



MY EDUCATIONAL BOOKLET

"DEVELOPING MY ENTREPRENEURIAL SPIRIT"

NAME

.....

FIRSTNAME Votre texte de paragraphe

.....

NAME OF THE SCHOOL

.....

START DATE :.....



"INTRODUCE MYSELF"

1

INSTRUCTION :
Present yourself

Hi! My name is
..... and I am
years old. I
like.....!

I love I
also like
.....!

What makes me happy:
.....



What makes me sad:
.....
.....

My best friend
is.....

1

"I awaken"

Entrepreneur name:

Industry/Business:

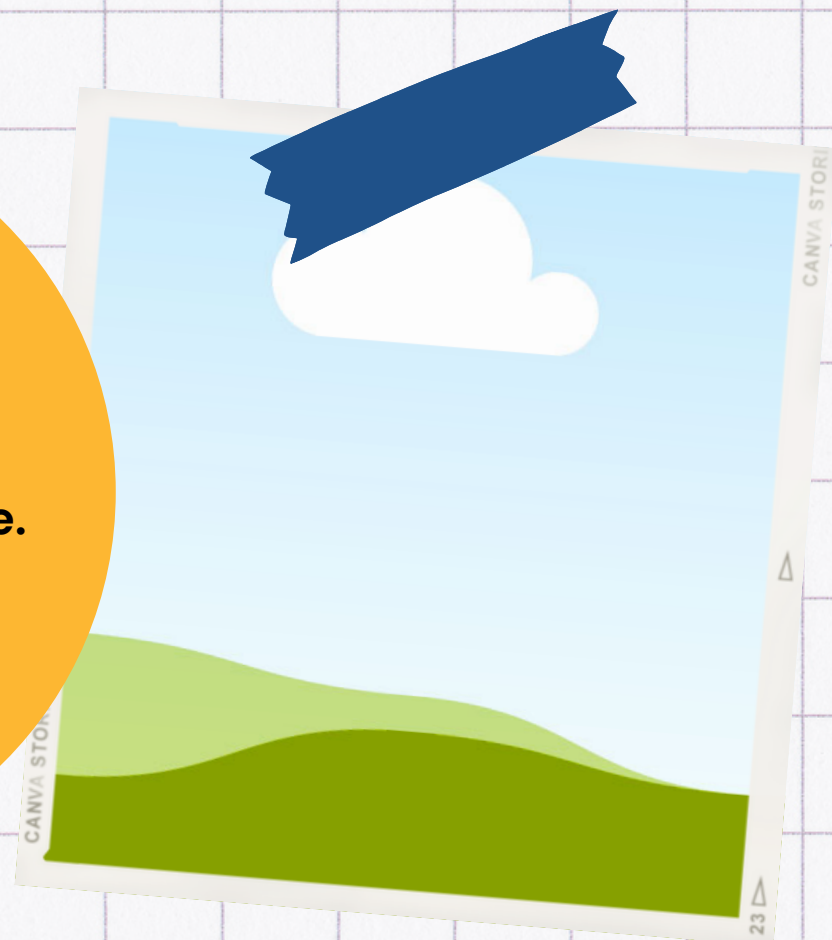
Entrepreneur Vision Board

Instructions

1. Identify an entrepreneur that you admire.
2. Think of the qualities that they have that made them successful.
3. Look for images that represent these qualities and use them to create a vision board.
4. Why is each quality important/crucial when running a business?

(Add Quality 1)

Explain why this quality is important here.



(Add Quality 3)

Explain why this quality is important here.



(Add Quality 2)

Explain why this quality is important here.



(Add Quality 4)

Explain why this quality is important here.



2

"self-confidence"

CREATE AN OBJECT

Instructions

1. You are going to create an object : Beautiful, unnecessary, integrating 3 objects in the room, with at least 3 colors, transportable, with a height of at least 1 m
2. Give each team a sheet summarizing the request (*the object is made and presented to the group . Each team is asked if the final product corresponds to the original idea*)
3. • Distribute to each team a gray paper allowing them to analyze the successive phases of the project

1. List of selected objects

- papper...
-
-
-

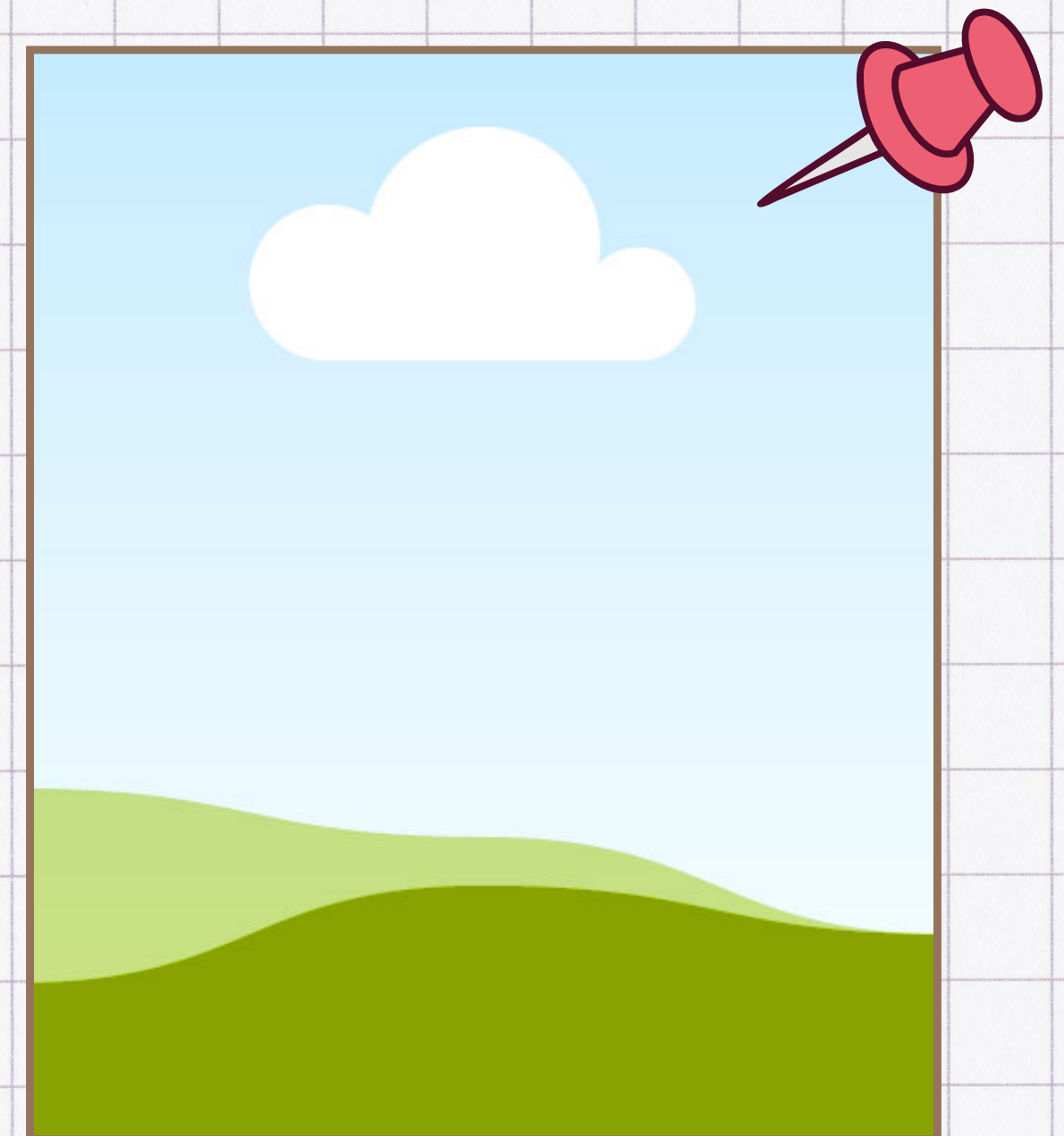
2. Object presentation

Description of object ?



3. analyze the successive phases of the project

Four horizontal, rounded rectangular boxes stacked vertically, each with a small tab on the left side containing a number from 1 to 4. These boxes are intended for writing the successive phases of the project.



2

5 IGUALTAT DE GÈNERE

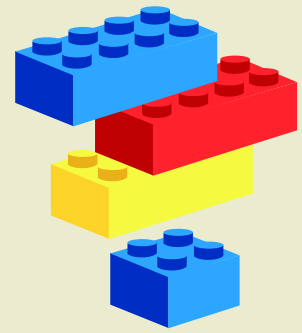


ENTREPRENEURIAL SPIRITS

LOOK

STEP 1

CHOOSE
A COMMERCIAL
OF A TOY



ANALYSE

STEP 2

CAN YOU
DESCRIBE THE
FOLLOWING
FEATURES?

- Product
- Protagonists
- Main colors used
- Activity

DISCUSS

STEP 3

IS THE PRODUCT
INTENDED FOR
BOTH GENDERS?

EXPLAIN WHY

CREATE

STEP 4

HOW
COULD YOU ADAPT
THIS COMMERCIAL
SO AS TO ENSURE
GENDER
EQUALITY?

GROUPS OF 3

DO IT ON CANVA PRESENTATION

SHARE YOUR PRESENTATION
WITH THE CLASS



2

ENTREPRENEURIAL SPIRITS

5 IGUALTAT DE GÈNERE



COMMERCIAL A

COMMERCIAL B

"It's FUN to do housework, mommy --- with a real **BISSELL**® sweeper."

With this wonderful 7-piece Deluxe *Susy Goose*® Housekeeping Set, she learns to clean house "for real!" She'll be thrilled with the genuine, child-size, Bissell metal sweeper that really sweeps, a genuine Susy Goose floor mop, duster, broom and dust pan, an apron and a real Dupont sponge.

Give your little girl hours and hours of fun and activity. Guide her to useful tasks for tomorrow. Just watch her eyes light up with joy this Christmas with this most wanted, most wonderful gift of all.

Less than \$7.00... in a beautiful gift package at your favorite toy department.

Susy Goose "TOYS THAT HOLD CHARACTER" JONESVILLE, MICHIGAN

Banco de Trabajo Bosch
A partir de 4 años

32,99€



2



Alex's Restaurant

Alex owns a restaurant. Help Alex redesign the menu so as to make it healthier and appealing.



