



INSPIRING REVOLUTIONARY EDUCATIONAL CREDENTIALS

Module 4





1506
UNIVERSITÀ
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ABOUT THE PROJECT

OBEC (2020-1-SE01-KA204-077803) is a KA2 Strategic Partnership co-funded by the Erasmus+ of the European Union. Led by Swideas in Sweden, the project gathers partners in Croatia (Regional Development Agency of Sisak-Moslavina County - SIMORA), Italy (LAI-MOMO Società Cooperativa Sociale & Università degli studi di Urbino Carlo Bo), Belgium (EURADA - Association Européenne Des Agences Développement).

OBEC is an innovative project that aims to explore the potentials of Blockchain technology to promote competency development and recognition of skills and qualifications by creating an innovative system to issue and validate learning credentials on a trial basis. Through this effort, the project's goal is to encourage the professional and academic integration of migrants, exchange students, and individuals with informal and non-formal learning backgrounds.

By contributing to the educational and economic integration of these targeted groups, OBEC envisions to benefit individuals with migrant background, students, teachers, education institutions, and employers. Focusing on the key issue of lack of uniformity and transparency in systems of validation of credentials, it is expected that this effort will result in positive effects in the working context, promoting employability, empowerment, and accessibility to the labour market.



OBEC Module 4

- Create business idea and plan -

Topic:

Create business idea and plan

Description:

This module includes general knowledge on ways of creating a good business idea and make a good business plan.

The participants will be able to prepare and define the different types of commercial activities, introduced with self-entrepreneurship and market analysis, and be able to define what a business plan is, what is it for, and how it is structured. Also, they will be able to determine its assets and define responsibilities, and make a business plan.

Target Audience:

- Unemployed people
- Young people who have just graduated from high school
- Individuals wanting to realize their business idea in the future

Milestones:

- Self-evaluation
- Developing a business idea
- Creating a business plan

Final Badge:

Business Plan Creator

Type of Exercise:	Presentation and Reflection
Time:	1 hour
Contents/Activities:	<ul style="list-style-type: none"> • Introduction to self-evaluation and its process • What is a good business idea and how to develop it • How to create a business plan • Reflection • Quiz
Objectives:	<p>Upon completion of all milestones, the participants will:</p> <ul style="list-style-type: none"> • Have an information on self-evaluation: what is it, who is it for, and how to become an entrepreneur • Learn how to choose, create, and develop a good business idea • Have an information on what a business plan is, why is it important and how to create it
Assessment format:	Quiz
Material:	TBC



Project Partners



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CREATE YOUR BUSINESS IDEA AND PLAN

Sisak, October 2021.

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MODULE CONTENT

OBEC - One Block for Educational Credentials

SESSION 1

GETTING ACQUAINTED WITH EDUCATIONAL INSTITUTION

- How does educational institution operates
- Description of the educational process

SESSION 2

EVALUATE YOUR SELVES

- Assess your abilities, knowledge and skills, your own pros and cons.
- Evaluate your financial situation: determine your assets, define your responsibilities, calculate the net worth, determine your income, determine your costs, determine the monthly net income, assess the consequences of your situation.

SESSION 4

CREATING A BUSINESS PLAN

How to make a business plan (description of the general characteristics and purpose of the document)



GETTING
ACQUAINTED WITH
EDUCATIONAL
INSTITUTION

01

GETTING ACQUAINTED WITH EDUCATIONAL INSTITUTION



Presentation of educational institution, its work and activities

Presentation of educational process in details

EVALUATE YOUR SELVES



02

EVALUATE YOUR SELVES



Problem solving



Listening and speaking (communication)



Creativity



Critical and analytical thinking



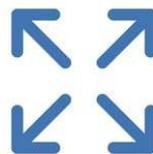
Leadership



Teamwork



Staying positive (resilience)



Adaptability

Assess your abilities, knowledge and skills, your own pros and cons.

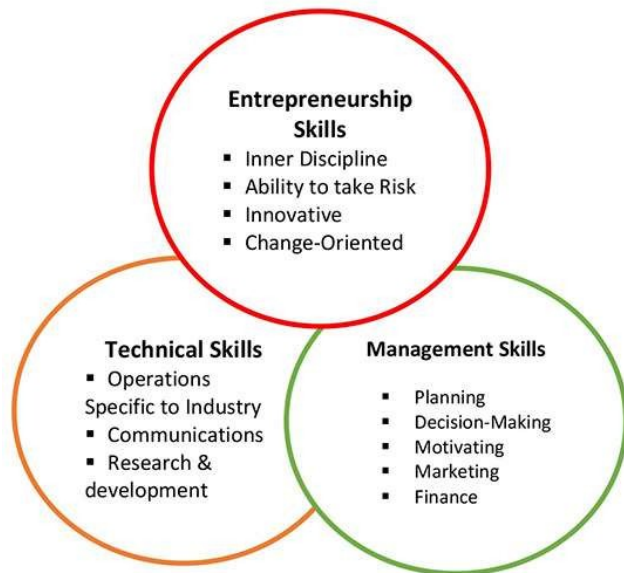
Evaluate your financial situation: determine your assets, define your responsibilities, calculate the net worth, determine your income, determine your costs, determine the monthly net income, assess the consequences of your situation.

