



ENGAGING ENTREPRENEURIAL ECOSYSTEMS FOR THE YOUTH

# GUIDELINES FOR TEACHERS AND E-TUTORS

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# Contents

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- Introduction ..... 4
- The present situation ..... 5
- The main objectives ..... 6
- Target groups ..... 6
- Training Materials ..... 7
  - Module 1 - Seeds of success: Entrepreneurial fundamentals ..... 7
  - Module 2 - From concept to creation ..... 10
  - Module 3 - Blueprint for Sustainable Success ..... 14
- References ..... 18

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## Introduction

This Guidelines serve as your comprehensive guide to understanding the e-learning modules developed under the Ecosys4you project, titled "Entrepreneurial Mind in Action in the Digital Age" (EMA). These modules represent the culmination of extensive research, collaboration and innovation driven by the Ecosys4you partnership. The project leverages the combined expertise of academic institutions, industry leaders and entrepreneurial ecosystems from Germany, Bulgaria and Slovenia.

The development of these modules was informed by a detailed competence framework and interactive engagements with diverse stakeholders, including entrepreneurs, educators and young aspiring business leaders. By integrating the insights of the target audience and leveraging cutting-edge research, the project delivers training content tailored to the real-world needs of today's entrepreneurial environment. Special attention has been given to addressing the challenges and opportunities for female entrepreneurs and emerging trends in entrepreneurship.

The e-learning modules are designed to equip participants with essential skills, knowledge and practical tools to thrive in entrepreneurial ecosystems. They enable learners to actively engage with concepts such as ideation, sustainability, market analysis and pitching while leveraging the "digital ecosystem" to meet the demands of the modern business landscape.

In this Guidelines, you will find guidance on accessing the modules, utilizing the technical resources and navigating the e-learning platform effectively. The following modules focus on:

- Fostering an entrepreneurial mindset and fundamental business skills.
- Transforming innovative ideas into actionable business models.
- Building sustainable businesses and mastering financial planning and pitching.

These modules aim to create a supportive and dynamic learning experience, empowering participants to become future-ready entrepreneurs with the tools to make impactful contributions to their communities and beyond.

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## The present situation

The modern economy is characterized by rapid technological advancements and global interconnectedness, which have redefined the requirements for entrepreneurial success (European Commission, 2019). As the nature of work evolves, so do the skills and mindsets needed to thrive in an increasingly dynamic and digital landscape. The Ecosys4you project recognizes these shifts and aims to address the challenges faced by aspiring entrepreneurs, particularly young individuals navigating complex entrepreneurial ecosystems in Europe (DOBA Business School, 2024).

Youth unemployment and underemployment remain persistent issues in many regions, with young people often lacking access to opportunities, mentorship and training that align with the demands of today's markets (OECD, 2019). Additionally, gender disparities and limited participation of women in entrepreneurial ventures highlight the need for targeted support and inclusivity. Addressing these gaps is essential for fostering innovation, enhancing economic growth and creating resilient communities (Ramovš & Svetelšek, 2020).

Furthermore, digital transformation has created a pressing need for entrepreneurial competencies that integrate creativity, adaptability and problem-solving (Digital Work Research, 2018). Despite the widespread adoption of digital tools, many young entrepreneurs struggle to leverage these technologies effectively, particularly in underserved regions. Bridging this digital divide is crucial for enabling equitable access to entrepreneurial ecosystems (OECD, 2019).

Recent studies have also revealed that traditional entrepreneurial training often fails to address real-world challenges, such as sustainability, funding complexities and scaling operations (Letonja et al., 2024). Ecosys4you seeks to fill this void by offering an innovative and comprehensive framework that not only builds foundational entrepreneurial skills but also addresses contemporary challenges like digital fluency, sustainable business practices and collaborative problem-solving.

By connecting entrepreneurial ecosystems across Germany, Bulgaria and Slovenia, Ecosys4you creates a platform for shared learning, mentorship and cross-cultural collaboration. This approach ensures that participants benefit from diverse perspectives, best practices and the collective expertise of experienced entrepreneurs and educators (Letonja et al., 2024).

