

YEDAC



# TOOLKIT

YOUNG ENTREPRENEURSHIP DEVELOPING IN ACTION

# WHAT TO DO AND WHY

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This book is for you. It is about entrepreneurship and learning.

It is a guide to help you and your teammates through the process of getting a good idea and putting it into action

In other words: You have to act like an entrepreneur and at the same time explore the subject matters.

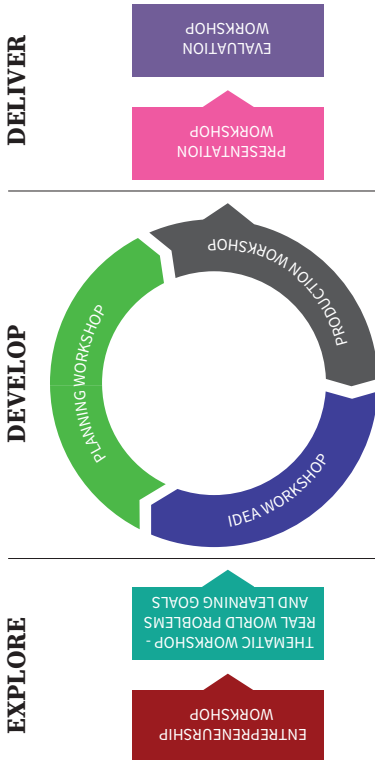
Entrepreneurship is an attitude or an approach to life and learning. It means that you have the will and the ability to influence on your own future and take responsibility for your own life and activities.

In this book you will find tools and a guideline on how to act and learn in a new way, where you contribute with your ideas and interests and make important decisions on how to bring your ideas to life.



# THE PROCESS MODEL

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# FINDING OUT ABOUT ENTREPRENEURSHIP

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In this workshop you explore together with your classmates and teacher, what an entrepreneur is, and what entrepreneurs do. Assess also your own entrepreneurial competences with the self-assessment tool.

## EXPLORE



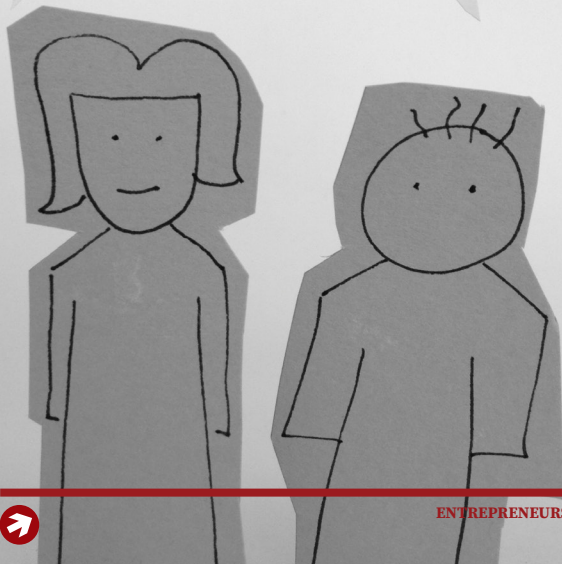
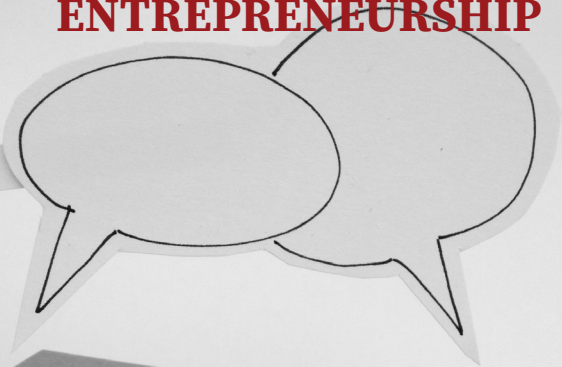
ENTREPRENEURSHIP  
WORKSHOP

The diagram consists of two vertical rectangular boxes. The left box is dark red and contains the text 'ENTREPRENEURSHIP WORKSHOP' in white, oriented vertically. The right box is light teal and contains the text 'THEMATIC WORKSHOP - REAL WORLD PROBLEMS AND LEARNING GOALS' in white, also oriented vertically. A white arrow points from the right side of the red box to the left side of the teal box.

