**Training Fiche Template**

| **Title**  | **Entrepreneurship** |
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| **Keywords (meta tag)** | **CANVAS triple balance – PESTEL analysis – product design – service design – economic viability** |
| **Language** | **English** |
| **Objectives / Goals / Learning outcomes** | **By the end of this module you will be able to:**1. **Learn about the definition of the idea and the design of the business model**
2. **Learn how to improve the knowledge of markets and clients**
3. **Learn the process leading to the design of products and services**
4. **Understand what economic viability means**
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| **Training area: (Select one)** |
| **Professional, entrepreneurial and labour competences** | **X** |
| **Digital competences** |  |
| **Personal, social and health empowerment** |  |
| **Description** | **This training module about entrepreneurship will tackle the following topics:** * **Definition of the idea and design of the business model (CANVAS Triple Balance, new economies and SDGs, social entrepreneurship)**
* **Knowledge of the market and clientele: PESTEL analysis and market study. Competition vs collaboration. Building a support network.**
* **Product and service design and validation: design thinking, design sprint, market test, solution interviews.**
* **Economic viability. Investments, fixed expenses, and variable expenses. How do I estimate the price of my services or products? Estimating the investment of my business and my break-even point, can my activity be profitable? (economic and financial plan)**
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| **Contents arranged in 3 levels** | **1. Definition of the idea and design of the business model****The word business model refers to a company's profit-making strategy. It specifies the products or services that the company intends to sell, its target market, and any anticipated expenses. Business models are critical for both new and existing companies. They assist new and expanding businesses in attracting investment, recruiting talent, and motivating management and workers.** **Established firms must change their business models on a regular basis or they will fail to predict future trends and issues. Business models also assist investors in evaluating firms of interest to them, and workers in understanding the future of a company they may want to work for.****The business model canvas is an extremely effective tool since it pulls numerous aspects together to provide a picture of the company's business model at a certain point in time (more on the recurrence of the process a bit later).*** 1. **CANVAS Triple Balance**

**The Business Model Canvas is an excellent resource for entrepreneurs; however, it is not without problems. More than a single business canvas is required to dig deeper into a company's entire strategy and uncover prospects.** **The Triple Layered Business Model Canvas is a tool for experimenting with sustainable business model innovation. It adds two levels to the basic business model canvas: an environmental layer based on a lifecycle view and a social layer based on stakeholder perspectives.** **When the three levels of the business model are combined, they reveal how an organisation produces several sorts of value - economic, environmental, and social.** **By offering a design tool that frames sustainability challenges in business model innovation, this new tool adds to sustainable business model research.*** 1. **New economies and SDGs**

**The role of entrepreneurship in improving the quality of life for ordinary people, including disadvantaged groups, is recognized in the context of the 2030 Agenda for Sustainable Development, as it contributes to building resilient infrastructure, promoting inclusive and sustainable industrialization, and fostering innovation.** **SDGs 4 and 8 are connected to entrepreneurship. SDG objective 4.4 aspires to significantly expand the number of young people and adults with relevant skills, including technical and vocational skills, for employment, decent jobs, and entrepreneurship. Simultaneously, SDG target 8.3 aims to promote development-oriented policies that encourage productive activities, decent job creation, entrepreneurship, creativity, and innovation, as well as the formalisation and growth of micro, small, and medium-sized enterprises (MSMEs), including through access to financial services.*** 1. **Social entrepreneurship**

**Doing business for a purpose is what social entrepreneurship is all about. This type of entrepreneurship mixes commercial and social concerns in an effort to improve people's lives. Apart from humanitarian motivations, one conceivable rationale for such a change is that as society advances, businesses will become more profitable.** **There are several varieties of social entrepreneurship, including:** 1. **Community Social Entrepreneur: They operate in specific geographies and communities for a wide range of causes, ranging from hygiene and sanitation to employment and food distribution programs. They are the ones that effect immediate change and aspire for more.**
2. **Non-Profit Social Entrepreneur: These social entrepreneurs think that earnings should be reinvested. So, in addition to the initial expenditure, they invested their earnings in the cause. Companies and organisations selected non-profit social entrepreneurship to channel their generosity.**
3. **Transformational Social Entrepreneur: They focus on building a company that can address a problem that government efforts and other enterprises cannot.**
4. **Global Social Entrepreneur: Global social entrepreneurs think on a broader scale and focus on global transformations. They prioritise social responsibility above earnings. They generally partner with groups who are working on comparable issues in certain regions/countries.**
5. **Knowledge of the market and clientele**
	1. **PESTEL analysis and market study**

