

ENTREPRENEURIAL SPIRITS

C4- START UPS & ADVERTISING

13th FEB 2023 (1)

2020-1-FR01-KA229-080542_5



ENTREPRENEURSHIP AT INS JOSEFINA CASTELLVÍ

- At Josefina Castellví we teach entrepreneurship as an elective course to:
 - 3rd ESO (9th Grade)
 - 4th ESO (10th Grade)
 - In certain syllabus throughout the Social Baccalaureate.

During the 4th of ESO course the entrepreneurial competence becomes more intensive for those students that have chosen the subject. 3 blocks are studied:

- The qualities of entrepreneurial people.
- The business idea and the business plan. (This block is carried out with the help of the project **TALENT A LES AULES**).
- The labour market.



Talent

a les Aules

AJUNTAMENT DE
VILADECANS



Ajuntament
de Gavà



**TIPS
IMPORTANTS
DEL PROJECTE**



Talent
a les Aules

- Project promoted by the local communication company Talent Factory in the collaboration with the Viladecans and Gavà city councils.
- Although the project is based on a contest, competitiveness it is not the objective. The aim of the project is **to sensitise young people about their abilities and to make them aware of the importance of valuing their initiative**, as well as to work on business concepts and entrepreneurship.
- The project deals with **transversal concepts from the subjects Business and Entrepreneurship**.
- During the development, the participants will **work on softskills**, like teamwork, communication, empathy, the recognition of one's own talents and the talents of others.



OBJECTIUS

- Encouraging society's entrepreneurial spirit, especially among young people.
- Boosting young people's talent and help them to work on it.
- Initiating students in their adventure of creating their own business project.
- Working on concepts which will make it easier for them to become entrepreneurs in the future.



10th to 12th Grade students and Vocational Education learners from Viladecans and Gavà can take part in this contest in pairs.

How does the contest work?

- * Contestants have to **think about a business idea**, taking into account that it will be assessed according the following aspects: **business' viability, innovation, technology and social impact**.
- * The business idea has to be presented within the deadline and with the document format "**Memoria de la idea de negoci**".
- * **If the business idea is selected**, the participants have to develop a business plan with the help of a **local businessmen/women** and the Talent a les Aules team.
- * The jury will choose a third, second and first qualifier among all the business plans.



FASES DEL TALENT A LES AULES



PHASE I: PRESENTATION AND SELECTION OF IDEAS

From the presented ideas ,
the best 20 will be chosen
(10 from each city). The
selection of ideas will be
based on:

- Viability**
- Innovation**
- Technological application**
- Social base**

PHASE II: MENTORING AND DEVELOPMENT OF THE BUSINESS PLAN

The selected ideas will
be developed into a
business plan with the
help of the mentors
who are local
entrepreneurs from
Gavà and Viladecans
and the Talent Factory
team .

PHASE III: FINAL PRESENTATION AND WINNERS SELECTION

- 1st award:**
Trip to Silicon Valley
- 2nd award:**
Entrepreneurial tour
to an European
capital
- 3rd award:**
Entrepreneurial tour
in Barcelona