THEMATIC WORKSHOP -  
REAL WORLD PROBLEMS  
AND LEARNING GOALS



# DIALOGUE ON ENTREPRENEURSHIP



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ENTREPRENEURSHIP

# DIALOGUE ON ENTREPRENEURSHIP

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A common understanding of the concept of entrepreneurship serves as basis for the project.

How to do it:

Talk about:

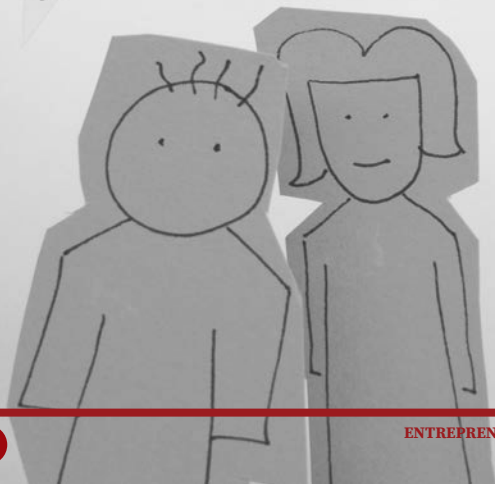
- Entrepreneurship on a global level
- Entrepreneurship in the local area
- Entrepreneurship as a career
- Entrepreneurship in the perspective of
- creating value for others – profit and non-profit
- Entrepreneurship as an inner motivating power

Seek and find, ideally in cooperation with the pupils, good examples of entrepreneurs on the internet.

Write key words during the dialogue.



# DIALOGUE ON ENTREPRENEURIAL COMPETENCIES



# DIALOGUE ON ENTREPRENEURIAL COMPETENCIES

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Create a common understanding of entrepreneurial competencies and their implications.

How to do it:

Talk about what it means:

- to take initiative
- to communicate in different contexts
- to search for and take opportunities
- to sell ideas
- to take risks and responsibility
- to turn ideas into action
- to create value added products and services

Exemplify by addressing situations in the pupil's daily life in or outside school where they are already using some of these competences.





# SELF-ASSESSMENT

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Making a self-assessment will give you a general idea of your entrepreneurial competences.

How to do it:

Use the self-assessment schema. Reflect and consider

- How do you see yourself?
- In which areas are you strong?
- Which sides of yourself would you like to develop further?

Fill out the scheme alone and quiet. Be honest. After filling out you can talk to your teacher or other classmates about it.





# EXPLORING A THEME

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In this workshop you explore the theme you are going to work with. Find all kinds of knowledge about the theme.

Use the methods:

Desk-research, Interview and/ or Observation

## EXPLORE



ENTREPRENEURSHIP  
WORKSHOP

THEMATIC WORKSHOP -  
REAL WORLD PROBLEMS  
AND LEARNING GOALS



# DESK-RESEARCH



# DESK-RESEARCH

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Desk-research is a method to collect and analyse knowledge about a specific topic.

How to do it:

At first consider:

- What you want to seek knowledge about
- Where you are going to seek it

After that you do the actual desk-researching. For example:

- On the internet
- At the library
- In newspapers, journals and magazines

Finally you summarise your knowledge in a one page note, so you are able to present it to your team.



# INTERVIEW



THEME

# INTERVIEW

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An interview is a conversation aimed to gain insight into the knowledge and opinions of other people. The interviewer decides the premises of the conversation.