**A PESTEL analysis is a strategic framework that is often used to examine a company's business environment. Traditionally, the framework was known as a PEST analysis, which stood for Political, Economic, Social, and Technological elements; however, in more recent history, the framework was expanded to incorporate Environmental and Legal issues as well.****Management teams and boards utilise the framework in strategic planning and enterprise risk management planning.** **PESTEL research is also a common method among management consultants to assist their customers in developing creative product and market efforts, as well as among financial analysts to identify aspects that may impact model assumptions and financing decisions.*** 1. **Competition vs. collaboration**

**Competition and cooperation are two opposing approaches to corporate operation.** **Without a doubt, competition instils in employees a sense of urgency to boost production and efficiency. On the other side, this unease leads to heightened levels of stress for employees across the board, with no sense of security or relaxation.** **The disadvantages of a collaborative work environment are more noticeable when there is a team of employees that are less competent in working with others. Problems develop when there are too many people in a group who want to take the lead and, as a result, become pseudo-leaders, leaving a project without a clear direction. This is the point at which a collaborative method fails.****However, this is not always the case, and group-think is often effective. A reinforcing team works in harmony, with employees who support one another in a less stressful environment. The staff's aim is more cohesive, and the quality of a company's production is greatly improved.** **Numerous studies have demonstrated that firms that use a more collaborative approach get better and faster results. Teamwork is essential since departmental interdependence has become such a mainstay of modern company, regardless of location, whether cross-hallway or cross-continent.****2.3 Building a support network****Everyone needs a network of individuals they can rely on, both personally and professionally. These support networks, especially for entrepreneurs, may be the difference between feeling alone out there and being intimately linked to other entrepreneurs and having a team of friends, advisers, or partners to turn to when you're not sure which path to go. Some tips to build the ultima network to support entrepreneurial goals are, among others:*** **Join social clubs**
* **Join associations**
* **Create a small group of like-minded entrepreneurs**
* **Create events to meet new people**
* **Participate in conference and panels**
* **Create alliances and collaborations.**
1. **Product and service design and validation**

**The income generated by products and services fuels a firm. Because they are at the centre of corporate processes, it is critical to design them with thought and strategy.** * **The coordination and mixing of people, communication, and material components to generate great service is known as service design.**
* **Product design is the process of transforming ideas into actual and practical items by combining manufacturing capabilities with product and commercial expertise.**
	1. **Design Thinking & Design Sprint**

**Design Thinking is a process or approach to solving business problems that begins with the consumer in mind. Design thinking stems from the concept that being human-centred is the most effective way to create products that people actually want. Along with a focus on consumers, design thinking encourages prototyping and testing.** **Design Sprints are a five-day prescriptive way to solving a business challenge. The approach was created at Google Ventures and was later documented in the book Sprint. The Design Sprint takes methodologies inspired by design thinking and compresses them into a comprehensive methodology that a team can complete in only one week.*** 1. **Market test**

**The Market Test is an experiment undertaken prior to the commercialization (launch) of a new product to determine product facts such as Is the product the correct one? Is the product reasonably priced? and so forth. Based on these data, the company can either approve or reject the product proposal.*** 1. **Solution interviews**

**The solution interview expands on the problem study and provides a solution to see how potential consumers react. When presented with the product or a prototype, solution interviews yield qualitative feedback from users or prospects about the product. Utilises a "demo" to assist consumers in understanding the solution and confirming that it will address their problem.****4. Economic Viability****Economic viability occurs when a project demonstrates that it is economically feasible, inventive, and sustainable in terms of financial resources invested. The project's funding must be suitable with the needs and limits that arise over the project's lifespan.*** 1. **Fixed and Variable Expenses**

**Businesses categorise expenditures for planning and other purposes based on the importance of payment:** **Even if there are no sales, fixed costs must be paid. You must, for example, pay the rent on your company space, the utilities, and the interest on your business loan.** **Variable expenses vary according on the number of items or services sold. Distributing expenses, raw material prices, and human costs for creating and shipping items or providing services, for example, are typically variable.*** 1. **Estimating the investment of a business and the break-even point**