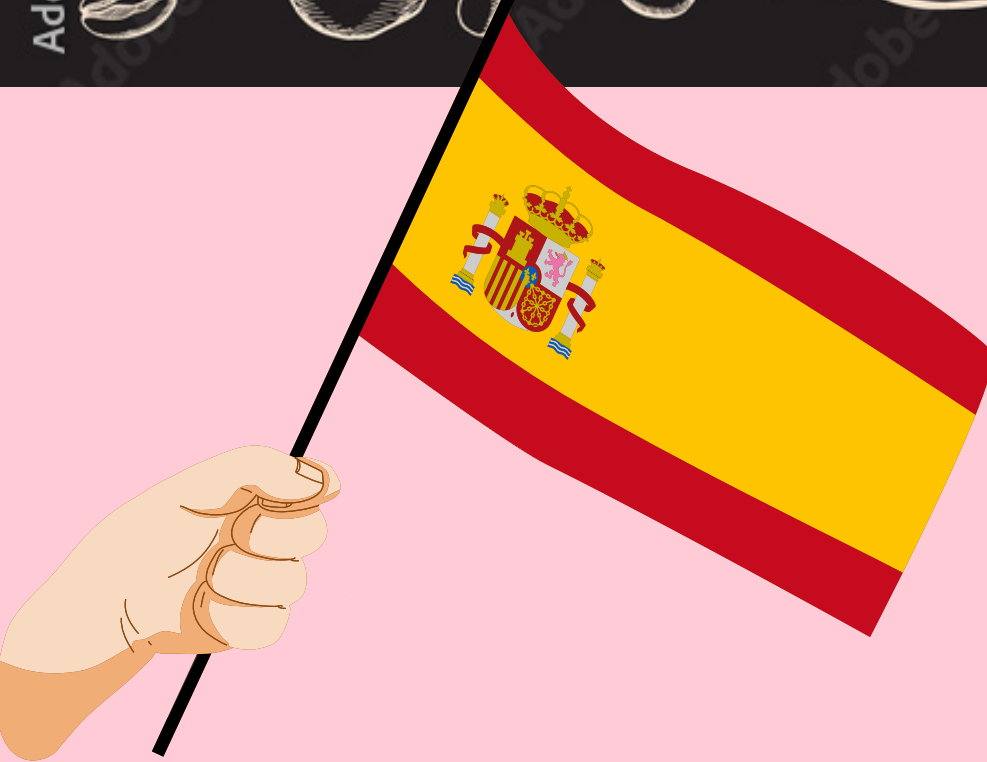
3 GOOD HEALTH AND WELL-BEING



2

EXAMPLE 1

EXAMPLE 2



YUM!

3 GOOD HEALTH AND WELL-BEING

2

ENTREPRENEURIAL SPIRITS

LOOK

Consider a problem
"excessive
consumption of daily
needs like buying too
many dress"

ANALYSE

one cotton T-shirt
can require as much
as 2,720 litres of
water to produce,
according to an
Institute of Water
report. How can we
reduce this
excessive use of
water?

DISCUSS

After much
brainstorming, it
seems that it is
imperative to
prevent water
waste on our
planet

CREATE

We think a smart
shirt designed by
us has
changeable
colors and
shapes.

SHARE YOUR PRESENTATION
WITH THE CLASS



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



ENTREPRENEURIAL SPIRITS



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



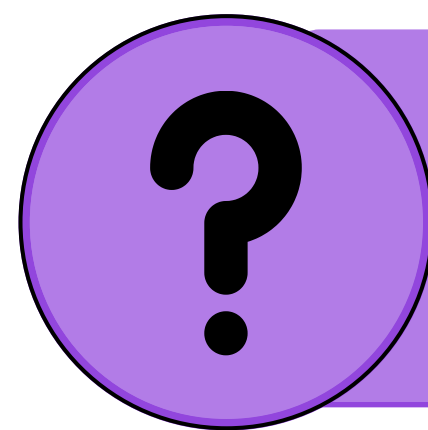
3

"I DISCOVER"

The entrepreneurial process

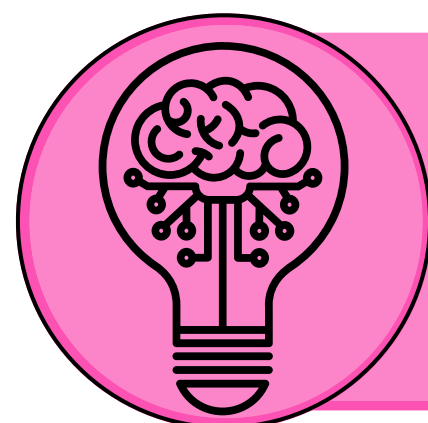
INSTRUCTION :

You must create a company/brand by following the procedure below



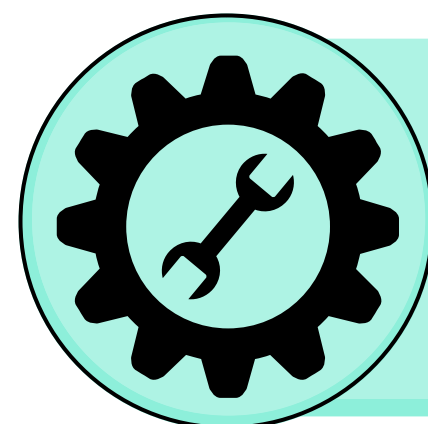
ASK

What is the problem? What do people really need ?



IMAGINE

Brainstorm ideas and choose the best one.



CREATE

Follow the plan. Build and **TEST** your design.