WHAT IS NEEDED TO BE AN ENTREPRENEUR?

DEDICATION TO WORK
MOTIVATION
RISK TAKING
DECISION MAKING
FAMILY SUPPORT



*Assess your abilities,
knowledge and skills,
your own pros and
cons.*



WHAT IS NEEDED TO BE AN ENTREPRENEUR?

TECHNICAL SKILLS –
practical knowledge
MANAGEMENT SKILLS –
ability to run business
SPECIFIC KNOWLEDGE ON
SECTOR

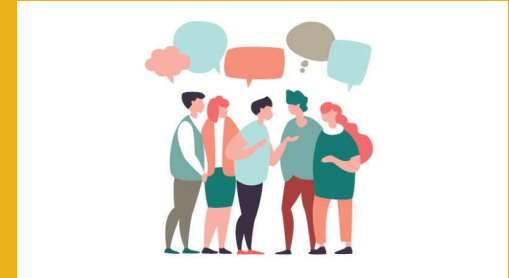
***Assess your abilities,
knowledge and skills,
your own pros and
cons.***

WHAT IS NEEDED TO BE AN ENTREPRENEUR?

RECCOMENDATIONS:

Talk about your idea with friends, family
members, other entrepreneurs
Observe other entrepreneurs and learn from
them
Educate your selves
Read

step #1
educate yourself.



***Assess your abilities,
knowledge and skills,
your own pros and
cons.***



A close-up photograph of a person's hands in a blue striped shirt using a dark calculator on a desk. The desk is covered with various financial documents, including a blue folder, a pen, and papers with charts and graphs. The background is softly blurred, showing a window with greenery outside.

Asses your financial situation
Research all potential financial
sources
Be real

*Evaluate your financial
situation*

DEVELOPING A BUSINESS IDEA



03

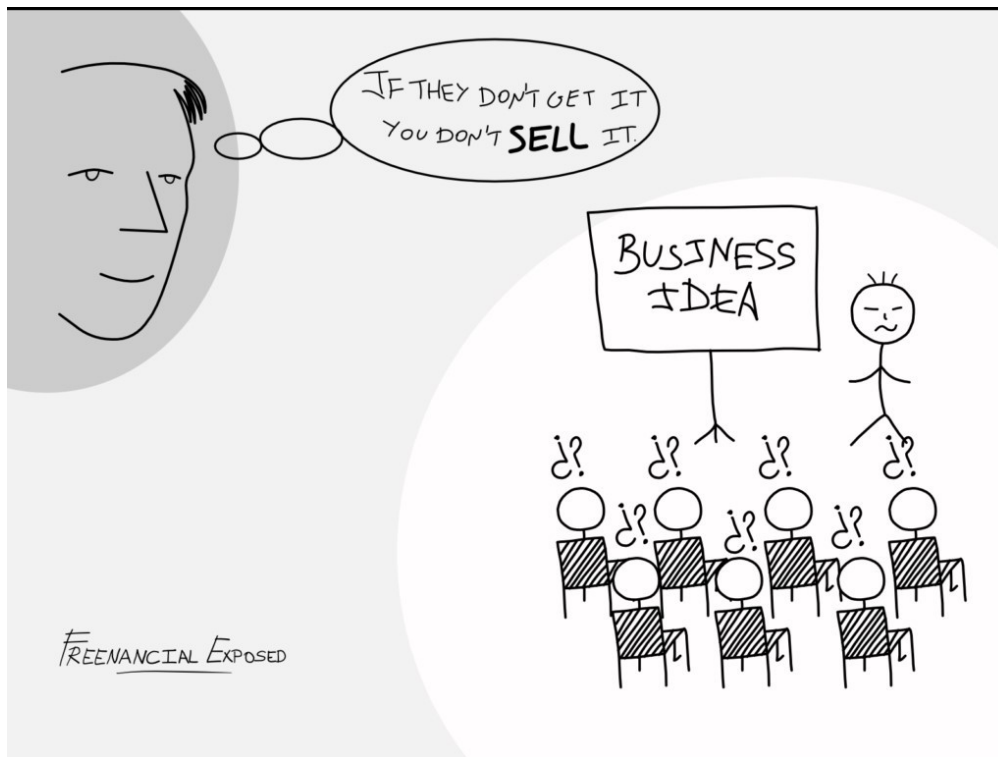


Detailed description of business idea: type of services or products, who are potential buyers/customers, why will they buy your product/service, sales plan

Analysis of the main factors related to the birth of the company: location, legal form, stock market, outlet market, investments, capital

DETAILED DESCRIPTION OF YOUR FUTURE BUSINESS - START WITH THAT!