**In economics, business, and cost accounting, break even analysis refers to the point at which total cost and total revenue are equal. A break even point analysis is performed to calculate how many units or dollars of revenue are required to cover total costs (fixed and variable costs).*** 1. **Economic and financial plan**

**An economic plan is a set of plans aimed to attain specific predetermined economic goals in a specific order of priority during a predetermined time period.** **A financial plan is a document that details an individual's present financial condition, short- and long-term economic goals, and a detailed strategy for achieving those goals.****A financial plan should cover all aspects of a person's finances, such as savings, investment, debt, insurance, taxes, and retirement. The plan can be prepared on your own or with the assistance of a financial expert.** |
| **Self-evaluation (multiple choice queries and answers)** | * 1. **Which layers adds the triple layered model canvas?**
		1. **Political and economic**
		2. **Environmental and social**
		3. **Environmental and political**
	2. **The “L” in PESTEL stands for:**
		1. **Loyal**
		2. **Local**
		3. **Legal**
	3. **The process of transforming ideas into actual and practical items is:**
		1. **Service design**
		2. **Product design**
		3. **Design thinking**
	4. **What occurs when a project demonstrates that it is economically feasible, inventive and sustainable in terms of financial resources invested?**
		1. **Solution interview**
		2. **Economic viability**
		3. **Market test**
	5. **The break-even point occurs when:**
		1. **Total costs and total revenue are equal**
		2. **Total costs are higher than total revenue**
		3. **Total costs are lower than total revenue**

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| **Resources (videos, reference link)** | **//** |
| **Related material** |  |
| **Related PPT** |  |
| **Bibliography** | [**https://hbr.org/2015/01/what-is-a-business-model**](https://hbr.org/2015/01/what-is-a-business-model)[**https://www.investopedia.com/terms/b/businessmodel.asp**](https://www.investopedia.com/terms/b/businessmodel.asp)[**https://icsb.org/wp-content/uploads/2019/09/Gazette-Sep.-9.pdf**](https://icsb.org/wp-content/uploads/2019/09/Gazette-Sep.-9.pdf)[**https://harappa.education/harappa-diaries/social-entrepreneurship/**](https://harappa.education/harappa-diaries/social-entrepreneurship/)[**https://www.researchgate.net/publication/280044131\_The\_triple\_layered\_business\_model\_canvas\_a\_tool\_to\_design\_more\_sustainable\_business\_models**](https://www.researchgate.net/publication/280044131_The_triple_layered_business_model_canvas_a_tool_to_design_more_sustainable_business_models)[**https://pestleanalysis.com/what-is-pestle-analysis/**](https://pestleanalysis.com/what-is-pestle-analysis/)[**https://www.forbes.com/sites/forbescoachescouncil/2017/09/11/competition-or-collaboration-which-will-help-your-team-produce-the-best-results/?sh=1851a74e9dad**](https://www.forbes.com/sites/forbescoachescouncil/2017/09/11/competition-or-collaboration-which-will-help-your-team-produce-the-best-results/?sh=1851a74e9dad)[**https://hbr.org/2017/03/the-pros-and-cons-of-competition-among-employees**](https://hbr.org/2017/03/the-pros-and-cons-of-competition-among-employees)[**https://businesscollective.com/7-ways-to-build-the-ultimate-support-network/index.html**](https://businesscollective.com/7-ways-to-build-the-ultimate-support-network/index.html)[**https://www.winwithteamwork.com/what-we-do/all-services/product-and-service-design**](https://www.winwithteamwork.com/what-we-do/all-services/product-and-service-design)[**https://www.eleken.co/blog-posts/the-definitive-guide-to-design-thinking-vs-design-sprint**](https://www.eleken.co/blog-posts/the-definitive-guide-to-design-thinking-vs-design-sprint)[**https://businessjargons.com/market-test.html**](https://businessjargons.com/market-test.html)[**https://read.realstartupbook.com/5-generative-product-research/solution-interview**](https://read.realstartupbook.com/5-generative-product-research/solution-interview)[**https://www.thebalancemoney.com/fixed-and-variable-expenses-in-business-budgets-398512**](https://www.thebalancemoney.com/fixed-and-variable-expenses-in-business-budgets-398512) |
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