How to do it:

Prepare the interview by considering:

- What you would like to know
- What questions you have to ask to get that knowledge
- Where and when the interview is going to take place

Do the interview:

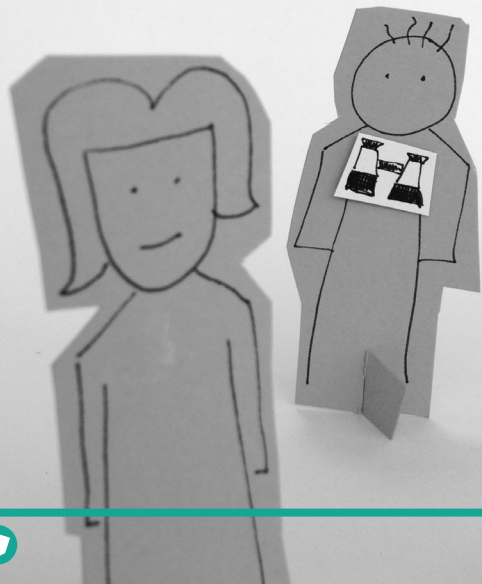
- Record the interview, so that you can listen to it again later
- Be prepared to ask unprepared questions

Reflect upon the interview by making notes on:

- The knowledge you've gained
- How this knowledge is useful



# OBSERVATION



THEME



# OBSERVATION

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An observation can provide you with knowledge about what people do in a certain situation. This knowledge can be used to create new ideas.

How to do it:

Prepare the observation:

- Who do you want to observe?
- Which knowledge is the observation meant to provide you with?

Do the observation:

- Watch in silence and avoid impacting the ones you observe
- Take notes, make sketches or photograph what you see.

Have a dialogue in the group about your observations. Discuss how your new knowledge is useable.



# GETTING THE GOOD IDEA

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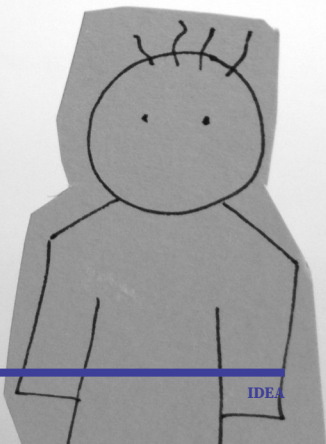
In this workshop you collaborate with teachers and partners to get as many ideas as possible. Then help each other pick the best idea.

Use the methods: Brainstorm, Inspiration universe and Positive - negative

## DEVELOP



# BRAINSTORM



# BRAINSTORM

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Brainstorm is a method to get as many ideas as possible in as short a time as possible.

How to do it:

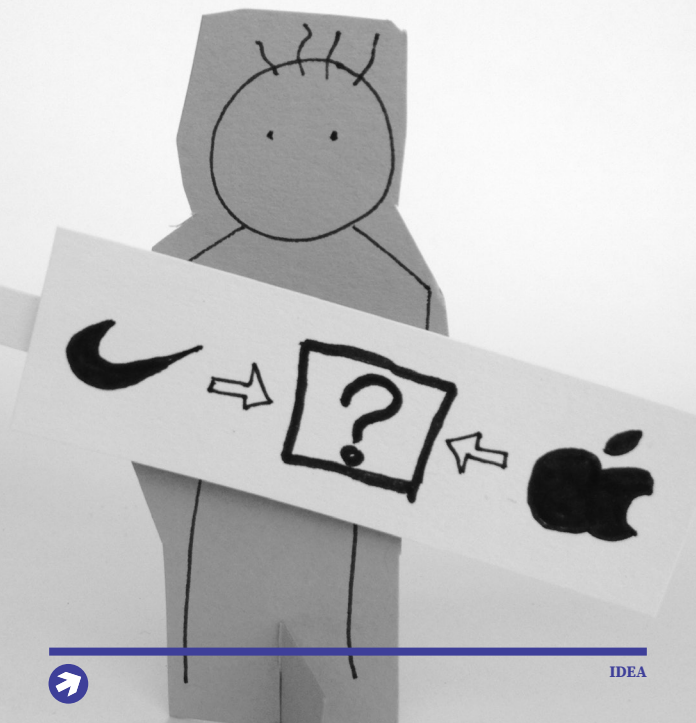
Make your theme the basis to start from. Agree on a set time frame (e.g. 10 minutes). Find a common spot for writing down all your ideas.

Rules:

- Say all your ideas out loud. All ideas are good!
- Build on the ideas of other group members.
- Do not criticize
- Write down all ideas



# INSPIRATION UNIVERSE



IDEA

# INSPIRATION UNIVERSE

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Inspiration universe is a method to generate ideas by seeking inspiration in another universe. A universe can be many different things (e.g. a company, a product, a culture or an area.).

