Co-funded by the Erasmus+ Programme of the European Union

Undertaking, Recycling and Creating

KA201

Teachers training

#02. Previous questions

Edition 02/2021

Erasmus+

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Project Partners:

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1. What does it take to undertake?

- Motivation is better than necessity
- Entrepreneurial attitude
- An idea? no, a business opportunity
- A plan
- Set limits (red lines)
- Find the right people for the trip

2. Entrepreneurial attitude

Source: Youtube

Fabio Zaffagnini

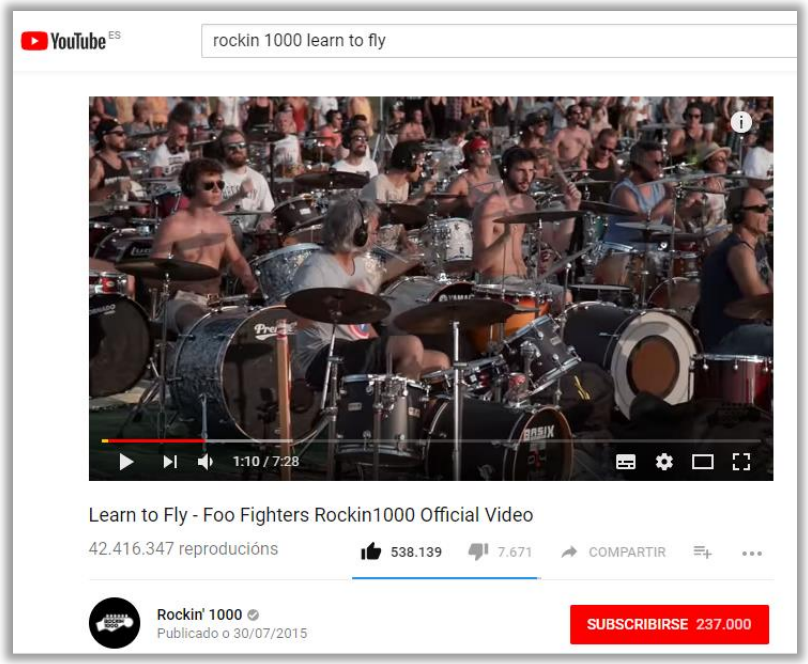
Cesena (Italy)

Source: Youtube

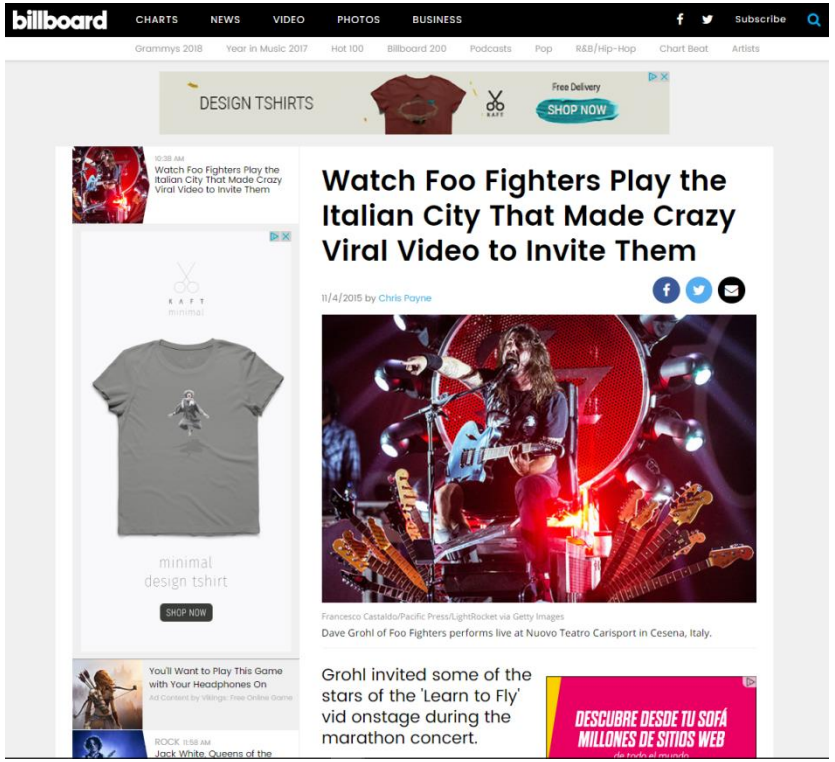
Iñaki Quenerapú

Santiago de Compostela (Spain)

