



TRAINERS BOOK



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General instructions

0.- Learning skills: essential soft skills to learn how to start

1.- Generating ideas: how to switch on our brain

2.- Building ideas: putting ideas in order

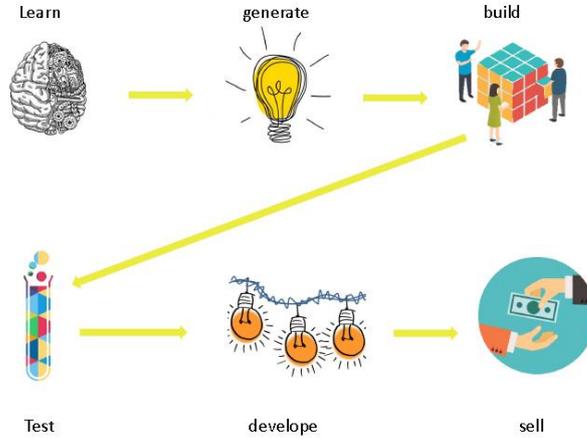
3.- Testing ideas

4.- Developing ideas

5.- Selling Ideas

General instructions

Creative Internprize is a method to develop essential skills to develop entrepreneurial activities. This content should be taught in a very dynamic way in an environment that encourages the emergence of ideas.



We are going to work with a method structured in six different modules. The idea is to start talking about skills and do some activities and exercises to observe the level of skills that students have developed so far. In the module number 1 (generating ideas), we “push” the students to think about their own idea that will be the foundation for the following modules. They can work in pairs (it is not advisable to give a structured idea to the students because we are looking for these skills).

In the following modules, we use this idea as a base and work with it. For example, in the module of building ideas (2), we build Canvas Model thinking about the idea generated in module (1). We discuss the importance of testing ideas, developing them into a business plan and some guidance on marketing to make the selling process easier.

Some of the personal qualities that you will need to effectively deliver this training include:

- Challenging
- Interactive
- Engaging
- Creative
- Aware
- Involved
- Positive
- Motivating
- Inspiring
- Wise
- Encouraging
- Open
- Good listener

Module 0.- Learning skills: essential soft skills to learn how to start

1.- Contents

- a.- Teamwork: basis of collaborating work
- b.- Organisation: 5s Kaizen method
 - Sort - Seiri
 - Shine - Seiso
 - Standardize - Seiketsu
 - Sustain - Shitsuke
 - Set in order - Seiton
- c.- Motivation: self-employment as an option
- d.- Creativity and innovation: lateral thinking
- e.- Making decisions and resolving problems: role playing
- f.- Other important skills

2.- Objectives

- Give an idea of the basic skills needed to be entrepreneur
- Discuss entrepreneurial skills that people think are the most important
- Give basic ideas and concepts of teamwork and its benefits
- Give basic ideas about organisation and its importance for the entrepreneurs
- Create a Plan to help you remain motivated
- Allow students to be creative and innovative
- To learn the process of making decisions and solving problems
- Learn about other important skills related to entrepreneurship

3.- Development

This is likely the most important part of the training. You have to create an ambiance of cooperation and creativity to make sure that in the next step (idea's generation), all students are committed with you and training.

In the activities, (for example in the exercise of teamwork in which they have to choose some objects from a boat), you have to observe the contributions of each student and start figuring out each student's profile. Let the students talk and discuss, this is their module and we, as trainers, are only the “moderators” in this content.

Module 1.- Generating ideas: how to switch on our brain

1.- Contents

- a.- Context: successful examples, simple ideas that have become top companies
- b.- 30 circles challenge
- c.- Collaborative brainstorming: technical aspects
- d.- A revision of brainstorming: the storyboarding method
- e.- Forcing our mind: technique of forced mental relationships
- f.- Assuming different roles: Six Thinking Hats technique
- g.- Mind map: links between ideas and stimuli
- h.- SCAMPER: copycat technic and existing business as an inspiration
- i.- Mind Dumping technique: multiplying ideas and stimulus

2.- Objectives

- Tell the students about successful examples in the pdf modules as motivators.
- Discuss factors that determine the success
- Explain the process of a collaborative brainstorming
- Explain the process and instructions to create a mind-map
- Explain the process, instructions and possible questions to make a SCAMPER
- Explain the importance of the stimulus and ideas to generate other ones, and the mind dumping technique.