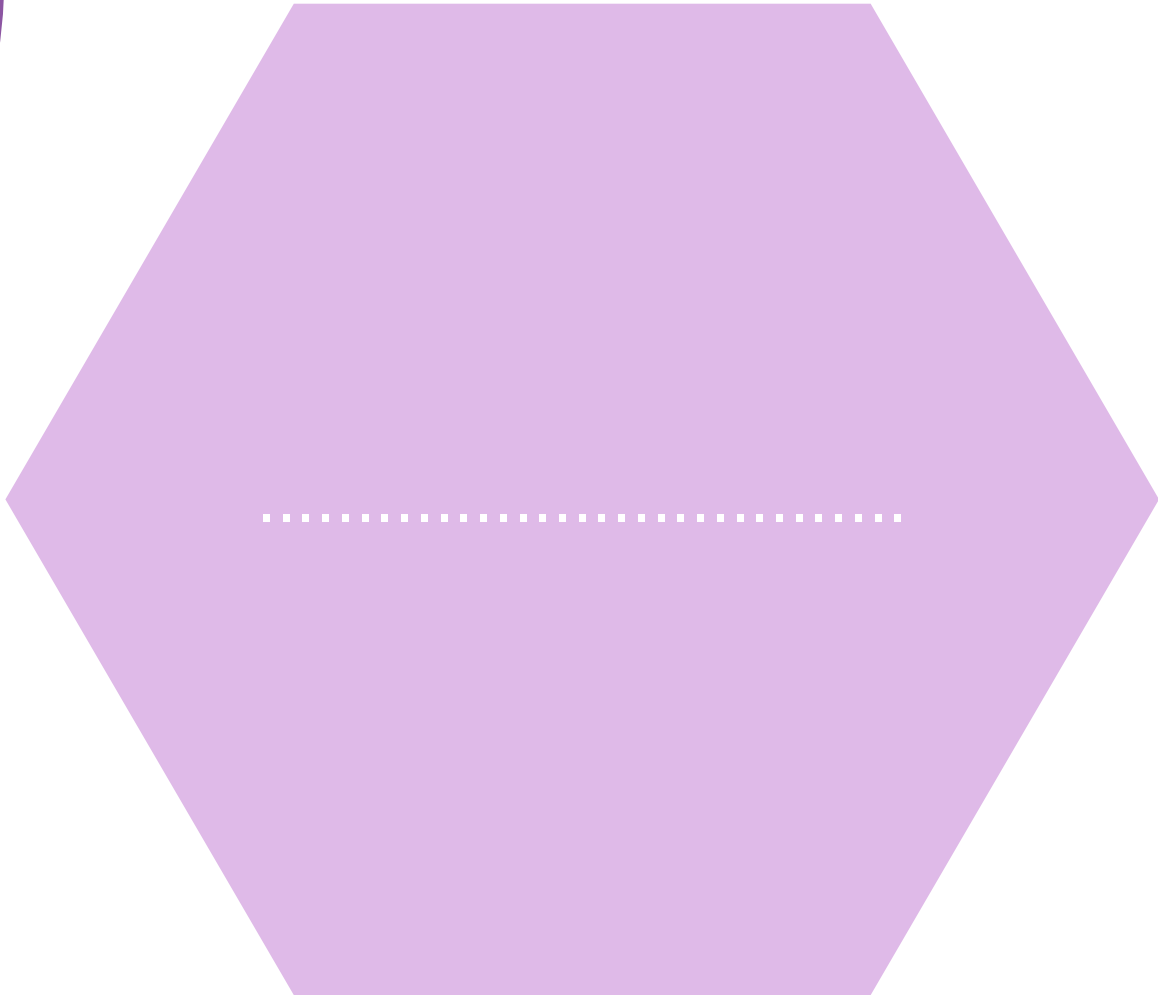
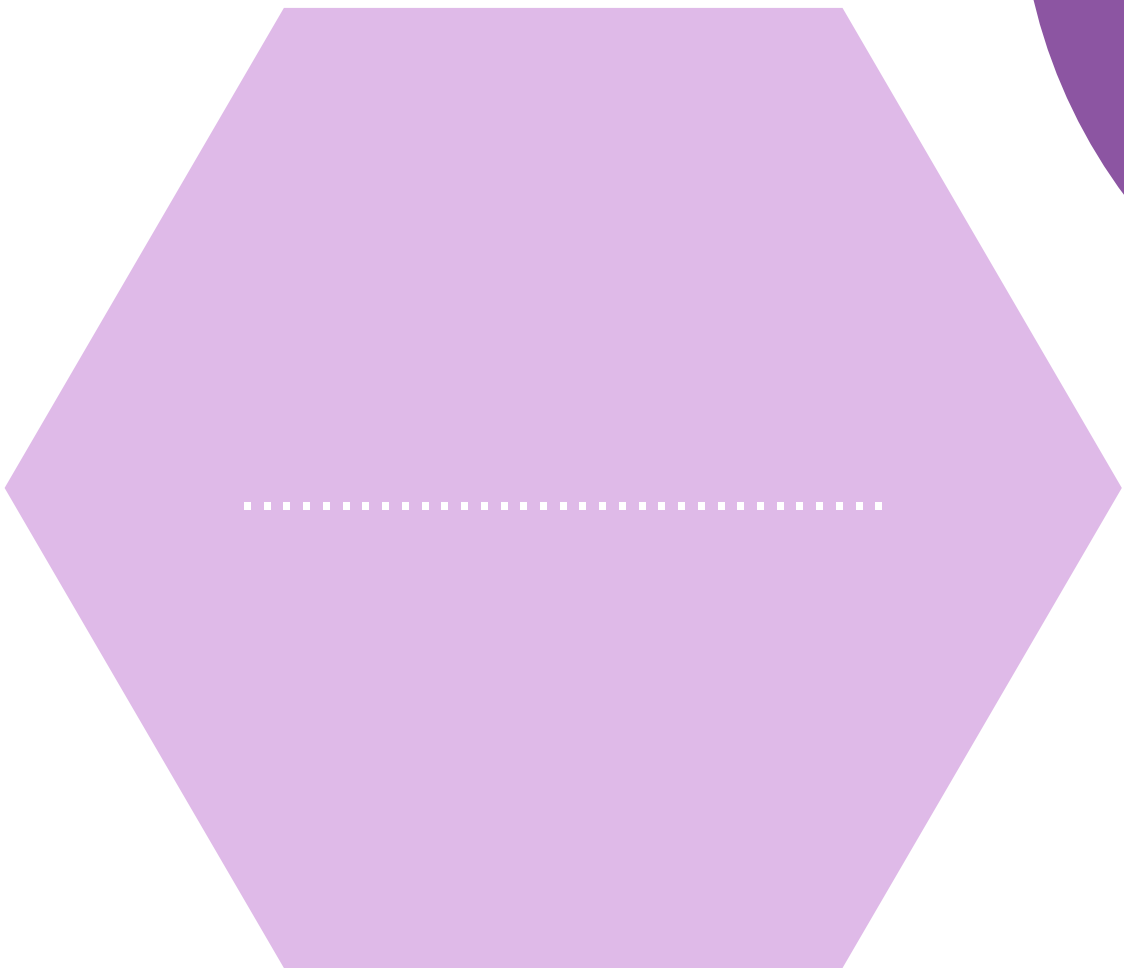
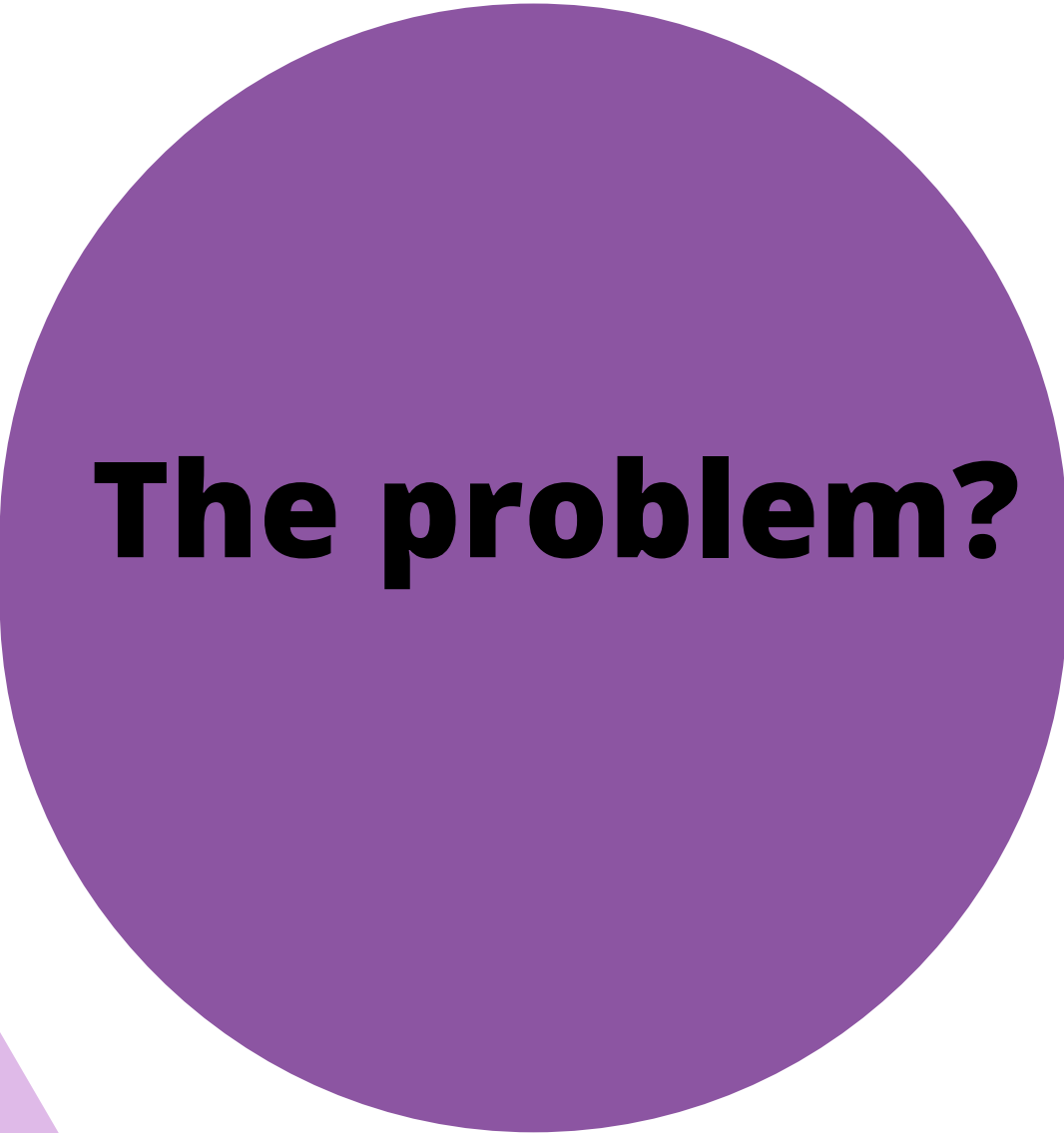
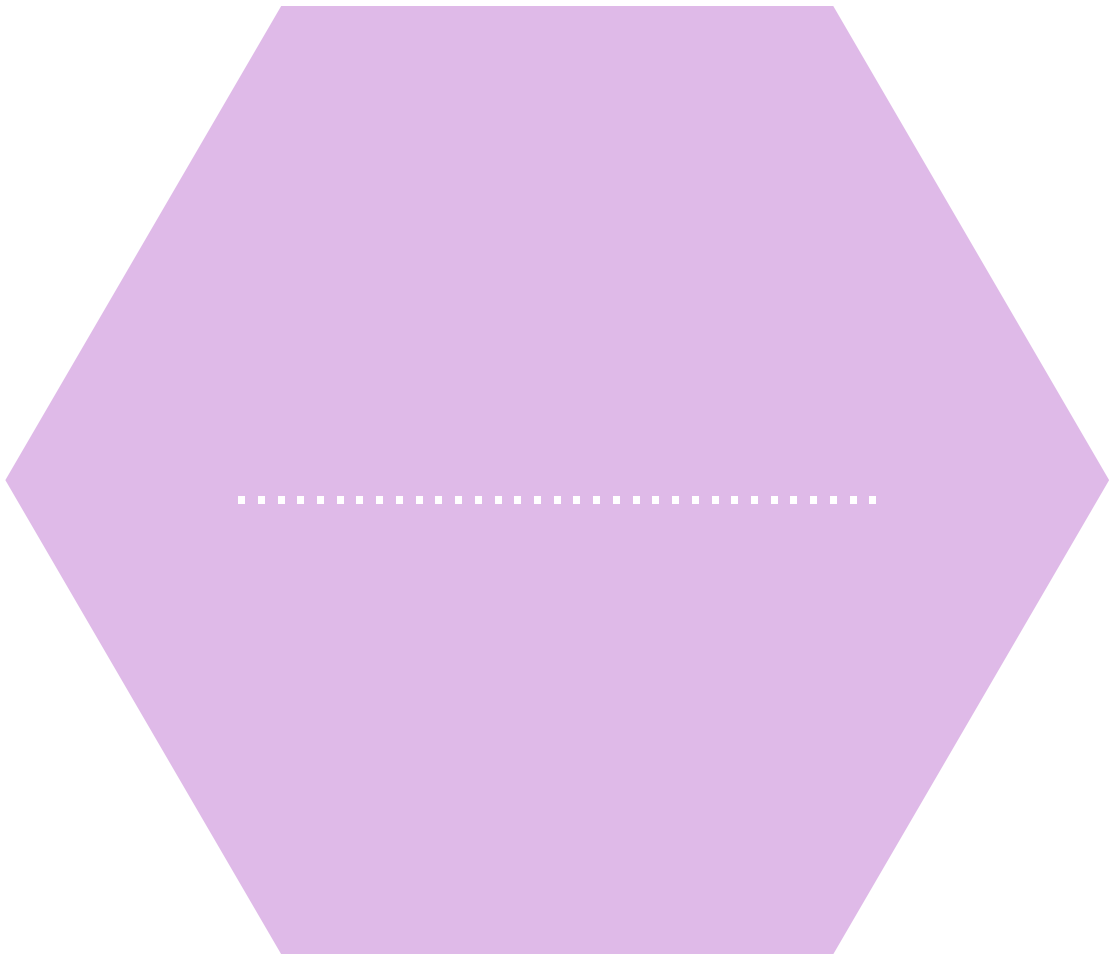
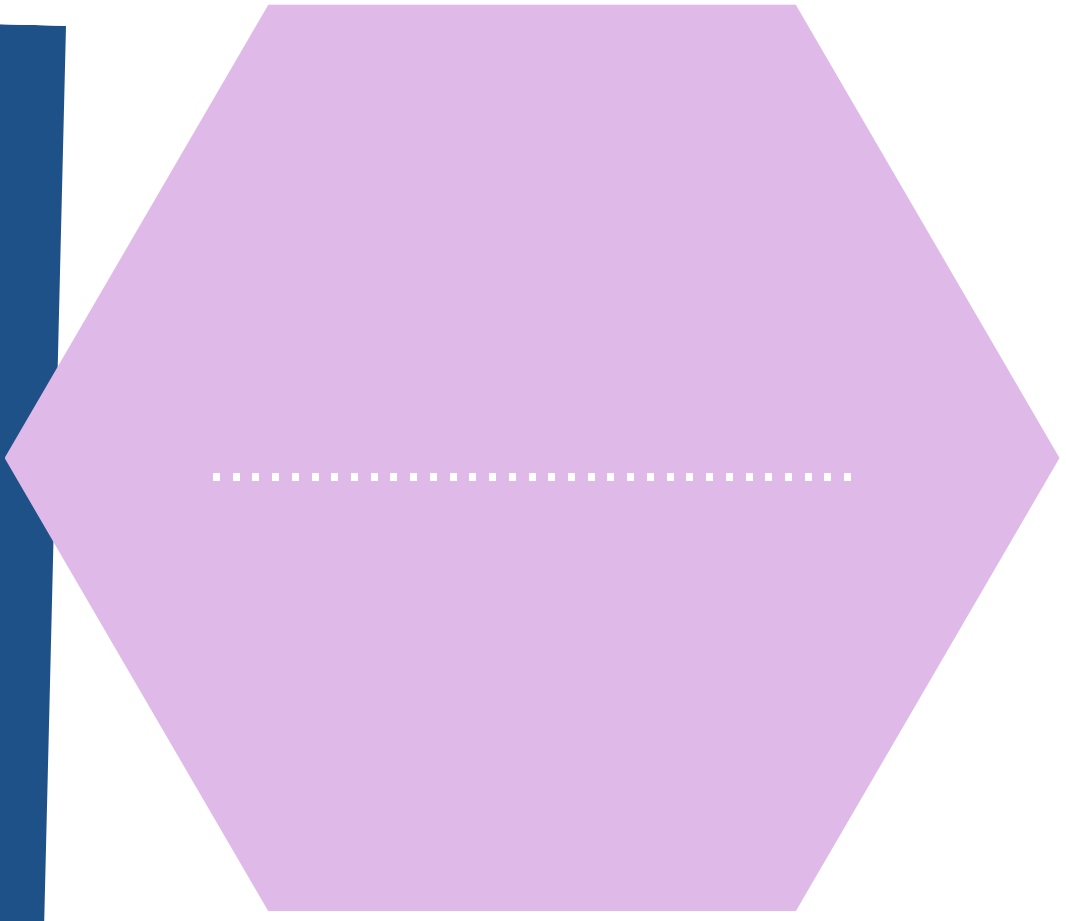
3



ASK

What is the problem? What do people really need ?

INSTRUCTION :
.Complete the various phases of entrepreneurial process



3



What kind of reasons/datas can support your idea? explain your opinion..