How to do it:

Find one or more universes that seem inspiring and that somehow relate to your theme. Search on the internet or in the real world.

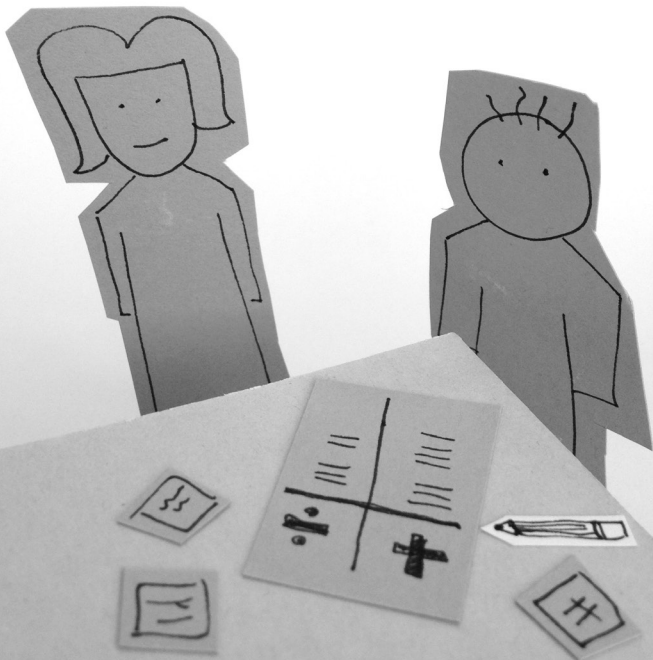
Explore one universe at a time and write down:

- What elements or features seems exiting, smart, interesting in the universe?
- Why do you find them exiting, smart or interesting?
- Can these be transferred to your own project?

Summarize by discussing what useful new ideas that have come out of exploring the universes.



# POSITIVE / NEGATIVE



# POSITIVE / NEGATIVE

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Positive/negative is a method you can use, when teams are discussing, evaluating or choosing between different ideas.

How to do it:

- Put all your ideas on the table
- Talk about the ideas one at a time
- Find 3 positive things about the idea and write them down
- Find 3 negative things about the idea and write them down
- Finally you choose the idea that you value as most positive





# PLANNING

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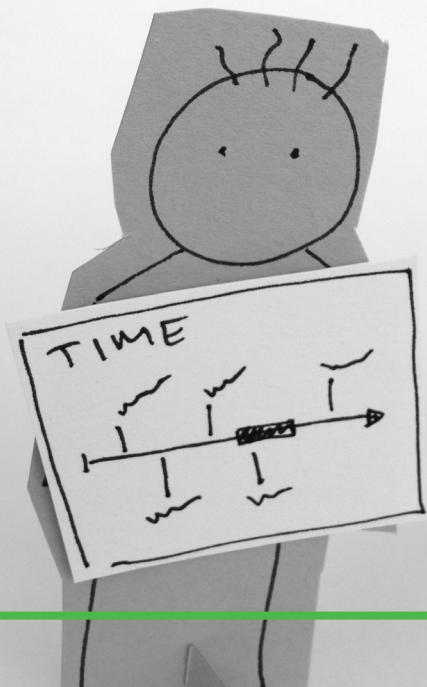
In this workshop you plan the working process – how to realize your idea. You also set individual learning goals for what you will learn in the process.

Use the methods: Time table, Role assignment and Individual learning goals.

## DEVELOP



# TIMETABLE



# TIMETABLE

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A timetable enables you to maintain control over your working process.

How to do it:

- Write down all the activities you expect to have to do during the whole process. Big ones as well as small ones.
- Find out whether there are common dead lines for finishing certain elements in the project.
- Consider whether some activities can be done simultaneously.
- Sort the activities in time order and provide each activity with a starting date or time.

Be prepared to have to change the timetable several times during the working process.

Make sure that the latest version of the timetable is always accessible to you all.



