publication in newspaper/magazines, sending emails with invitations; sending invitations by post; creating an event on social media; distributing outdoors in the community; inviting guests personally)
- > Will you send weekly/daily reminders?
- > Will you establish partnerships with local organisations?

#### Step 7 - Prepare your team and partners

- > How will you inform your workers and partners about the event and the activities planned?
- > How will you distribute the responsibilities among workers and partners?
- > How will you prepare workers to talk about the services and products of your shop?





### Business Launch Party

### Step 8 – Host and enjoy your party!

- > Follow your programme of activities
- > Smile and talk with your clients; make sure you listen to their needs
- Give the gifts and promotions you've prepared
- > Take pictures to record the event and publicise it later







### Partners

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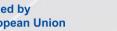
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# Thank you!