IDEA/REASON 1 :

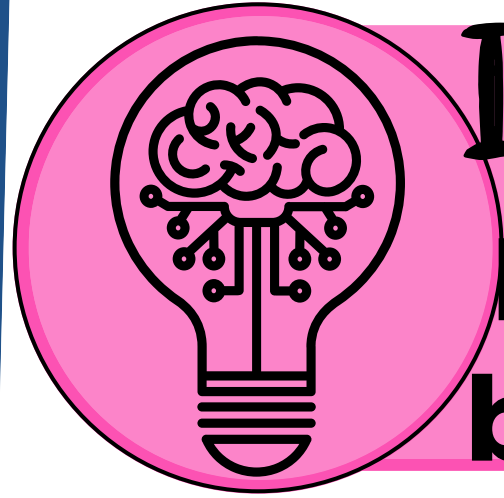
IDEA/REASON 2 :

IDEA/REASON 3 :



3

INSTRUCTION :
Develop the chosen
idea by filling in the
bubbles



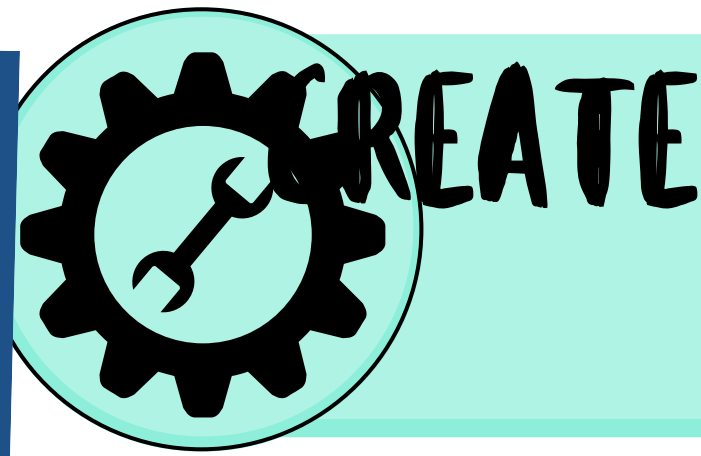
IMAGINE

**Brainstorm ideas and choose the
best one.**



3

INSTRUCTION :
1. plan your project by
defining the various
stages



Follow the plan. Build and
TEST your design.

MONTH :

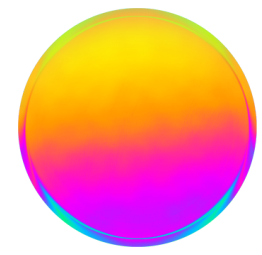
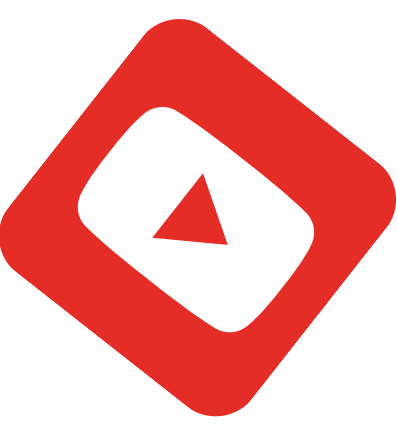
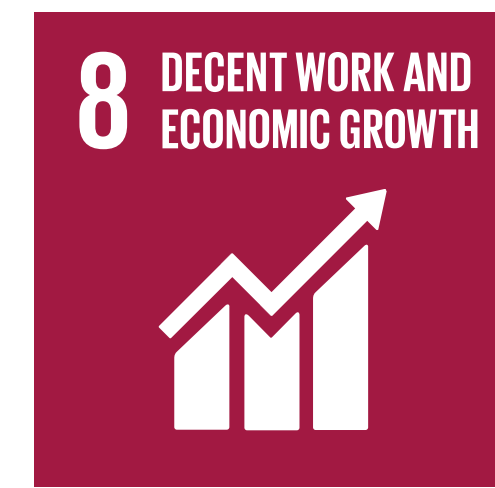
MONTH :

1 :

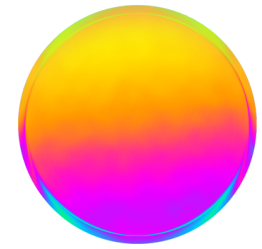




What if you were a content creator ?



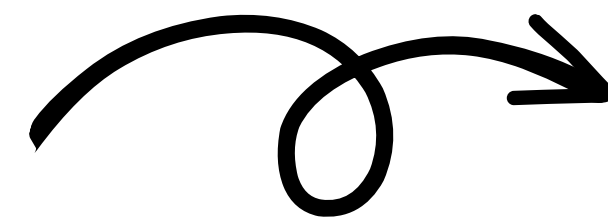
Read the example from the other entrepreneurs.



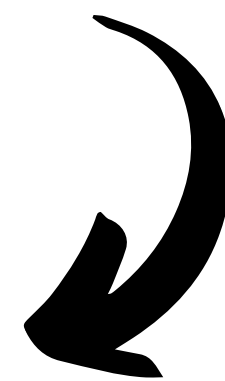
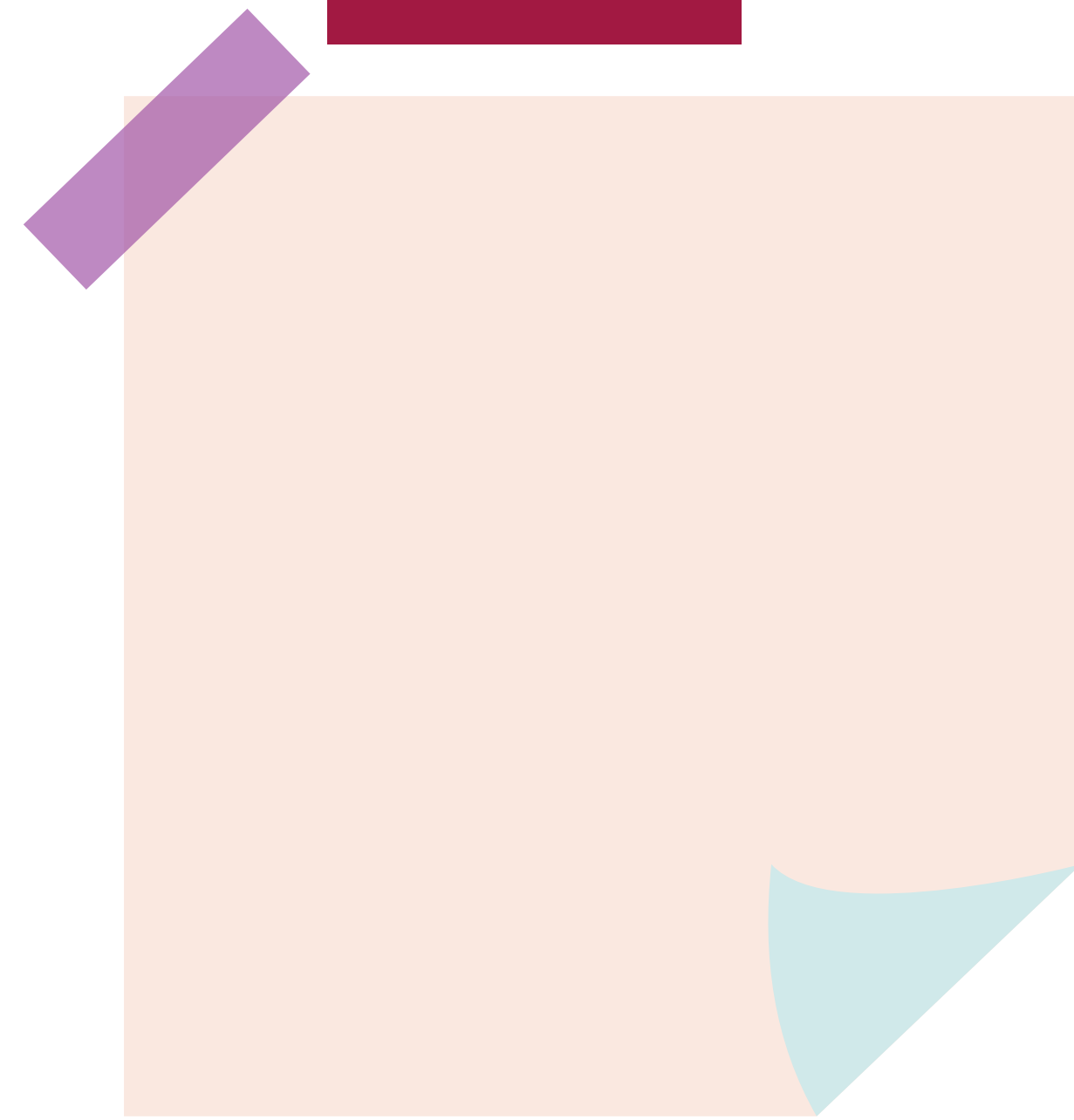
Choose one content creator you would like to become .



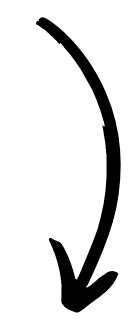
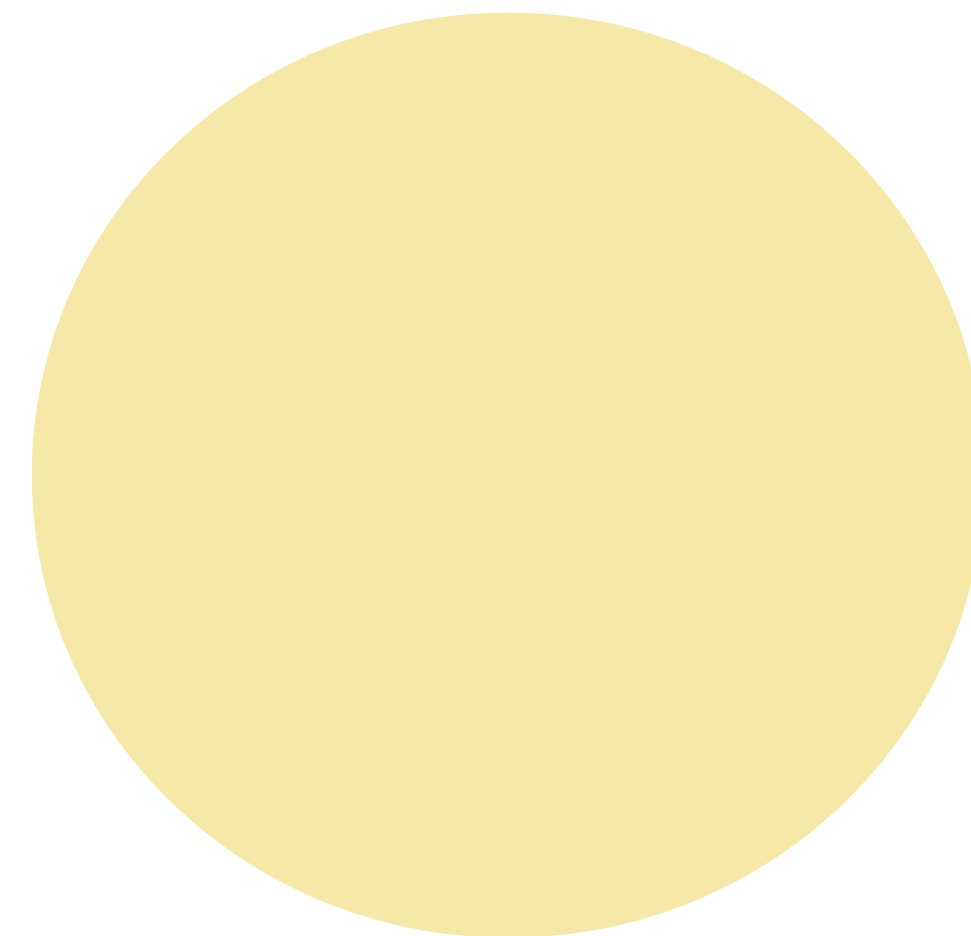
Make a list with your hobbies.



Create a list of the materials you need to start your business .