In summary, the present situation underscores the urgent need for accessible, inclusive and forward-thinking entrepreneurial education. Ecosys4you responds to this need by equipping young entrepreneurs with the tools, knowledge and networks necessary to

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thrive in a rapidly changing world, fostering resilience, innovation and sustainable success.

## The main objectives

The objective is to develop classes **that foster an entrepreneurial mindset in participants with the potential to become entrepreneurs in the near future** and to educate/train teachers and e-tutors to run these classes. Private sector expertise, especially from the startups (and scale-ups) from all three regions, will be essential for the success of the joint classes. Entrepreneurs will contribute as guests and will give talks, for example, regarding their 'ventures' history, how to acquire funding in different stages of growth and how to get from an idea to an opportunity on the market; they will coach them in developing solutions with the help of different tools/methods of fostering creativity and innovativeness. When developing the content of the joint classes, the specific needs of female entrepreneurs will be considered.

Course participants can choose the module topics (three modules) that interest them or take the whole course EMA. They will receive a certificate of completion for each module if they pass the assessment at the end of the module concerned.

## Target groups

- Young people interested in entrepreneurship,
- as well as young founders and
- students.

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# Training Materials

## Module 1 - Seeds of success: Entrepreneurial fundamentals

This module aims to lay the groundwork for entrepreneurial success by equipping participants with essential knowledge and competencies. It focuses on understanding the foundational principles of entrepreneurship, fostering the development of an entrepreneurial mindset and exploring success stories to inspire and guide participants. Key areas include market research, legal and financial basics and emerging trends, enabling learners to identify opportunities and prepare for the dynamic demands of the entrepreneurial landscape.

### **DETAILED MODULE'S STRUCTURE:**

#### **Module Overview:**

- **Duration:** March 3, 2025 – March 30, 2025 (Pilot 1) | November 3, 2025 – November 30, 2025 (Pilot 2)
- **Description:** Introduces participants to entrepreneurial principles, competencies and foundational knowledge. Topics include entrepreneurial mindset, market research and legal and financial basics, preparing participants for entrepreneurial success.
- **Credits:** 6 ECTS (1 ECTS 25 hours of expected workload) for active participation and 3 ECTS for self-paced participation

This module comprises 4 interrelated units designed to establish the foundation for the full entrepreneurial journey. Each unit builds upon the other, creating a comprehensive understanding of entrepreneurial principles and practices. Through a blend of theoretical concepts and practical applications, participants will gain essential skills for navigating the entrepreneurial ecosystem.

### **Structure and Content:**

#### **1. Unit 1: What is entrepreneurship**

- Participants will explore the role of entrepreneurship in economic and social progress.
- Key topics include entrepreneurial mindset, success and failure stories and emerging trends in entrepreneurship.

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- Activities include an introductory webinar, videos and forums where learners reflect on entrepreneurship trends across ecosystems.

## 2. Unit 2: Entrepreneurial competencies

- Focused on identifying and developing key traits, skills and attitudes essential for entrepreneurship.
- Participants will complete self-assessment tests and begin understanding market segmentation.
- Activities include webinars featuring guest entrepreneurs, team discussions and a blog assignment on entrepreneurial potential.

## 3. Unit 3: Understanding your market

- Participants will delve into market analysis, including segmentation, targeting and competitive analysis.
- Key methods such as SWOT analysis will be introduced through case studies and videos.
- Assignments include group projects to develop and analyse market strategies.

## 4. Unit 4: Legal and financial foundations

- This unit provides essential knowledge on business structures, compliance and financial management.
- Participants will analyse real-world case studies and prepare for a quiz to assess their understanding.
- The module concludes with a webinar reflecting on key takeaways.

### **Assessment and certification:**

The module includes quizzes, individual reflections and group assignments to ensure active engagement and skill mastery. A score of 75% is required for certification. Successful participants will earn 6 ECTS credits upon completion (3 ECTS if self-paced participation).

**At the end of the Module “Seeds of success: Entrepreneurial fundamentals” the learner should be able to:**

### **Knowledge**

- Understand entrepreneurship and its role in the economy.