# ROLE ASSIGNMENT



PLANNING

# ROLE ASSIGNMENT

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Making a role assignment can ensure you the best possible use of your individual interests and abilities.

How to do it:

Talk about what each of you would like to do. You can also use your personal assessment cards from earlier in the process.

- What are your academic strengths?
- What are your strengths when cooperating with other people?
- What are you good at when working alone?
- What are your individual interests?
- What are your individual wishes and desires?
- How and in what areas would you like to be challenged?

Now find your timetable and write down a responsible person for each activity. After that write down who is cooperating on each activity. Now each of you is able to make a personal plan containing all assignments, activities and deadlines.



# INDIVIDUAL LEARNING GOALS

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To ensure an interesting and rewarding working process you have to choose your own individual learning goals.

How to do it:

Consider:

- What would be interesting to learn in the subject matters?
- What do you expect to need to learn working with this project?
- What knowledge and what abilities will be useful in your future life?
- How would you like to challenge yourself?
- What would you like to be able to do?
- What would you like to know?

Now set a handful of individual learning goals.  
After that you can discuss them with your teacher.





# PRODUCING

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In this workshop you develop and produce your product or service or solution. If possible make a prototype and test it on a relevant target group.

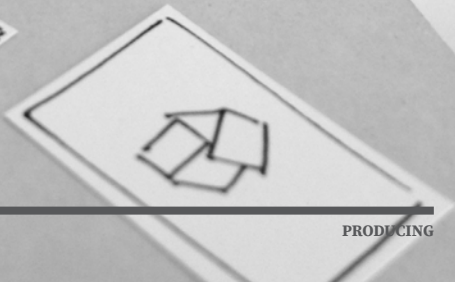
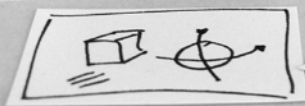
Use the methods: Sketching, Persona, Co-creation and/ or Physical prototype.

## DEVELOP





# SKETCHING



PRODUCING

# SKETCHING

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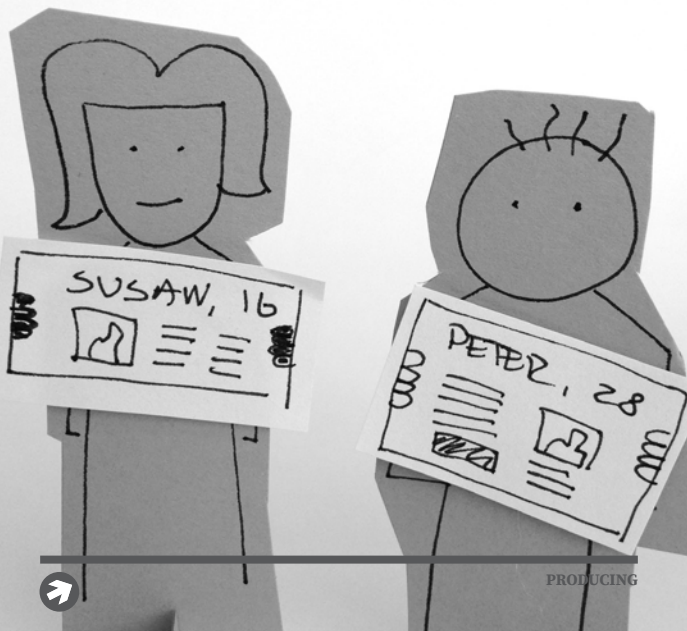
Sketching is a method for illustrating and visualizing your idea in order to make it more concrete. That way you get a common understanding of the form of the idea.

How to do it:

- Find pencil and paper or a good digital drawing programme.
- Draw your idea (even if your idea is a service, a procedure, an app or another abstract object.)
- The simpler, the better.
- While you are drawing discuss what the idea looks like.



# PERSONA



PRODUCING

# PERSONA

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Persona is a method to describe target groups for your product, idea, solution or service.

How to do it:

At first you consider, who the target groups for your idea are.