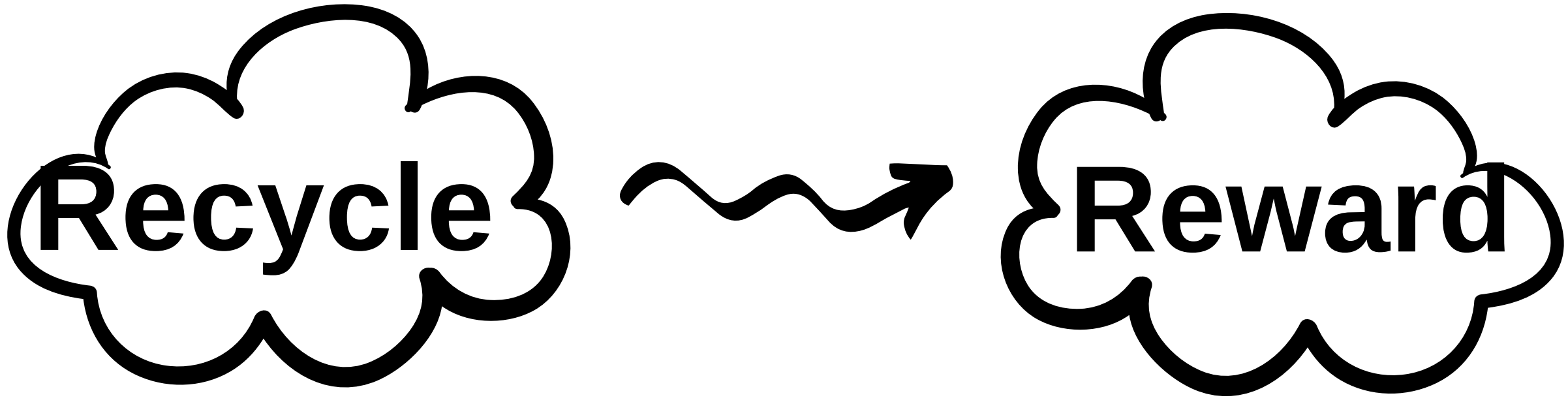
Your logo here :



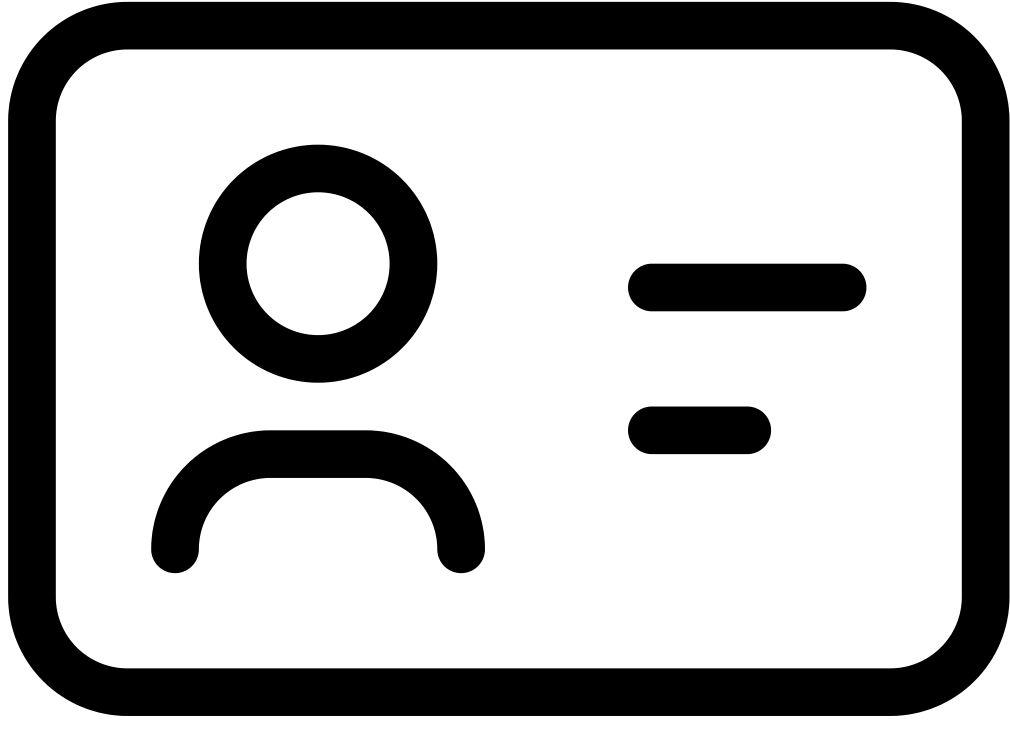
Create your own logo for merch and brand.



4



- ✓ Bring your recyclable materials: plastic bottles, paper etc. and place them in the school's box.
- ✓ You will receive one card and accumulate 10 points and receive one free entrance at any workshop of your school.
- ✓ Every item is worth one point on your student card.



5

"I UNDERTAKE"

A

**Meet local business
in the different
countries**



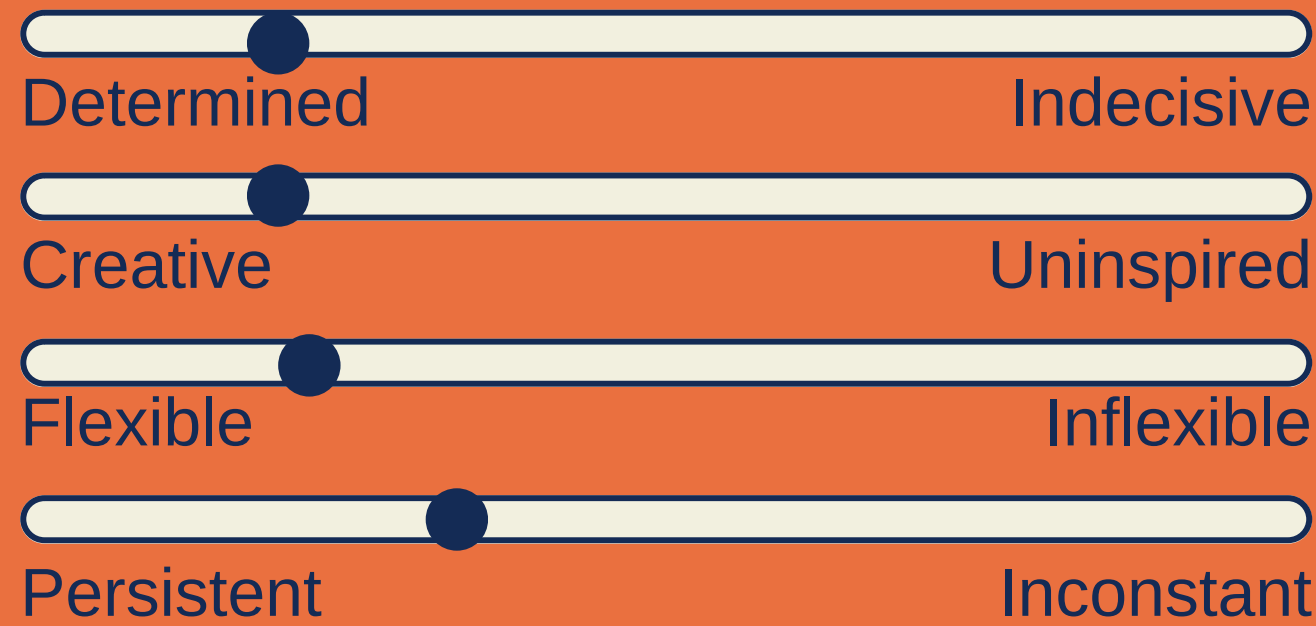
EVELYNE



Biography

My name is Evelyne, I was born in Gabon. I studied in France and for 15 years I have been living on Reunion Island.
I am a company manager.
I have an agency of Marketing and Communication 360 specialized in " Inbound Marketing ".

Personality



Motivations

Skills



Goals

-
-
-

Frustrations

-
-

Brands

-
-
-

Gender : Female
 Age : 24
 Education : Liceria Degree
 Work : Public Relations
 Address : 123 Anywhere St., Any City



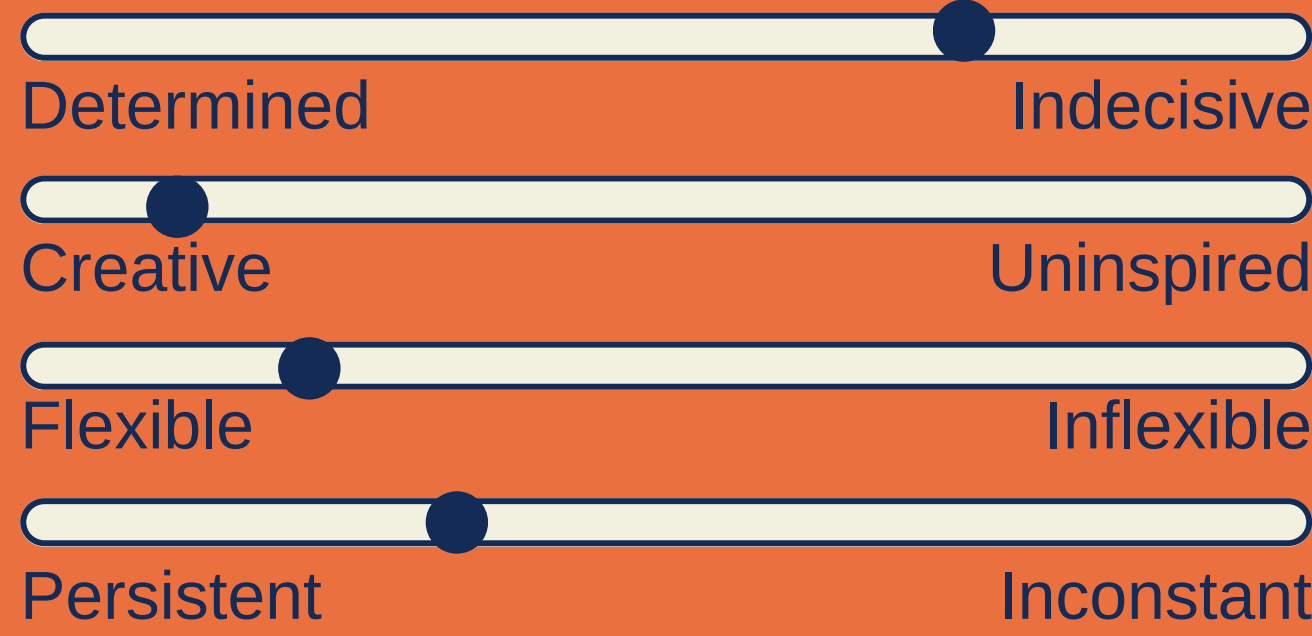
NAME



Biography

[Empty text box for Biography]

Personality



Motivations

[Empty text box for Motivations]

Skills



Goals

- [Empty goal box]
- [Empty goal box]
- [Empty goal box]

Frustrations

[Empty text box for Frustrations]

[Empty text box for Frustrations]

Brands

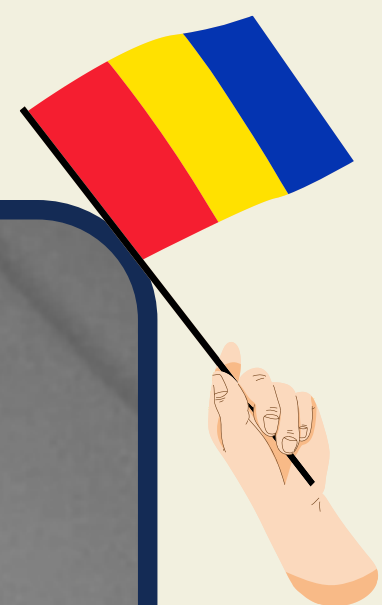
- [Empty brand box]
- [Empty brand box]
- [Empty brand box]