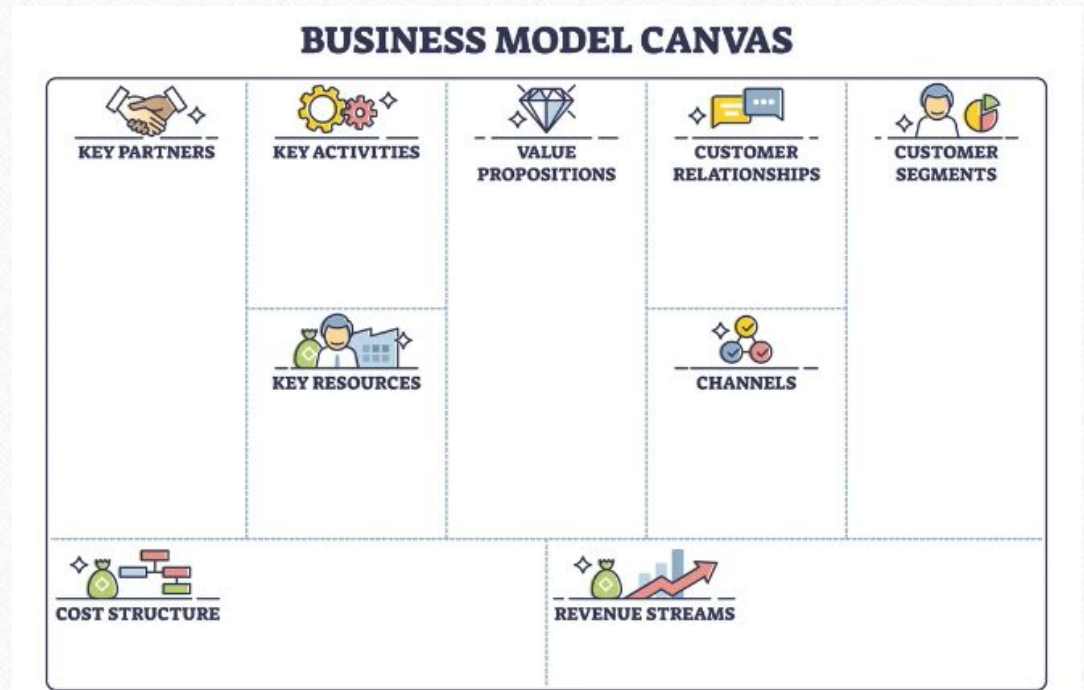
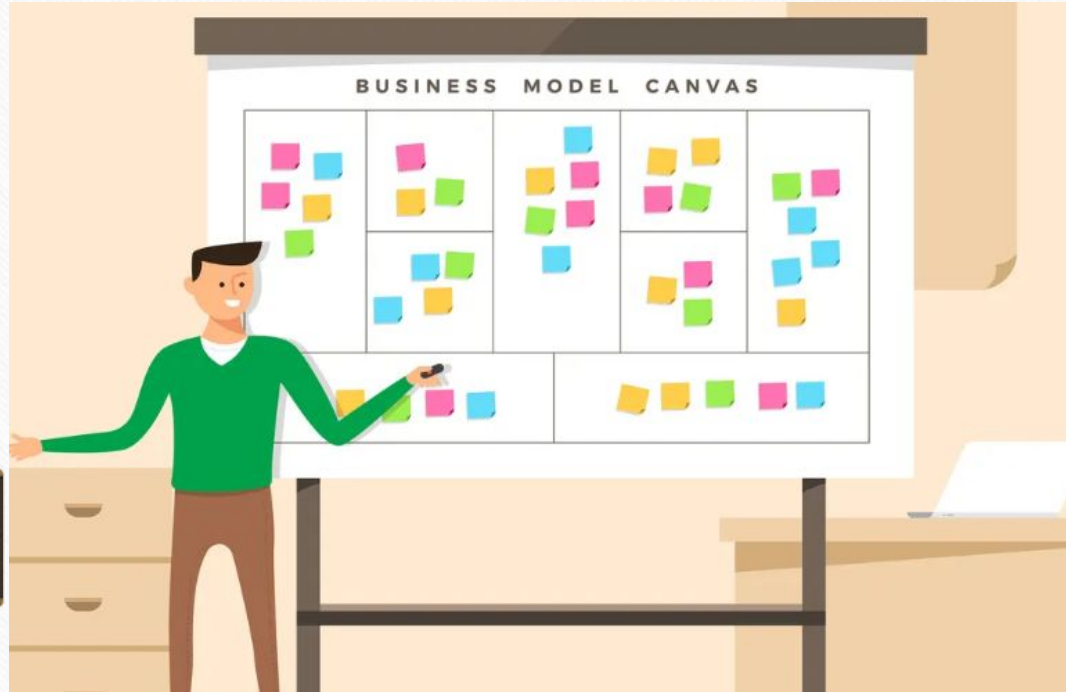
PHASE I:BUSINESS IDEAS

In order to encourage ideas and the entrepreneurial spirit, two activities are carried out before the presentation of business ideas:

1- Motivation act “ **Introduction to the world of entrepreneurship**” at the local theatre, Viladecans Atrium .