3.- Development

The most important concept of this module is to give tools to students to let them create and design their own ideas. Explain all the techniques and answer each question to better facilitate ideas generation.

Module 2.- Building ideas: putting in order ideas

1.- Contents

- a.- Traditional Canvas method: your business model in one page
- b.- Lean Canvas method: more focused method in start-up
- c.- Social Canvas

2.- Objectives

- Make students aware of the importance of structuring their ideas
- Explain the traditional Canvas model and all its blocks. Focus on important concepts like value proposition or customer relationship.
- Explain the lean Canvas method and its differences to the traditional Canvas model. Focus on most important points like problem and solution.

3.- Development

This is one of the areas where students will have more problems. They have generated an idea in the previous module, but now they have to write it down, with all the difficulties associated with it. Help the students in the design of their Canvas and try to make it easier.

Module 3.- Testing ideas

1.- Contents

- a.- Key metrics
- b.- Business survey: will the customer be in love with us?
 - Price
 - Quality
 - Usability
 - Product or service need
 - Related products or services: comparative
 - Economic viability
- c.- PIN analysis: rating the SWOT analysis
 - Positive aspects
 - Interesting aspects
 - Negative aspects
- d.- Landing page: getting feedback
- e.- The hard question: trying to know the problems before they appear

2.- Objectives

- Make students aware of the importance of metrics
- Present the main metrics and how to use them
- Learn how to create a survey to extract information from consumers
- Learn how to use the PIN analysis and to evaluate ideas
- Learn what a landing page is and what it can be used for
- Learn how to anticipate questions from customers and generate answers beforehand

3.- Development

In this module, you have to encourage students to look at the viability of the ideas. You present different metrics to see the development of the business and with the PIN analysis (put another example if you want), try to tell students that ideas have to be evaluated. They can have data about the product/service from customers from both the survey and the landing page.

Module 4.- Developing ideas

1.- Contents

- a.- Company analysis: SWOT
- b.- Industry analysis: PESTLE
- c.- Competitive analysis: Porter's five forces analysis
- d.- Financial issues
- e.- Legal issues
- f.- Parts of the business plan

2.- Objectives

- Learn how to use different tools like SWOT, PESTLE and Porter's five forces analysis
- Be aware of the importance of customer analysis
- Learn how to use a business plan and the parts it is composed of

3.- Development

At this point, students will have used different methods to test their ideas. In this module, we give them the tools to help them develop these ideas. With SWOT, PESTLE and 5 forces of Porter they can learn more about the environment in which they are going to compete.

Another important aspect of the development, is to focus on the customer analysis, which is one of the most important parts of the business plan. Finally, make them aware that the business plan is not a difficult document if you have a clear idea.

Module 5.- Selling Ideas

1.- Contents

- a.- Basis of marketing
- b.- Customer analysis: empathy map
- c.- Online vs offline marketing actions
- d.- Social networks
 - Facebook
 - Instagram
 - Twitter
 - Linkedin
- e.- Advantages of eCommerce

2.- Objectives

- Give basic marketing concepts to the students
- Learn the 7P's of marketing
- Learn the different methods of promotion: online and offline and their advantages and disadvantages
- Give general ideas about the use of the main social networks related with marketing
- Give some examples of eCommerce and its importance
- Learn how to use guerilla marketing

3.- Development

This is one of the modules that is more interesting for students, so present the different points in a dynamic way. Try to make students participate in the activities and give their opinion about marketing strategies.

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