Gender : Female
Age : 24
Education : Liceria Degree
Work : Public Relations
Address : 123 Anywhere St., Any City



AR ROMANIA

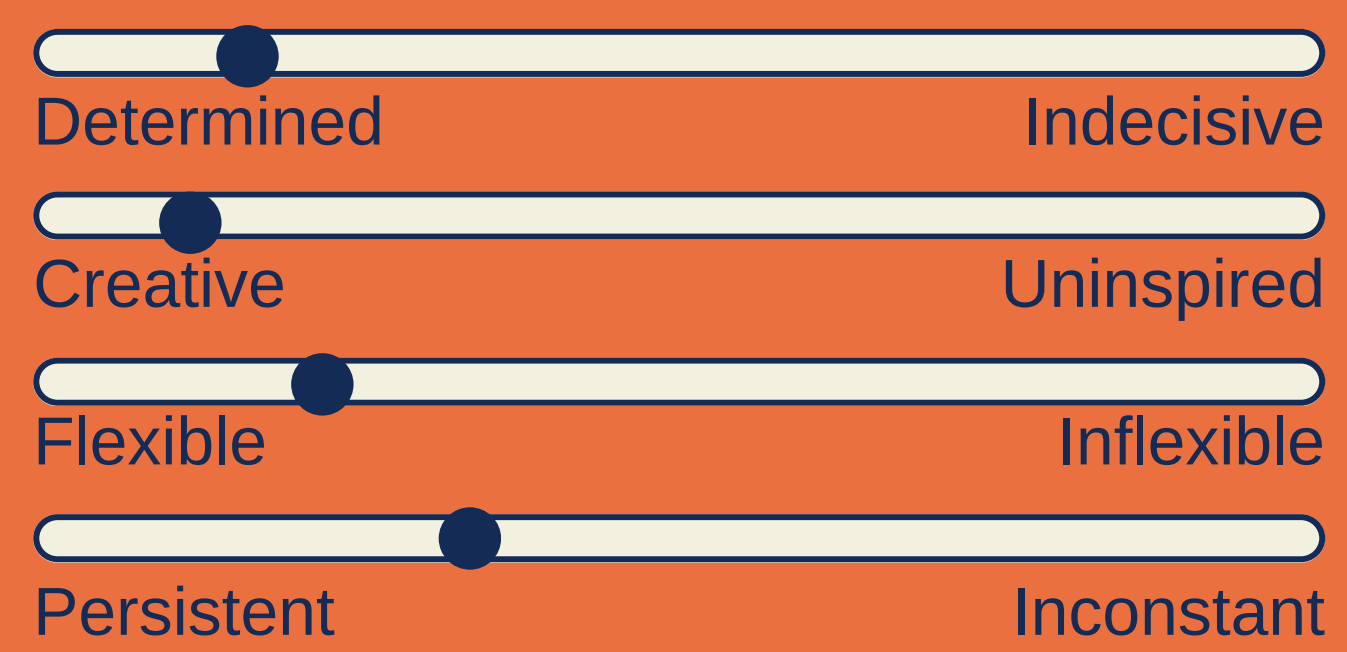
BOGDAN TECHES



Biography

My name is Bogdan, I was born in Toplita. I studied in Bucharest. I own a Youtube channel and I am a content creator.

Personality



Motivations

My goal in life is to be an inspiration for children and adults as well .
I try to always be in trend with the last things that are in vogue at the moment.

Skills



Goals

- Inspiration
- Rich
- Famous

Frustrations

- Not enough time for myself
- Coming up with new ideas for my content

Brands

-
-
-

Gender : Male
Age : 24
Education : University
Work : Youtuber
Address : City Toplita , County Harghita



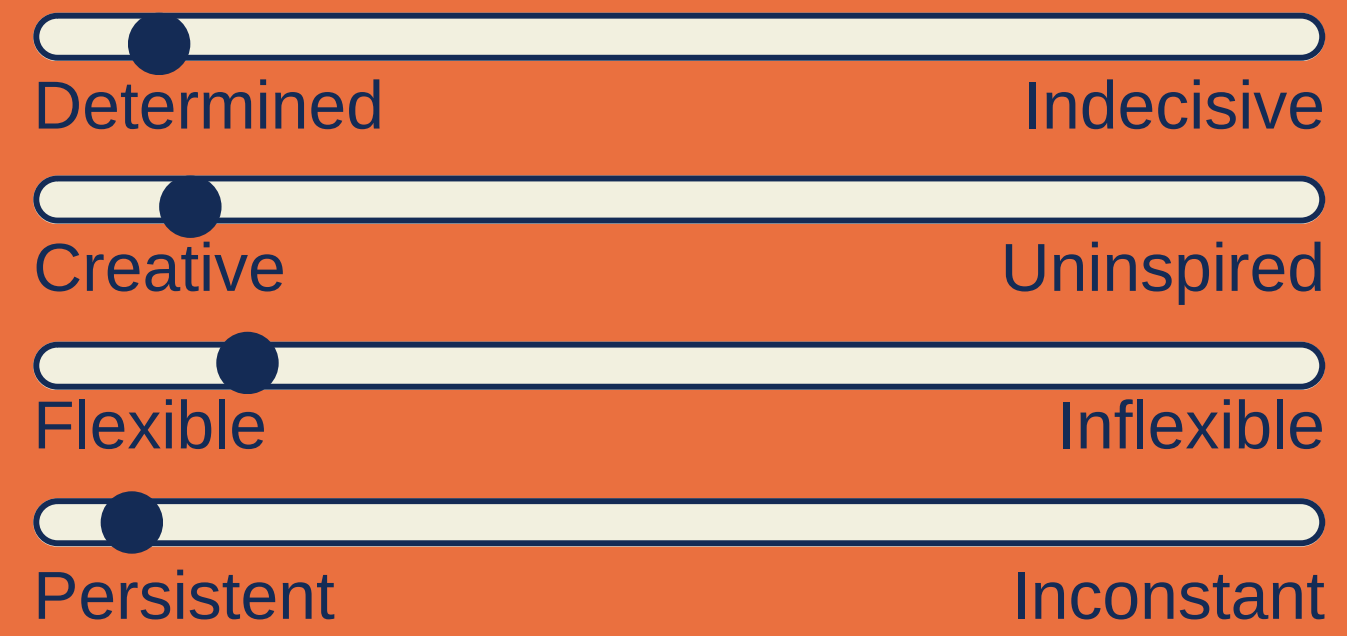
CRISTINA CAMACHO



Biography

After graduating in Social Media Studies in Barcelona, Cristina Camacho ran her own company on Media Communication called *Bekooky*

Personality



Motivations

She seeks to boost the image of companies by enhancing their strengths. In addition, she is passionate about sharing her experiences with people and is a skilled communicator.

Skills

SHE ALWAYS TRIES TO SEE THE BRIGHT SIDE OF LIFE



Goals

- ★ To be positioned within the network field.
- ★ To help companies without disclosing the secret

Frustrations

Her **ENGLISH** skills

Brands

BEKOOKI

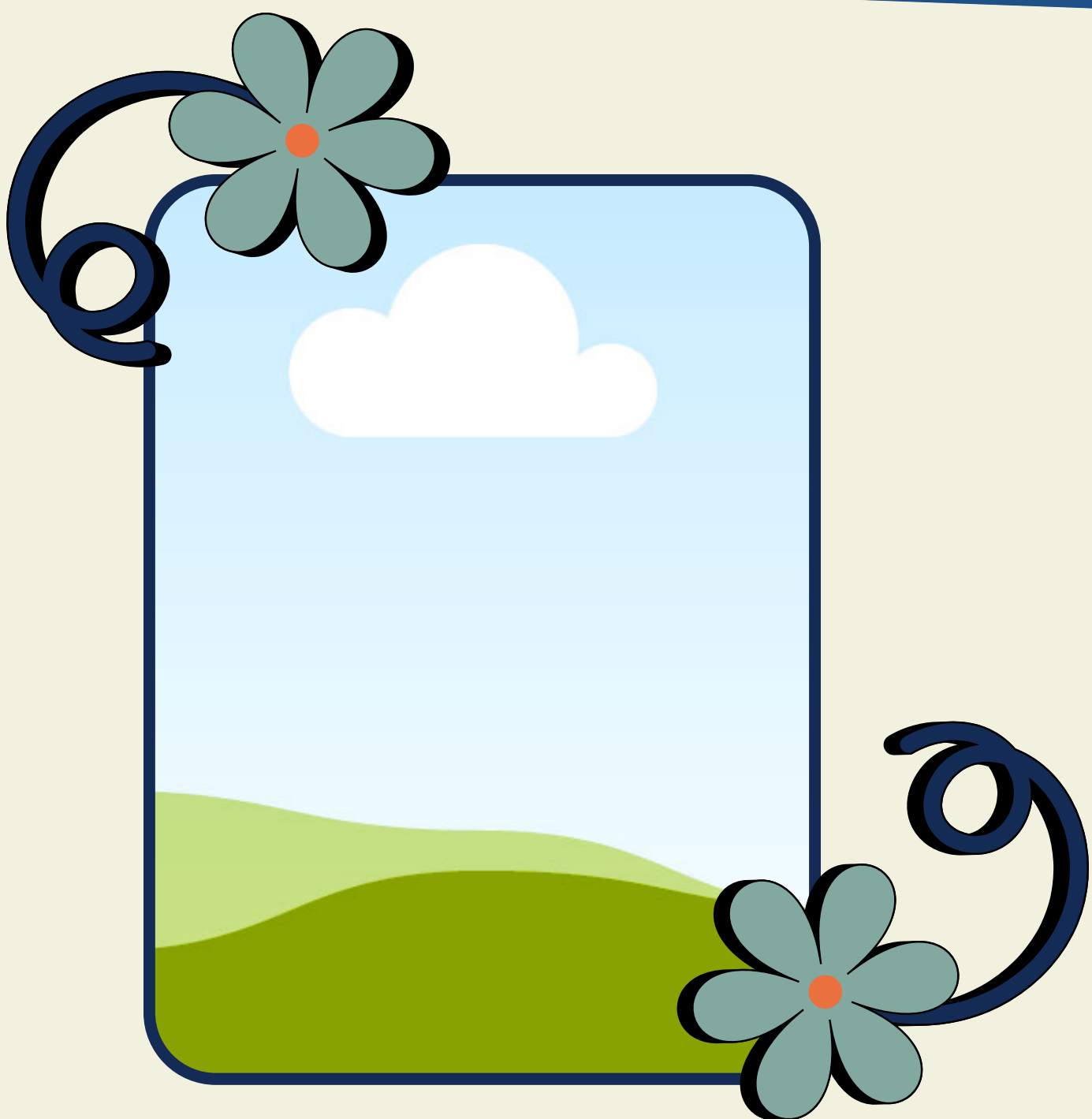
Gender : Female
 Age : 40
 Job : Manager
 Field : Social media
 Location : Viladecans, Barcelona, SPAIN



PRESENTATION OF A LOCAL ENTREPRENEUR

INSTRUCTION :

1. With the help of the sheets above, choose a local entrepreneur and complete his presentation form



Gender :

Age :

Education :

Work :

Address :

Biography

Personality

<input type="text"/>	<input type="text"/>
Determined	Indecisive
<input type="text"/>	<input type="text"/>
Creative	Uninspired
<input type="text"/>	<input type="text"/>
Flexible	Inflexible
<input type="text"/>	<input type="text"/>
Persistent	Inconstant