2- **Presentation of the mentors** assigned to each school and Introduction to the world of business.

- Training: Validation of business models with the **Model Business Canvas**.



PHASE II: BUSINESS PLAN

If our idea is selected in the first phase, the next step is to develop a **BUSINESS PLAN** with the help of businessmen/women.

ASPECTES QUE ES TREBALLARAN AL PLA D'EMPRESA

Definició del model de negoci:

Descripció del producte/servei
Resposta a una necessitat del mercat

Grau d'innovació tecnològica
Caràcter social del model de negoci

Pla de màrqueting

Definició del segment de clients
Estudi de la competència
Definició del preu del producte/servei

Pla de producció

Equip i infraestructures
Organització
Pla econòmic i financer

Recerca i tractament de la informació consultada

Aportació d'informació addicional, entrevistes, etc.,...
Aportació de documentació gràfica, imatges, prototip, web, App, anunci publicitari, etc.,...

3rd award “Barcelona Entrepreneur Day” (INS Josefina Castellví won this award in 2020-2021)

A guided tour to the main places
of the entrepreneurial ecosystem
and business incubators in
Barcelona.

We will visit places like: StartUp
of Universitat de Barcelona, ESA
accelerator of the European
Space Agency Super Computer
Center, Pier01 at Port Vell,
MWC, etc.



2nd award “Trip to Brussels”

- A 3 days and 2 nights trip to Brussels for the 2nd qualified team and their teacher.
 - We will visit entrepreneurship centres, business nurseries and well known business sites.



1st award “Silicon Valley”

(INS Josefina Castellví won this award in 2017-2018)

A 5 days and 4 nights trip to Silicon Valley for the winner team and their tutor , with a visit programme to the most representative companies of the innovation sector.



<https://fb.watch/hLQQf2b6wH/?mibextid=2Rb1fB>

Business idea: Laura and Nazareth

- We are Nazareth and Laura, and we are participating in this project. Our project consists of a website targeted to young or inexperienced mothers. In this website you will find many services such as a forum to solve problems and insecurities as a community, a safe space to speak or an opportunity to announce and watch entrepreneurs who sell baby/women products' advertisements.



Business idea: Laura and Nazareth 2

Often society tells early mothers that they can't get any help because they are supposed to have the "mother instinct". With our platform women will not have to go through that again.

We will work with the power of social media as key role to give publicity to our project.

Business idea: Natàlia and Ariadna

- Hello, we are Natalia and Ariadna and for this project we had a business idea called Doggy Needs. It consist of an application that offers a map that includes all places that allow animals and routes or spaces for their entertainment. It would include all the services and resources in a globalized way to facilitate the search for owners and the inclusion of their pets.



Business idea: Natàlia and Ariadna

We believe that it is very important to inform people about the services for their pets because owners often despair due to the lack of information in their area and in many cases, they usually leave pets alone at home or even abandoned, so Doggy Needs gives you all the services to see that your dog is not a burden, and this initiative wants to publicize places that are inclusive with animals.

Business idea: Martina and Dani



- Loss of crops and food
- Conflicts over access to water
- Shortage of drinking water
- Increase in sickness and bad health
- Damage to industry and the economy
- Water pollution due to lack of adequate infrastructure.
- Soil erosion and loss of natural habitats.
- Sea level rise
- Disappearance of cities and countries



Business idea: Martina and Dani



- Pipes system → Can collect all water used from the shower
- Goes towards the toilet cistern to take advantage of it
- We don't waste shower water anymore