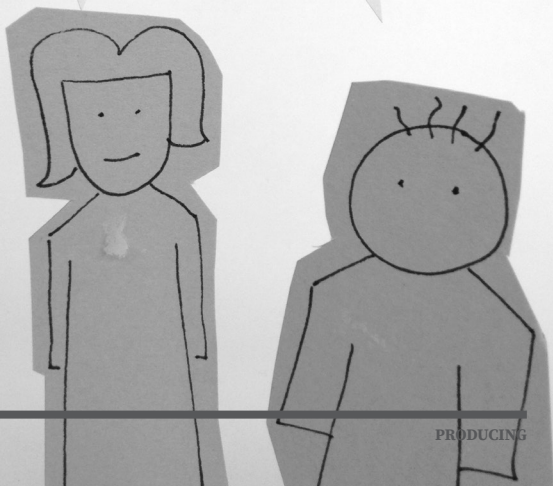
Then you describe your 'fictive user', that is your persona:

- Age, gender, clothing
- Education and job
- Home
- Family
- Hobbies
- Needs, wishes, demands

You can find a photo illustrating what the person could look like. Finally, use the persona to reconsider if your product, idea, solution or service matches your target group.



# CO-CREATION



PRODUCING

# CO-CREATION

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Co-creation is en method to make other parties co-creators of the project. This could for example be users, experts or producers.

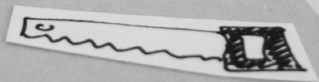
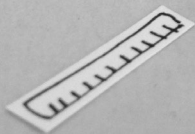
How to do it:

- Decide on who you want or need to make co-creators.
- Arrange for at meeting or a dialogue with them.
- Let the co-creators contribute with their ideas or input
- Also ask the co-creators to contribute with suggestions for improvement

After that discuss which ideas and suggestions can be useful to you. If possible invite the co-creators for a follow-up meeting later in the process.



# PHYSICAL PROTOTYPE



PRODUCING

# PHYSICAL PROTOTYPE

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A physical prototype is a model you build to show your idea, product, solution or service.

How to do it:

- Discuss whether the model is supposed to illustrate a certain form, a certain function, a certain size, a certain material or a certain process.
- Now build the model
- It can be build out of cardboard, metal, clay, play dough, wood, or from plastic cups, lids, cords or milk cartons. It can also be made by using magnets on a magnetic surface. Use whatever seem the best.
- After that discuss how the model helps you to further develop your idea, product, solution or service.
- Make other people comment on the model.





# PRESENTING

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In this workshop you present your product, service or solution for your classmates, teachers and maybe also to other partners.