Motivations

Skills

Public Speaking

Social Media Marketing

Accounting

Goals

Frustrations

Brands

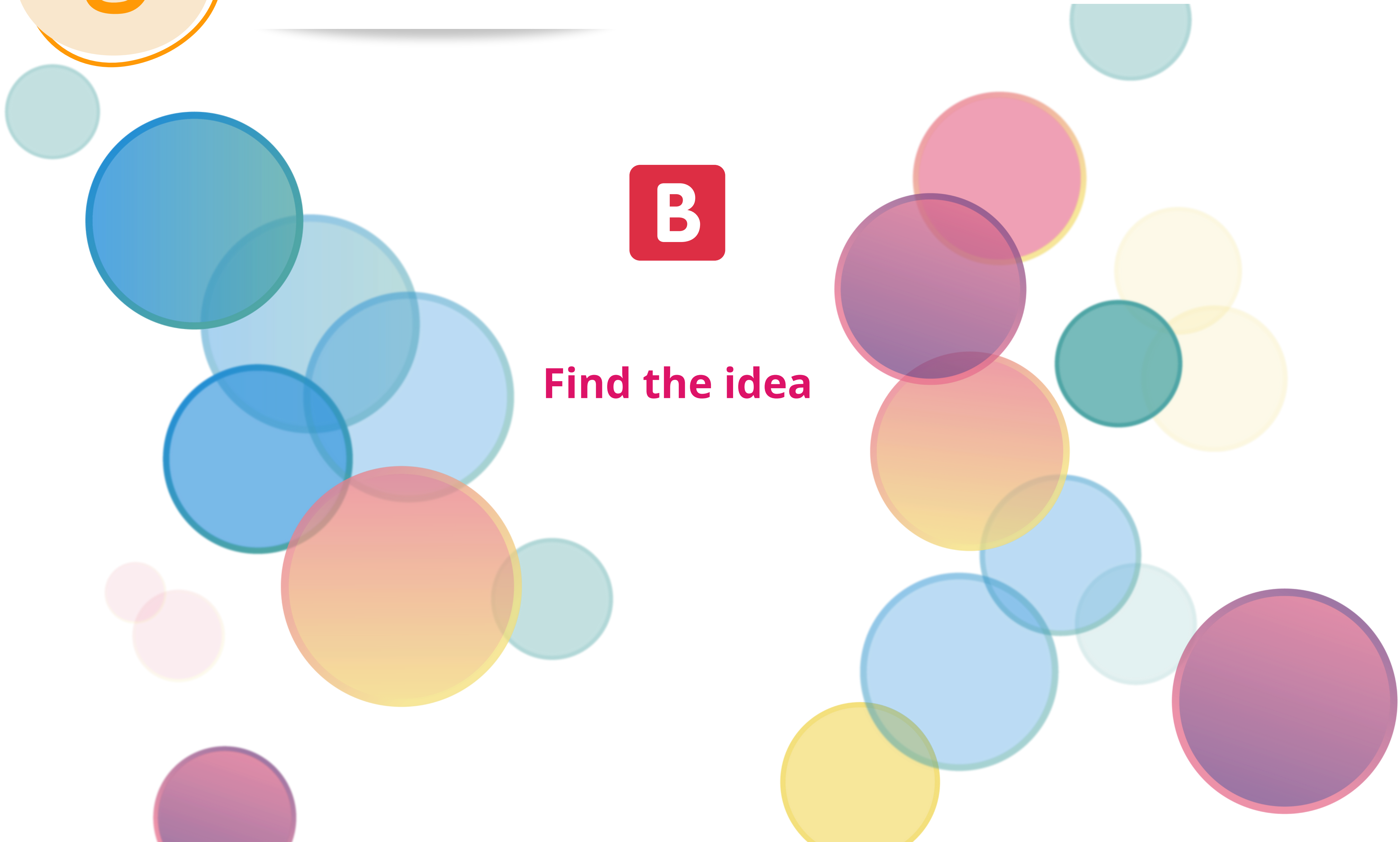


5

"I UNDERTAKE"

B

Find the idea



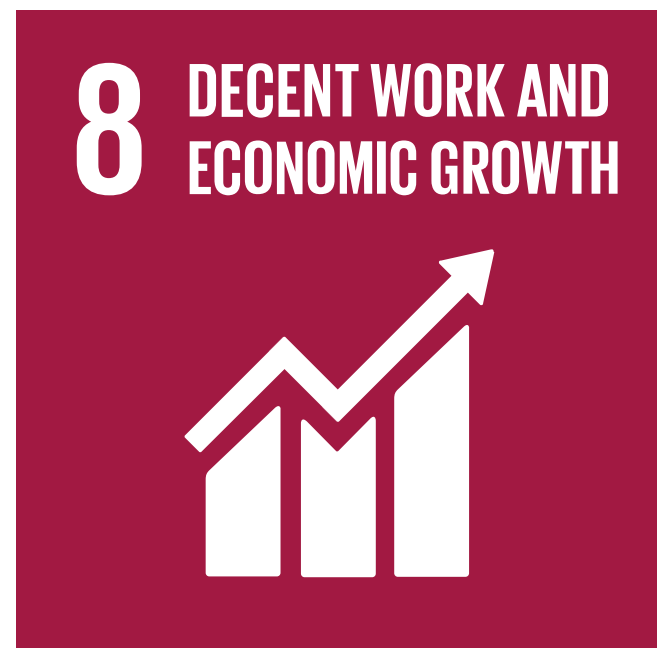
B

INSTRUCTION :

1.Circle the 3 sustainable development objectives that means the most to you ?

THE GLOBAL GOALS

FOR SUSTAINABLE DEVELOPMENT



THE GLOBAL GOALS

FOR SUSTAINABLE DEVELOPMENT


INSTRUCTION :
1. Research the 3 themes

Number :

Number :

Number :

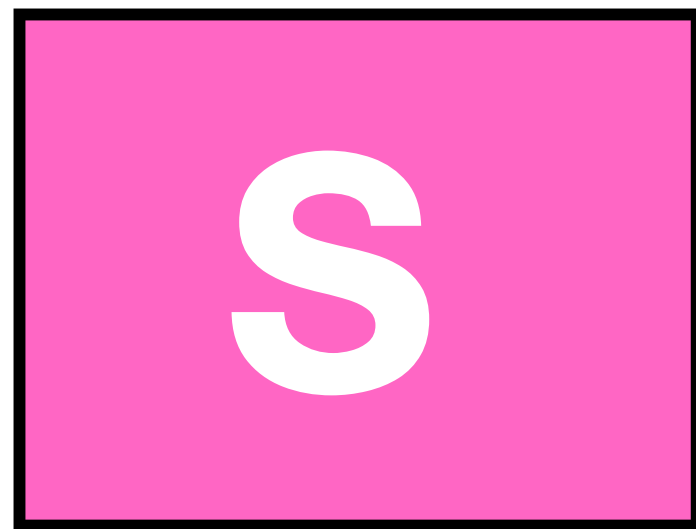
INSTRUCTION :
2. Why did you choose these 3 themes ?



-
-
-
-

-
-
-
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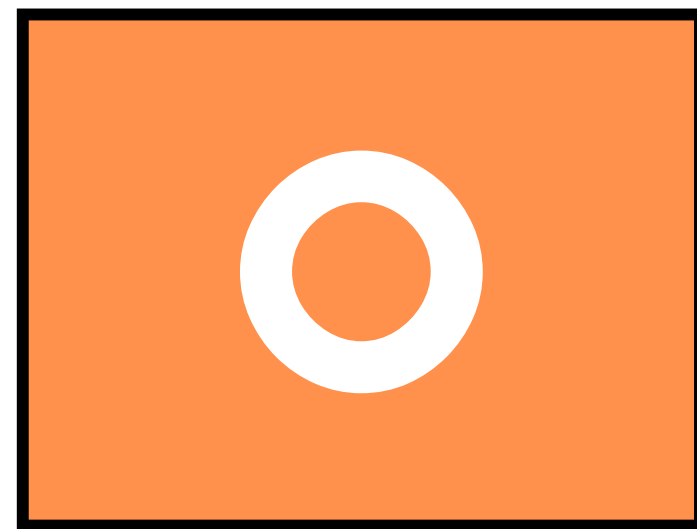
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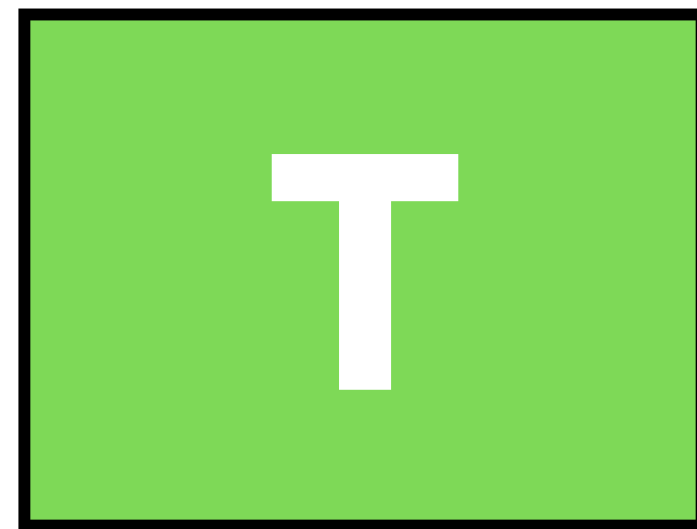
STRENGTHS



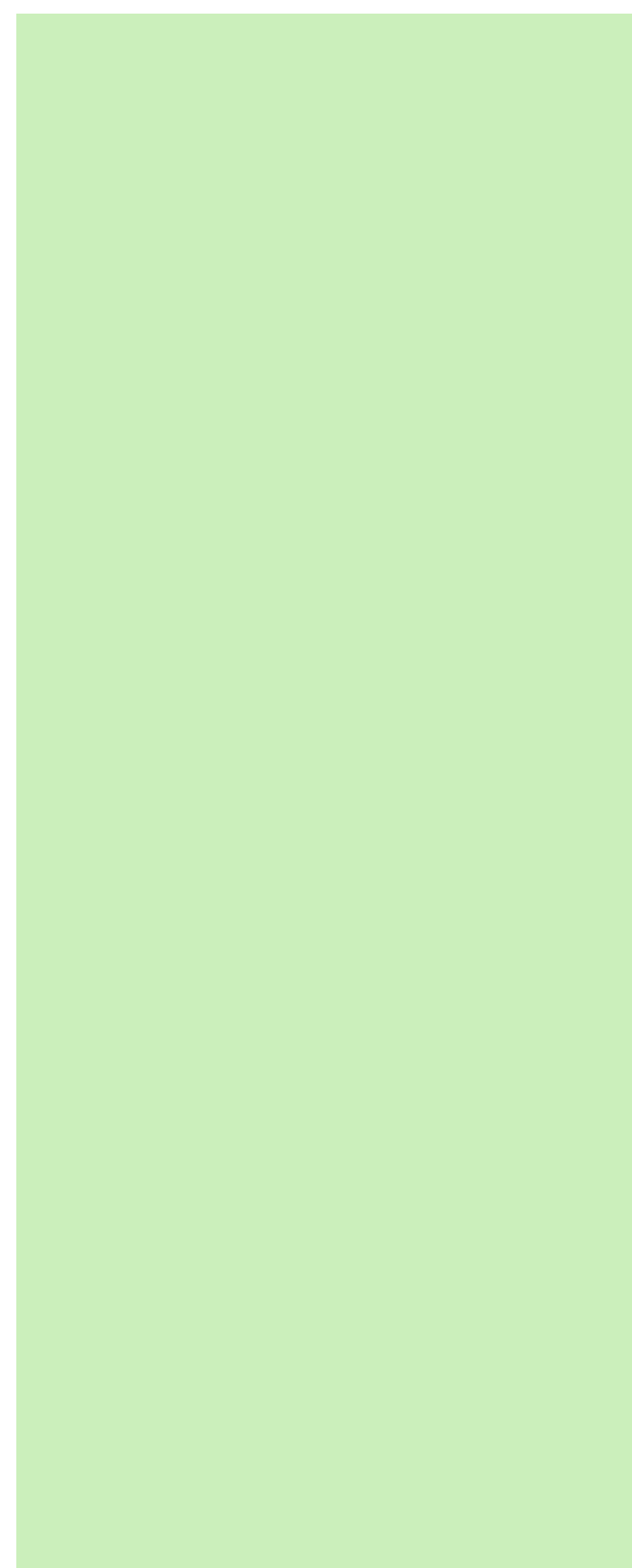
WEAKNESSES



OPPORTUNITIES



THREATS



INSTRUCTION :
3. What are the threats and opportunities around these 3 themes ?



