



CITIZENS ACCELERATOR

Entrepreneurship

Microlearning session



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What is entrepreneurship?



“

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.*

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* 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

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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

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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 e-mails 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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