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- Learn from the stories and experiences of successful entrepreneurs and understand how their mindset and strategies contribute to success.
- Identify emerging trends and technologies that are shaping the future of entrepreneurship.
- Understand the core competencies required for entrepreneurship.
- Identify different methods of market segmentation (demographic, geographic, psychographic, behavioural) and understand their importance.
- Identify and describe various types of business entities, including sole proprietorships, partnerships, limited liability companies (LLCs) and corporations.
- Understand the legal requirements for forming and operating different types of business entities.
- Understand the purpose and components of key financial statements, including the income statement, balance sheet and cash flow statement.

## Skills

- Develop, express and apply an understanding of the entrepreneurial mindset and how it contributes to succeeding as an entrepreneur.
- Identification of personal strengths characteristic of successful entrepreneurs.
- Conduct a self-assessment test of entrepreneurial competences to identify strengths and areas for improvement.
- Cultivate a proactive and opportunity-seeking mindset.
- Evaluate and select appropriate market segments for a product or service.
- Identify direct and indirect competitors within a market and evaluate their strengths, weaknesses, strategies and market positions.
- Perform a SWOT analysis to identify the internal strengths and weaknesses and external opportunities and threats for a business.
- Evaluate the advantages and disadvantages of different business entities.

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## Module 2 - From concept to creation

This module focuses on transforming innovative ideas into tangible solutions by equipping participants with the methodologies and tools needed to identify problems, generate ideas, validate concepts and develop prototypes. Through the application of design thinking, participants will explore creative strategies to address challenges, ensuring user-centered outcomes. Emphasis is placed on ideation techniques, iterative prototyping and presentation skills, enabling learners to refine their concepts and effectively communicate their value propositions. This module empowers participants to bridge the gap between conceptualization and implementation, fostering a practical and innovative approach to entrepreneurship.

### **DETAILED MODULE'S STRUCTURE:**

#### **Module overview:**

- **Duration:** April 1, 2025 – April 28, 2025 (Pilot 1) | December 1, 2025 – January 11, 2026 (Pilot 2, split by holiday break).
- **Description:** Guides participants through the creative process of transforming ideas into actionable plans. Focus areas include ideation, design thinking, prototyping and presentation techniques, enabling participants to develop and validate their business concepts.
- **Credits:** 6 ECTS (1 ECTS 25 hours of expected workload) for active participation and 3 ECTS for self-paced participation

This module comprises 4 interconnected units designed to guide participants through the process of idea development and realization. Each unit builds upon the previous, offering a comprehensive framework for ideation, validation, prototyping and presentation. The module combines theoretical insights with practical exercises to foster creativity, problem-solving and effective communication of ideas.

#### **Structure and content:**

##### **1. Unit 1: Ideation and innovation**

- **Key topics:** Generating business ideas, identifying problems, fostering creativity and differentiating types of innovation (product, process, etc.).
- **Learning outcomes:**

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- Recognize market needs and articulate them clearly.
- Generate innovative business ideas using techniques like brainstorming and mind mapping.
- Understand the types and significance of innovation in entrepreneurship.
- **Activities:**
  - Introductory webinar with course teacher.
  - Videos and case studies on innovation and creativity.
  - Individual assignment: Blog on innovation types, including peer review.

## 2. Unit 2: Design thinking process

- **Key topics:** Design thinking methodology, human-centered design, problem identification and idea validation.
- **Learning outcomes:**
  - Apply the design thinking process to develop user-centered solutions.
  - Formulate and refine problem statements to guide ideation.
  - Assess the feasibility and practicality of generated ideas.
- **Activities:**
  - Webinar with guest entrepreneurs from three ecosystems.
  - Group activity: Define problems, generate and evaluate business ideas and submit a report.
  - Blog: Reflect on personal approaches to problem-solving ("Soul Searching").

## 3. Unit 3: Prototyping and experimentation

- **Key topics:** Low- and high-fidelity prototyping, user testing and iterative feedback loops.
- **Learning outcomes:**
  - Develop prototypes to visualize and communicate ideas.