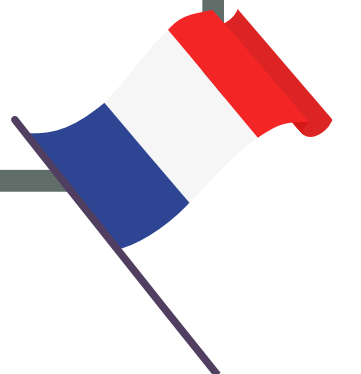
B

INSTRUCTION :

1. Based on these 3 objectives think about a business project

Fill the spaces with ideas for your research; you may include links, pictures, and other important facts. You may also include your "wonders" or other things you would wish to explore that are related to your topic.

Research Topic



5

"I UNDERTAKE"

C

Development of the
4Ps



6

5 euros

★ CHALLENGE ★

Propose business ideas that can be realized with a limited budget of 5 euros



START ▶





Example of Romania



1

Materials needed: colored paper, scissors , markers and glue.

2

Start creating your bookmark by folding the paper .

3

Fun step: decorate your bookmarks as you wish , stickers and glitter are optional.

4

Gather all bookmarks and sell them in front of the school for class funds or with your colleagues.

Create origami bookmarks



COME UP WITH DELICIOUS SNACKS
FOR YOUR CLASSMATES THAT CARE FOR HEALTH
AND THE PLANET



5€ SNACK CHALLENGE



1. SURVEY



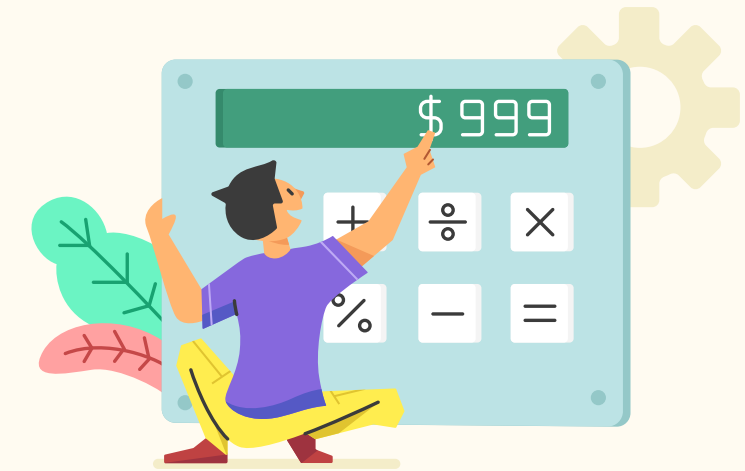
Take a survey on the favorite snacks of your classmates

2. THINK



Come up with healthy, delicious and eco-friendly recipes that can be prepared at school

3. CALCULATE

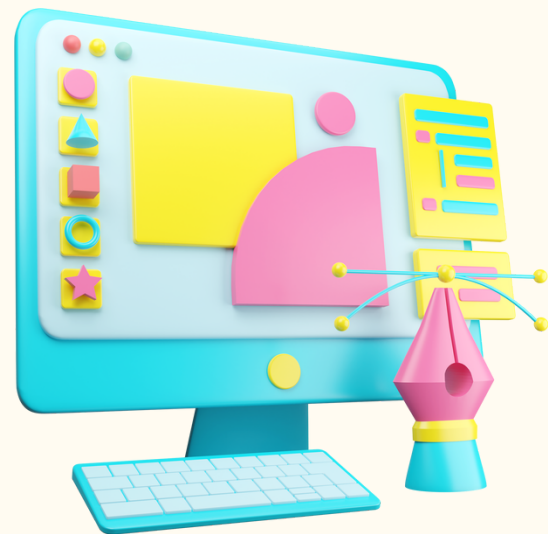


Calculate costs to elaborate your snacks (products, staff, rental, etc.)

5€ SNACK CHALLENGE

Follow these steps and help your classmates switch to a healthier diet

4. DESIGN



Design your own brand and advertising strategies

5. RECYCLE



Facilitate the recycling of waste generated

6. REFLECT



Reflect upon the outcomes and suggest improvements



Example of Turkey



Famous and wise Books

We have a 5 Eur Budget and would like to start a small business. First of all we buy second-hand books with 3 EUR of the budget. 2 EUR is like insurance if we fail and in order to have a new chance to create a new idea. Then we visit well-known people of the town and ask them to sign the books. Since they are known and loved people our books which has only 20 cent value immediately increases their prices. And then we can easily sell them to people who never deny our proposal and we can earn 20-30 times of the initial budget :)

11 SUSTAINABLE CITIES AND COMMUNITIES

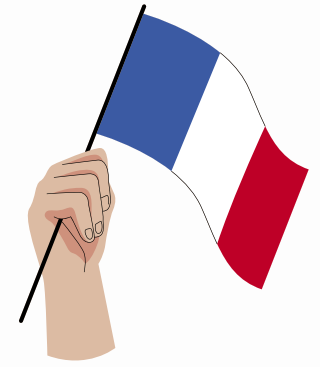


12 RESPONSIBLE CONSUMPTION AND PRODUCTION





Example Reunion Island



5
euros

CHALLENGE:

PROPOSE BUSINESS IDEAS THAT CAN BE
REALIZED WITH A LIMITED BUDGET OF 5 EUROS

Context : following survey. We realised that students weren't eating breakfast. Tired in classroom and lacking concentration. You have a budget of 5 euros to find a solution to this problem.

Step 1: list the products you need for breakfast

Step 2: define our selling price and your margin

Step 3: define the distribution point(s)

Step 4: set up communication tools to promote this business

Step 1: list the products you need for breakfast

Pastries	Drinks	Suppliers
		"Boulangerie YOUNG"
		Carrefour le Port
		

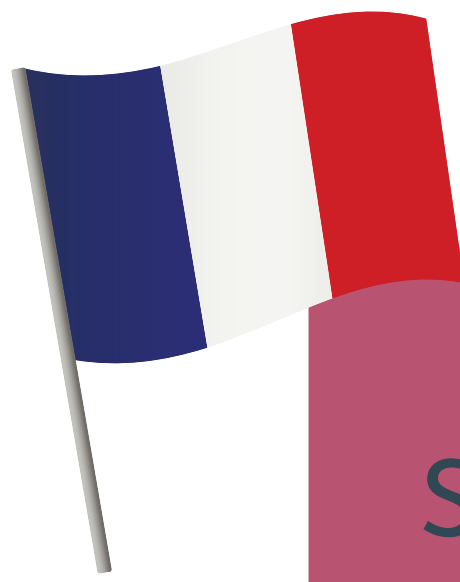


we recover frozen pastries with this bakery



we recover unsold goods with this hypermarket





Step 2: define our selling price and your margin

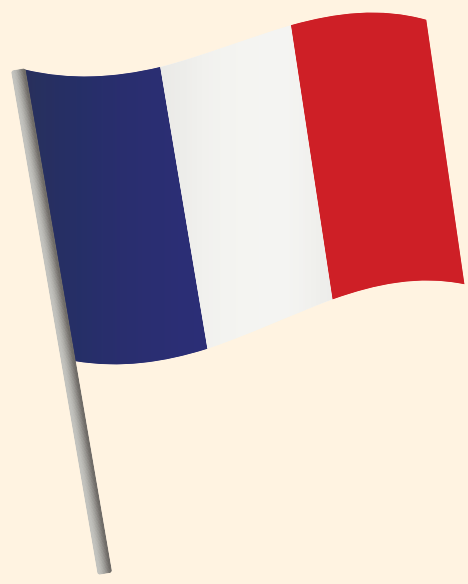
Setting the various prices...

Sales will take place every day at the school during recess.
In a small group of 5 students to respect our budget by not spending the 5 euros.

breakfast formula

Purchase price	0.90 euros	4,50 euros for a group of five students
selling price excluding tax	1.60 euros	
Margin	0.70 euros	
selling price all taxes included	2 euros	





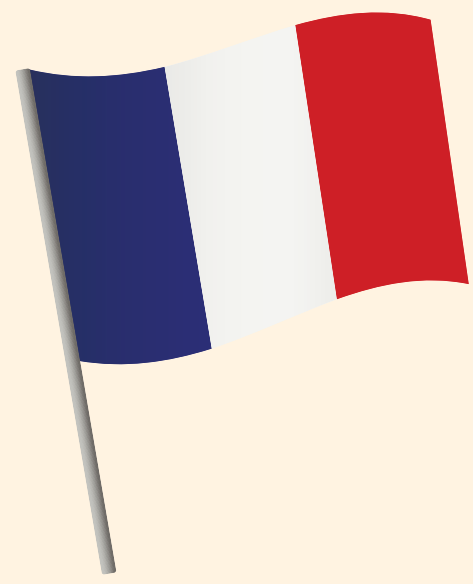
Step 3: define the distribution point(s)



SCHOOL VUE BELLE

LOCATION

- Recreation
- on newsstands
- in front of the school



Step 4: set up communication tools to promote this business

NUTRIENTS

CARBS



BENEFITS

Breakfast provides energy for the muscles and brain, giving the body the nutrients it needs to carry out its daily tasks, whether mental or physical.

**COME AND
FILL UP ON
ENERGY!**

Advertising poster

Start your day
with breakfast

*Come one, come all, and
fill up on energy to get
your day off to a good
start!*



7

Business Roadmap



Financial Planner

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sit amet aliquet nibh. Vivamus in mi accumsan



Product & Services

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sit amet aliquet nibh. Vivamus in mi accumsan



Target Marketing

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sit amet aliquet nibh. Vivamus in mi accumsan



Executive Summary

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sit amet aliquet nibh. Vivamus in mi accumsan



THE BUSINESS MODEL MARKETING MIX (4PS)

KEY PARTNERS

Who are our key partners?

KEY ACTIVITIES

What key activities do our value propositions require?

VALUE PROPOSITIONS

What value do we deliver to the customer?

CUSTOMER RELATIONSHIPS

what type of relationship does each of our customer segments expect us to establish and maintain with them?

CUSTOMER SEGMENTS

For whom are we creating value?

KEY RESOURCES

What Key resources do our value propositions require?

CHANNELS

through which channels do our customer segments want to be reached?

COST STRUCTURE

What are the most important costs inherent in our business model?

REVENUE STREAMS

For what value are our customers really willing to pay?



Project entrepreneurial spirits

Thank you to the teachers in the partner countries for making this booklet available to European countries

