
ACTIVATING WOMEN'S ENTREPRENEURIAL MINDSETS AND SOCIAL CHANGE THROUGH CREATIVITY AND CULTURE IN THE COVID-19 ERA



Intellectual Output 1 - A4: ENTREPRENEURIAL AND DIGITAL COMPETENCE FRAMEWORK

MODULE 1: IDEATION (ANI)



1. General description of the module

“Social Business Model” module provides information about social business modelling with the basic elements of clients’ segmentation, value proposition, revenue streams and cost structure and business model digital tools.

Adults will learn how to:

2. Empower women to enter the entrepreneurial world
3. Find an innovative business idea & a name for the business
4. Establish an implementation plan for their business
5. Choose a business structure

2. List of Topics

Topic 1: Empower women to create a business

Short description: The main goal of this topic is to provide useful tools for women to empower themselves and trust their capacities for building a business.

Topic 2: How to create innovative ideas for a business

Short description: The main goal of this topic is to co-create ideas for businesses through informal education.

Topic 3: Finding a name for their business

Short description: The main goal of this topic is to enhance creativity and group participation among adult learners, while also presenting to the adult learners online tools to generate names.

Topic 4: Determine an implementation plan

Short description: The main goal of this topic is to establish the steps that the business owner and their group should follow to accomplish an objective.

Topic 5: Choosing a business structure

Short description: The main goal of this topic is to learn about different business structures and how to work with them.



MODULE 1: IDEATION

Topic 1	Main Objectives:	KNOWLEDGE	SKILLS	ATTITUDE	Activities/Lesson Plan
Empower women to create a business	Empower women to enter the entrepreneurial world	<i>(In the context of EQF, knowledge is described as theoretical and/or factual)</i>	<i>(In the context of EQF, skills are described as practical)</i>	<i>(In the context of the EQF, attitude is described as the ability of the learner to apply knowledge and skills autonomously and with responsibility)</i>	



		<p>1. I understand that there are misconceptions and judgments about starting a business:</p> <ul style="list-style-type: none"> - I don't have enough money - I am not well enough educated - I am too old/too young <p>2. I know some examples of successful female-led businesses.</p> <p>3. I know some techniques (tools) to work with (overcome) my limiting beliefs; raise self confidence.</p>	<p>1. I can recognise my limiting beliefs (misconception, judgments than could hinder my business development);</p> <p>2. I can use tools for self empowerment, raise confidence ...</p>	<p>1. I'm able to trust my capacities and myself.</p> <p>2. I am able to value my passions.</p> <p>3. I'm able to let go of misconceptions and judgements.</p>	<p>1. Adult learners brainstorm on misconceptions and judgments regarding women creating businesses.</p> <p>2. Then, they will discuss if these are real, we can also provide some examples of successful female-led businesses.</p> <p>3. Adult learners share their interests and passions.</p>
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<p>Topic 2 How to create innovative ideas for a business</p>	<p>Create ideas for businesses through informal education.</p>	<p>1. Ideation is the creative process of generating new ideas. 2. I know that there are many ways to create innovative business ideas, examples: - Brainstorming - The “6-3-5 rule” - Storyboard.</p>	<p>1. Talking in public, sharing ideas in groups. 2. I am able to create an innovative business idea</p>	<p>1. I am able to create an innovative business idea</p>	<p>Different activities can be carried out: - Brainstorming in small groups so you can share ideas. - The “6-3-5 rule”: 6 people write down 3 ideas in 5 minutes. This is a dynamic way of brainstorming. - Storyboard: make a visual story, could be drawing or photos, this representation helps you to bring to life some projects/solutions/ideas.</p>
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<p>Topic 3 Finding an original name for my business</p>	<p>The main goal of this topic is to enhance creativity and group participation among adult learners, while also presenting online tools to generate names.</p>	<p>1. I can recognise the meaning behind my business 2. I know rules for finding an original name for my business (avoid hard spelling or pronouncing names: keep it simple & catchy etc.) 3. Make sure your name sounds good when you say it aloud, not only written. 4. I know how to use the given internet platforms that self-generate business names (cf. Activity).</p>	<p>1. I can recognise: - What am I selling? - Who are my customers? 2. I avoid hard spelling or pronouncing names: keep it simple & catchy.</p>	<p>1. I am able to ask people for their opinion! Even if I am 100% sure of my business' name, getting feedback is always essential. 2. I am able to recognise the value of my business and its purpose.</p>	<p>1. Adult learners brainstorm to find an original name following the steps presented on the "knowledge" category. 2. If this doesn't work, they can use these platforms: - Shopify: describe your brand in 1 word. https://www.shopify.com/tools/business-name-generator - Naminum: use 1 word/concept to find a business name. http://www.naminum.com/ - VisualSaurus: gives you a visual image around 1 word https://www.visualthesaurus.com/</p>
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<p>Topic 4 Determine an implementation plan</p>	<p>Establish the steps that you and your group should follow to accomplish an objective.</p>	<ol style="list-style-type: none"> 1. I know how to establish the roles of each person 2. I am able to set important deadlines: what do we want to accomplish? By when? 3. I know the different methods for selling my product 4. I can determine which method suits my business' needs the best (cf. Social media) 			<p>This is done with the help of the activities' animators.</p>
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<p>Topic 5 Choosing a business structure</p>	<p>Learn about different business structures and how to work with them.</p>	<p>1. I understand there are two types of business structures: informal and formal. 2. I know the characteristics of informal business structures: - Small customer base & proximity - Small size → few workers and limited production - Low risk - Linked to hobbies/ activities of the business' creator</p>	<p>1. I use my knowledge on informal business structure to apply it in my own business: 2. Proximity to customers: I engage more personally with them 3. My business is linked to hobbies: I create a business inspired by something that I am passionate about.</p>	<p>1. I can recognise my environment and find support from them in the creation of my business project 2. I am able to decide which activity could inspire my business activities.</p>	<p>This is done with the help of the activities' animators.</p>
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