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- Conduct iterative testing to refine prototypes based on user feedback.
- Gain skills to improve prototypes for market readiness.
- **Activities:**
  - Prototyping exercises with peer feedback.
  - Case studies on product/service development.
  - Group activity: Generate and submit prototypes for selected business ideas.

#### 4. Unit 4: Presentation techniques

- **Key topics:** Structuring a compelling pitch, Pecha Kucha presentation style and refining presentation skills.
- **Learning outcomes:**
  - Create a concise and impactful pitch to communicate business ideas effectively.
  - Master the Pecha Kucha format for engaging and time-bound presentations.
  - Deliver presentations that highlight key business aspects and value propositions.

##### **Activities:**

- Concluding webinar with reflections and feedback.
- Group activity: Develop a Pecha Kucha presentation for the prototype.
- Quiz to assess knowledge and skills gained throughout the module.

#### **Assessment and certification:**

The module includes individual assignments, group activities and quizzes to reinforce learning outcomes and assess progress. Participants must achieve a score of 75% to receive certification. Upon successful completion, participants will earn 6 ECTS (respectively 3 ECTS in case of self-paced participation).

**At the end of the Module “From concept to creation” the learner should be able to:**

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## Knowledge

- Distinguish between different types of innovation, including product innovation, process innovation, business model innovation and incremental versus radical innovation.
- Recognize the key phases of design thinking (empathize, define, ideate, prototype, test) and understand how they contribute to innovative problem-solving.
- Understand the importance of a human-centered approach in design thinking and its impact on creating user-focused solutions.
- Understand the format and rules of a Pecha Kucha presentation (20 slides, 20 seconds per slide).

## Skills

- Identify and articulate specific problems or needs within a market or community.
- Apply different techniques to generate a wide range of business ideas such as brainstorming, mind mapping and reverse thinking.
- Develop innovative solutions to address identified problems, focusing on feasibility and impact.
- Formulate clear and concise problem statements that capture the core issues faced by users.
- Assess the feasibility of ideas based on technical, financial and market considerations.
- Develop low-fidelity prototypes (e.g., sketches, paper models) to quickly visualize ideas and gather initial feedback.
- Create high-fidelity prototypes (e.g., digital mock-ups, working models) to test more refined concepts with users.
- Conduct user testing sessions to collect feedback on prototypes and understand user interactions.
- Implement an iterative testing process to refine and improve prototypes based on user feedback.
- Develop a concise and engaging elevator pitch that clearly communicates the core idea and value proposition of a business.

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- Structure a pitch presentation to include key elements such as the problem, solution, market opportunity, prototype.
- Craft a concise and impactful script that aligns with the timing of the slides.

## Module 3 - Blueprint for Sustainable Success

This module equips participants with the knowledge and tools necessary to build sustainable business models and develop financial strategies that ensure long-term success. Participants will learn to integrate sustainability principles into their business planning, explore innovative funding options and master pitching techniques to effectively communicate their ideas. The module emphasizes practical application, guiding participants through the creation of a one-page business plan and the development of a compelling investor pitch. By the end of this module, participants will be prepared to navigate the complexities of sustainable entrepreneurship with confidence.

### **DETAILED MODULE'S STRUCTURE:**

#### **Module overview:**

- **Duration:** May 5, 2025 – June 1, 2025 (Pilot 1) | January 12, 2026 – February 8, 2026 (Pilot 2).
- **Description:** Develops skills in designing sustainable business models, preparing financial plans and delivering investor pitches. Topics include the Donut Economy, Value Proposition Canvas and funding strategies, emphasizing long-term entrepreneurial success.
- **Credits:** 6 ECTS (1 ECTS 25 hours of expected workload) for active participation and 3 ECTS for self-paced participation

This module is divided into 4 units that focus on creating sustainable business strategies, financial planning and effective communication. Each unit builds upon the last, providing a comprehensive foundation for participants to develop and present a solid business plan and pitch.

