



Organizing an Entrepreneurship Course

D11.6

BRIDGES Methodology
for Pedagogical
Entrepreneurship

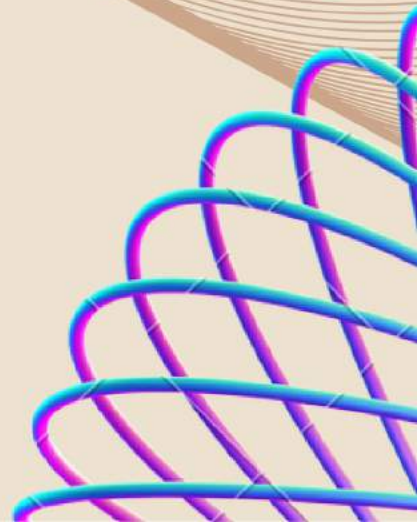
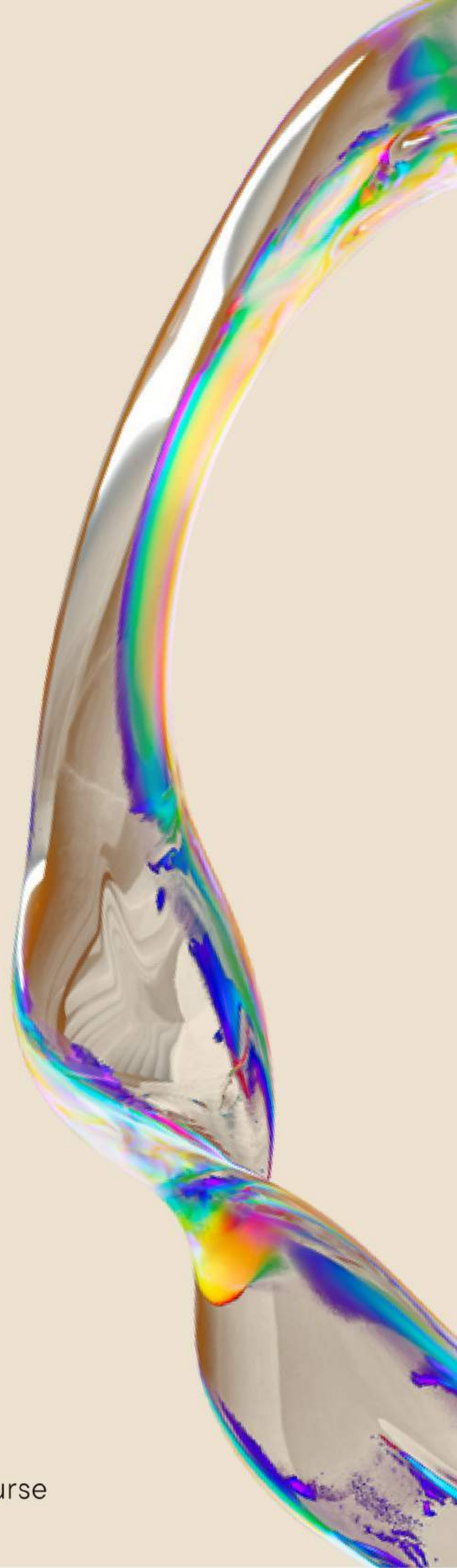


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Introduction



This is a guideline for anyone who wants to create an entrepreneurship course to help local businesses and startups be successful. The guideline is made in a “plug-and-play”-format and can be used as is, or you can customize it to your needs.

This guideline is based on the course created by Proneo on behalf of Trøndelag County, to help bolster the regional business sector. In cooperation with incubators, business gardens and other relevant actors, they wanted to help local businesses and startups by increasing competency in starting and running a successful business. As one of the innovation cooperators and business garden operators, Blått Kompetansesenter (Blue Competence Center) helped facilitate such a course for businesses located in the island region of Hitra and Frøya.

As Centers of Vocational Excellence (CVE) that also have ambitions of offering SMEs and local companies recruitment, education, business development, innovation and entrepreneurial support, such courses can be useful as an in-house offer or in collaboration with a third party collaborator, such as an innovation company. Acquiring expertise in how to teach entrepreneurs to grow can have positive ripple effects in the longer term, both for oneself as a CVE and for local business development.

Learning Objectives

- How to analyze the market and understand the customers' needs
- How to create a marketing strategy and find out how the company will profit
- How to establish the company and get started with sales
- Get an overview and control over the company's finances
- How to create a solid business model

The course is suitable for those who...

- Have started – or are planning to start – their own business
- Already have a good idea on what you are planning to implement
- Are interested in learning more about entrepreneurship and business development

Budget

Since this course arranged on initiative from Trøndelag County, they also give a remuneration for those setting up the course.

Description	Value
Completed Course	NOK 40 000
Individual counseling of each participant	NOK 40 000
Deductibles to cover various costs	NOK 11 000
Total	NOK 91 000

ORGANIZER ROLES



BLÅTT KOMPETANSESENTER

Host the course

Provide meeting room facilities

Provide industry-specific knowledge and course content

Provide coffee and lunch

Individual counseling to participating businesses

Promote the course in relevant channels



proneo

PRONEO

Provide a course instructor

Receive and accept/reject registrations

Promote the course in relevant channels

Manage access to the digital e-learning portal

Invoicing of deductibles

Methodology

Best Practices



Mix of in-person attendance and digital meetings. It is recommended to keep it mostly in-person.



Divided into 3 meetings: 2 physical meetings lasting 6 hours, and 1 digital meeting lasting 2 hours. Can also be split into 5 meetings lasting 3 hours.



Between meetings participants will keep working on their business plan through a digital e-learning portal.



The course takes 10-12 participants, and they get up to 4 hours individual counseling each. This is to make sure everybody gets a solid learning outcome regardless of their background or how far in their process they have come.



Meeting 1

Introduction, business idea status, and target group

In-person attendance. 6 hours, including lunch and breaks.



Round of introductions



Example from an existing business, showing how it is managed, what goods/services the business offers, who the customers/target groups are, etc.



All participants present their business idea, and its status: where are they in the process, and what is their plan forward?



Participants work on specifying their target group:

- Who are the most important customers?
- Who is not your customer?
- What are the customers' needs?



Meeting 2

Economy & Budgeting

Digital attendance. 2 hours.

Starting with a conversation about what the participants remember from meeting 1. This creates a good transition from meeting 1. It also helps participants to remember what they learned last time, and they can better connect that to what they will learn in this meeting.

Going through different aspects of a business economy and how to start and run a business:

- Payment systems, invoices, taxes, budgeting, accounting
- How to finance the business



Meeting 3

Business Model & Presentations

In-person attendance. 6 hours, including lunch and breaks.



The main focus of this meeting is to create a business model.

- How to get a viable business and make it grow
- What are the next important activities and tasks, and how to prioritize these
- Finding help and support schemes



Plotting everything in on a premade business model-sheet



Business presentations – all participants present their business model



Evaluation – what worked and what could have been better?

- Can be done at the end of the meeting or by sending an email afterward with a digital questionnaire

Summary and conclusion