- WHAT products/services will you sell?
- WHO will buy your products/services?
- WHY would people buy your products/services?
- HOW will you sell your products/services?



**Detailed
description of
business idea**

- Choose a business structure

The legal structure you choose for your business will impact your business registration requirements, how much you pay in taxes, and your personal liability.

- Choose your business name

It's not easy to pick the perfect name. You'll want one that reflects your brand and captures your spirit. You'll also want to make sure your business name isn't already being used by someone else.

- Choose location

- Research necessary licenses and permits and apply

- Open a business bank account



Analysis of the main factors related to the birth of the company



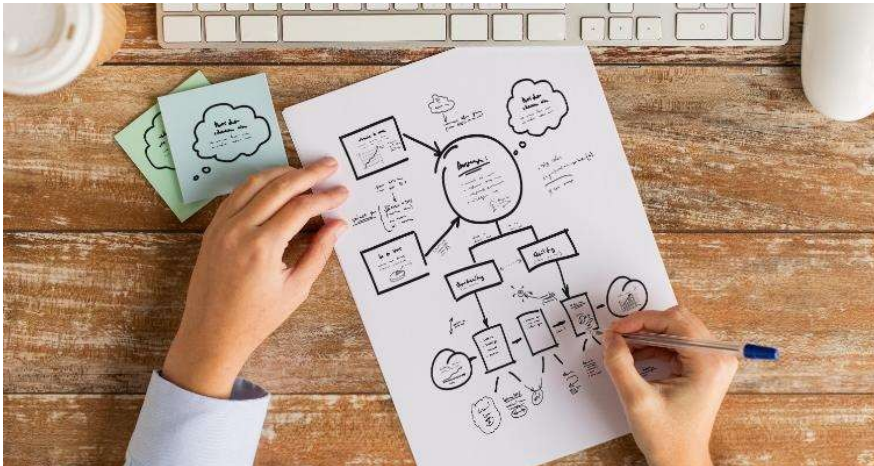
CREATING A BUSINESS PLAN

04



How to make a business plan (description of the general characteristics and purpose of the document)

Business plan is written document which in detail talks about your idea!



How to make a business plan

WHAT TO WRITE IN BUSINESS PLAN?

Data on entrepreneur

Basis – how the idea started, vision

Description – existing business if applicable, future business

Location – description

Technical elements

Market

Financial elements

CORE IS TO PROVIDE 5 basic pieces of information - description of your business, an analysis of your competitive environment, a marketing plan, a section on HR (people requirements) and key financial information

***How to make a
business plan***

WORKING ON BUSINESS PLAN STEP BY STEP



*How to make a
business plan*

***Does a business plan make startup success inevitable?
Absolutely not. But great planning often means the
difference between success and failure.***

*Business plan should convince you that your idea makes sense--
because your time, your money, and your effort are on the line.*



***How to make a
business plan***

THANK YOU!

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MODULE – Create your business idea and plan

1. What?
 - The main topics of the course

Entrepreneurship today is one of the concepts that we most often encounter in everyday life. It can be said that entrepreneurship today has become the main carrier of the social and economic development of this world. The idea is the thought, the idea of something, that is, thinking about something and as such represents only the beginning of entering the "world of entrepreneurship". A business idea can be defined as a brief description of the basic actions of a future business venture. One of the most important components of any entrepreneurial venture, if not the most important component, is planning. Through detailed and consistent planning, the entrepreneur controls the costs and makes certain revenue projections in the future. The basis of any entrepreneurial planning is reflected in the form of a business plan. The business plan is the basis and the first step in the realization of any entrepreneurial project and without it, it is unlikely that some entrepreneurial venture can be realized. This is a written document detailing all relevant data that are essential for the realization of the project itself, whether internal or external. The participants will be able to prepare and define the different types of commercial activities; get acquainted with self-entrepreneurship and market analysis; define what a business plan is, what it is for, how it is structured.