#### **Structure and Content:**

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## 1. Unit 1: Innovative sustainable business models

- **Key topics:** Understanding sustainable business models, Donut Economy concept and integrating sustainability into business planning.
- **Learning outcomes:**
  - Define sustainable business models and their long-term economic, social and environmental viability.
  - Understand the Donut Economy concept and its application in sustainable development.
- **Activities:**
  - Introductory webinar with course teacher.
  - Videos and case studies on sustainable business practices.
  - Individual assignment: Blog summarizing key insights from the Donut Economy concept.

## 2. Unit 2: Value proposition canvas with a sustainability focus

- **Key topics:** Developing a sustainable Value Proposition Canvas (VPC), customer analysis and identifying market opportunities.
- **Learning outcomes:**
  - Analyse customer needs and develop target personas.
  - Create a sustainability-focused Value Proposition Canvas to align business goals with sustainable practices.
- **Activities:**
  - Webinar with guest entrepreneurs discussing successful sustainable models.
  - Group activity: Develop a sustainable Value Proposition Canvas.

## 3. Unit 3: Business plan, funding and financial planning

- **Key topics:** One-page business plan creation, funding options, financial projections and pricing strategies.
- **Learning outcomes:**
  - Create a concise and comprehensive one-page business plan.

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- Evaluate different funding sources and their implications for business operations.
- Develop basic financial projections and pricing strategies.
- **Activities:**
  - Videos on funding sources and financial forecasting.
  - Group activity: Create a one-page business plan, including simplified financial projections and funding analysis.
  - Case studies on funding strategies.

#### 4. Unit 4: Infrastructure support and pitching

- **Key topics:** Pitching techniques, infrastructure support and live pitch presentations.
- **Learning outcomes:**
  - Develop a compelling investor pitch that highlights the problem, solution and market opportunity.
  - Identify and leverage support structures such as incubators, accelerators and mentorship programs.
  - Gain practical experience presenting pitches and receiving feedback.
- **Activities:**
  - Concluding webinar with pitch presentations.
  - Group activity: Prepare and present a pitch based on the one-page business plan.
  - Blog assignment: Research and evaluate support structures and networking opportunities.

#### Assessment and certification:

Participants will engage in individual and group activities, quizzes and presentations to demonstrate their mastery of the module's content. A score of 75% is required to pass and earn certification. Upon successful completion, participants will receive 6 ECTS (respectively 3 ECTS in case of self-paced participation).

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**At the end of the Module “Blueprint for Sustainable Success” the learner should be able to:**

### **Knowledge**

- Define what constitutes a sustainable business model and its importance in contemporary business practices.
- Understand the framework of the donut economy, which balances social foundations and ecological ceilings.
- Integrate sustainability considerations into each component of the Business Model Canvas, including value proposition, customer segments, channels, customer relationships, revenue streams, key resources, key activities, key partnerships and cost structure.
- Extract lessons from case studies and best practices that can be applied to your own business model.
- Identify and describe various funding sources available to startups and businesses, including bootstrapping, loans, venture capital and crowdfunding.
- Analyse the advantages and disadvantages of each type of funding, considering factors such as control, risk, cost and potential for growth.
- Identify and understand the different types of support infrastructure available in various ecosystems, such as incubators, accelerators, co-working spaces and mentorship programs.

### **Skills**

- Identify, describe and pitch the key components of a one-page business plan, including mission statement, value proposition, market analysis, competitive analysis, marketing strategy, operational plan and financial summary.
- Develop strategies for scaling the business and managing growth effectively.
- Understand and apply cost-based pricing strategies, including calculating costs and setting prices to achieve desired profit margins.
- Calculate the break-even point to determine the minimum sales volume needed to cover costs.
- Learn how to project potential revenue based on market analysis, pricing strategies and sales forecasts.

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- Develop basic financial statements, including income statements, balance sheets and cash flow statements.
- Learn how to structure a compelling investor pitch, including key elements such as the problem, solution, market opportunity, business model, team and financial projections.
- Gain practical experience by delivering live pitches in front of peers and mentors and learn how to receive and interpret feedback constructively to improve pitch content and delivery.
- Develop networking skills to connect with key players in the entrepreneurial ecosystem, including investors, mentors, industry experts and fellow entrepreneurs.

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