2. Entrepreneurial attitude

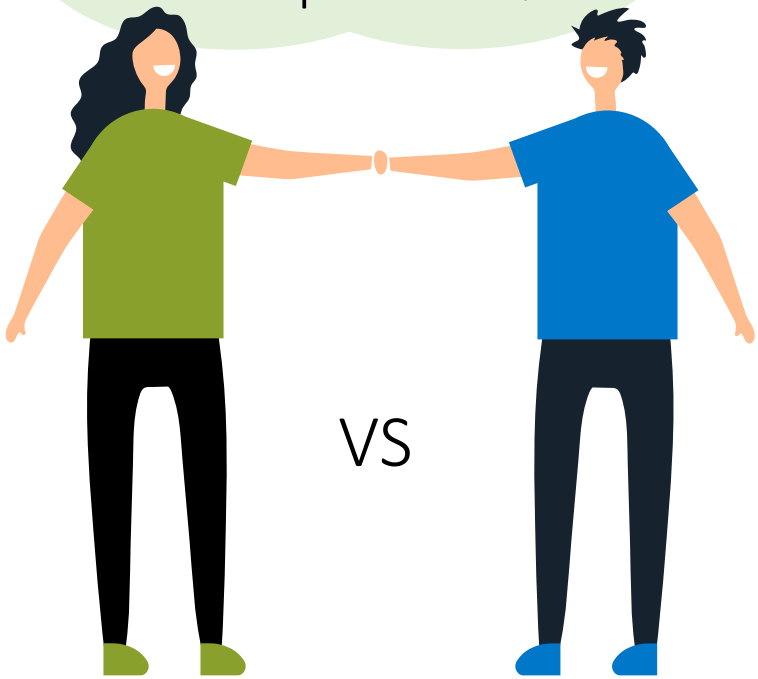


2. Entrepreneurial attitude



3. Work for yourself vs work for others

Visibility Adaptability Trust
Motivation Relationships Communication
Perseverance Proactivity Discipline
Lidership Flexibility



Work for yourself

VS

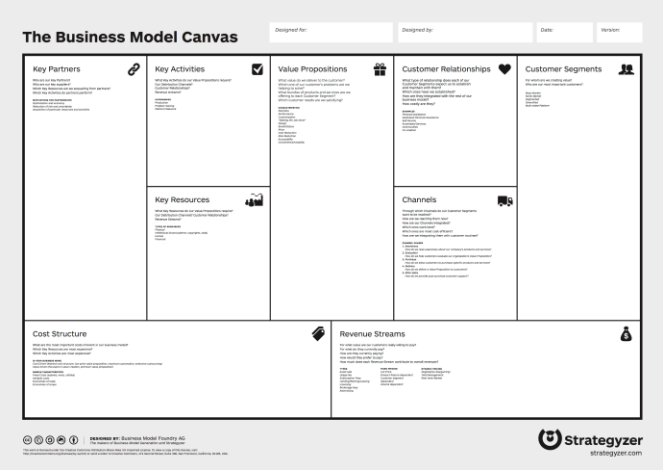
Work for others

4. An idea or a business opportunity?

- Can it be materialized and sold?
- Is there anyone willing to pay for it?
- Are there enough potential customers in our market?
- Will we have competitors?
- What are we going to do differently from them?
- How are we going to reach customers?

5. We need a plan

- First step: business model Canvas



- Second step: business plan (out of scope)

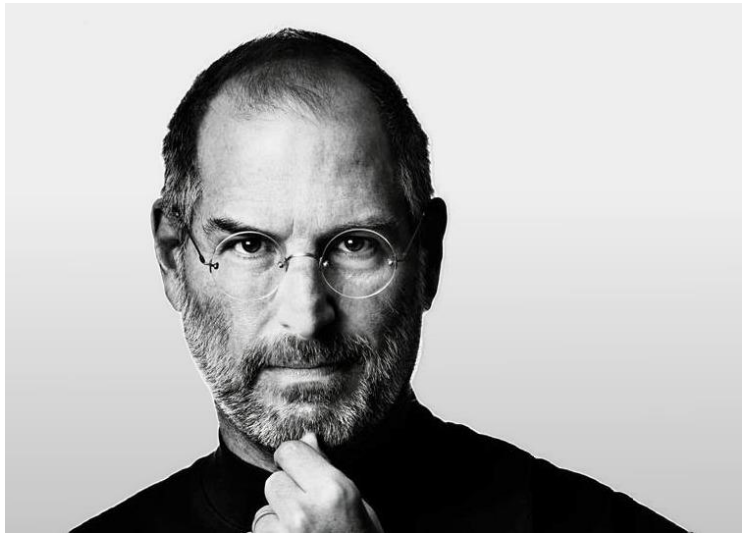
- Third step: feasibility analysis (out of scope)

6. Red lines

- Every ~~entrepreneurial~~ project carries a risk.
- Risk can (and should) be managed ...
- ... Up to an acceptable level

7. The myth of the lonely genius

The myth



Steve Jobs
Photo: Albert Watson

The reality

Steve Jobs, Ronald Wayne and Steve Wozniak
Apple Computer Inc. Founders (1976)

Bonus: To build success…

Source: Wikipedia

"Success is 99% failure"

Soichiro Honda

Honda Motor Company founder

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