Main topics:

In the introductory process of the module, participants will get acquainted with the organization and functioning of the educational institution, they will get acquainted with the lecturers, the space in which the classes are held and the equipment they will use. Daydreaming and planning are two very different things. If the focus of your entrepreneurial daydreams is focused on the large sums of money you will earn, you may need to take a step back and consider your motives when choosing a company to start a business. This education will show the participants the distinct importance of self-assessment. Self-assessment is a method consisting of a process by which a person evaluates himself or herself, that is, he identifies and weighs his performance in fulfilling a particular task or activity or in the way a situation is resolved. The more an individual is successful in self-assessment of himself, the more successfully he meets his needs. Effective self-assessment is essential for continuous growth. After objective self-assessment, we come to the development of a business idea. With the participants of the education, a description of the business idea will be elaborated in detail, what services or products they want to market and what are the potential buyers of these services and products. It is indicated that in the business plan it is of great importance to state why your product or service will be attractive to end users. Through a detailed sales plan for a specific period, the profitability of the service or products you offer is shown.

In the second part of the education, participants will learn how to independently draw up a business plan. A business plan is a document on which we base our future business. It consists of a descriptive part and bills of quantities, and in it we show our mission, vision and way of realizing a business idea, as well as projections of future revenues and costs. The entrepreneur presents himself with a business plan because he presents his work, goals, ideas and knowledge so it is very important that the document makes a good impression on the reader. The questions that should be answered at the end of the drafting

of the plan are: Where am I now? Where do I want to be? How am I going to get there?

Education "How to start a business" " is carried out by the Development Agency of Sisak-Moslavina County SI-MO-RA d.o.o., SWIDEAS AB, Lai-Momo Societa' Cooperativa Sociale, Association Europeenne Des Agences De Developpement EURADA.

2. Why?

- What are the motivations behind the courses?

To realize the idea, we need a business plan. The business plan means a description of the business idea and measures that are necessary for the realization of the work. It also contains an estimate of the necessary human and financial costs and expected income to assess the cost-effectiveness of the investment. When you know your business as your own palm and believe in your own products and services, the chances that others will not believe in you are minimal. What increases the number of customers is education about how they can use something, or education about new, interesting, creative ways to use something. Demonstrating a particular product always increases the sales of this product, especially if the buyer is interested in some new creative ideas. The sale of products leads to profits, and therefore to a growing desire for progress in the business.

3. Who?

- Target groups of this education

- Unemployed people
- Young people who have just graduated from high school
- Individuals wanting to realize their business idea in the future

4. How?

- Describe the methodology of the course

THEMES	DESCRIPTION
Getting acquainted with educational institution	Introduction to educational institution operating procedure. Description of the educational process (space, working hours, organizational culture) Duration: 1 hour
Evaluate your selves	Assess your abilities, knowledge and skills, your own pros and cons. Evaluate your financial situation: determine your assets, define your responsibilities, calculate the net worth, determine your income, determine your costs, determine the monthly net income, assess the consequences of your situation. Duration: 2 hours
Developing a business idea	Detailed description of business idea: type of services or products, who are potential

	buyers/customers, why will they buy your product/service, sales plan. Analysis of the main factors related to the birth of the company: location, legal form, stock market, outlet market, investments, capital Duration: 3 hours
Creating a business plan	How to make a business plan (description of the general characteristics and purpose of the document): information on entrepreneur; business idea and a vision, description of existing business (if there is any), description of activities that will be undertaken in the project, location, technological segments, market research and market analysis (market analysis functions: introduction to the concepts of "target customers", "direct and indirect competition", "size of the reference market", "market share) and marketing Plan (marketing principles: basic elements; definition of "Marketing"; introduction to marketing strategies: the "Marketing Mix", financial aspects (introduction to the Economic-Financial Plan and identification of its various parts: investment plan, plan of financing sources, plan of costs and revenues, forecast budget), final conclusions Duration: 6 hours
Minimum number of participants	10

5. When?

- The timing of each component of the course

The timetable should be presented in the following way: total duration is 12 hours, divided in - topic "Getting acquainted with the educational institution" lasting 1 hour; topic Evaluate your selves lasting 2 hours, topic Developing a business idea lasting 3 hours; topic Creating a business plan lasting 6 hours.
Course will be implemented upon target groups interest.

6. MILESTONES/BADGES

MILESTONE - Business plan creation

- gain knowledges in self-assessment, self-employment, and business plan development.

Milestone finished when the module is finished.

Badge Business plan creation received following finishing a module.

7. IMPLEMENTERS

- Development Agency of Sisak-Moslavina County SI-MO-RA d.o.o.
- SWIDEAS AB
- Lai-Momo Societa' Cooperativa Sociale

- Association Europeenne Des Agences De Developpement EURADA