Use the methods: Storytelling, User journey and/or Film

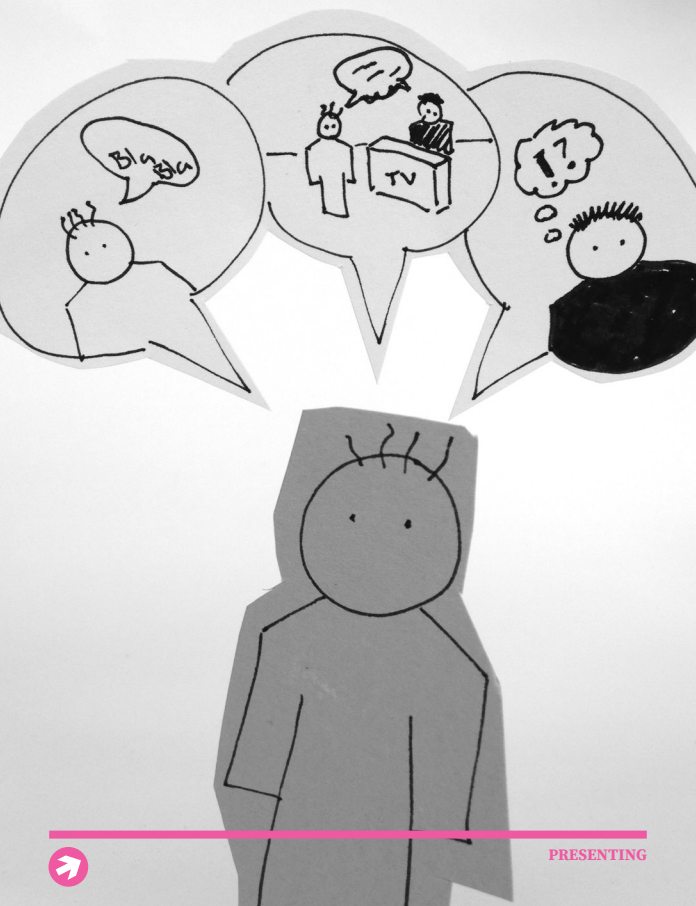
## DELIVER

PRESENTATION  
WORKSHOP

EVALUATION  
WORKSHOP



# STORYTELLING



PRESENTING

# STORYTELLING

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Storytelling is a story about your product, idea, solution or service with a focus on feelings and life values.

How to do it:

Make a decision on whether the story is to be presented orally or made as a small play.

Next, write "the good story". If you have made personas earlier on, you can use those as an inspiration.

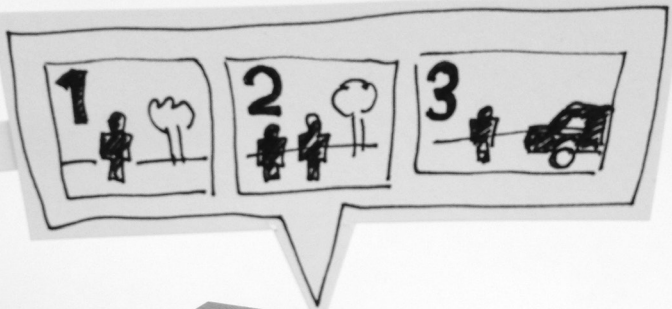
For example, tell about:

- How your product, idea, solution or service works
- Who uses it
- Why they use it
- What the user thinks and feels

Tell or show the story to the audience.



# USER JOURNEY



PRESENTING

# USER JOURNEY

---

User journey is used to describe the way the user experience your product, idea, solution or service over a period of time.

How to do it:

Write down and maybe make a small cartoon describing how a user experiences your product, idea, solution or service chronologically.

The description has to be very concrete describing all details of the user journey.

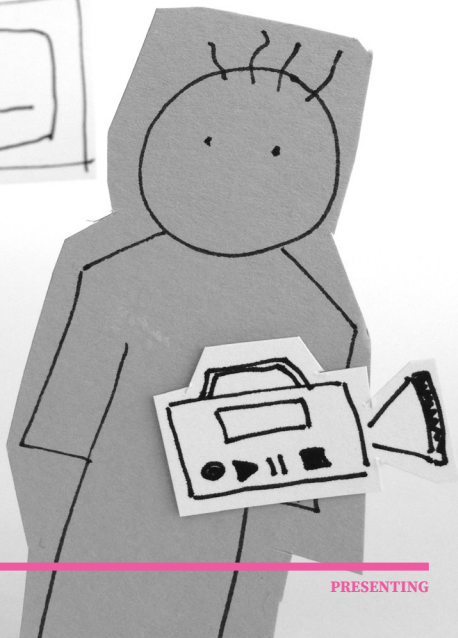
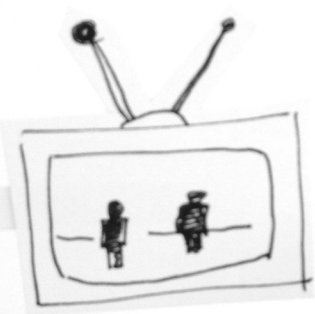
Describe:

- When and how the user experiences a need for the product
- What the user does to find your product
- How the user step by step uses and experiences your product
- How the product has helped the user

Present the user journey to the audience.



# FILM



PRESENTING

# FILM

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You can use a film to present your product, idea, solution or service visually and in audio at the same time.

How to do it:

Consider what the film is meant to communicate. Write a small story board. Also take notes on how you are going to use cinematic techniques such as perspective, close-ups, lighting and so on.

Use a cell phone or a camera to record the film.

Edit the film and consider the number of cuts and their length. Add voice over and music.

Notice:

- That the film has to be very short
- That your product has to be in focus

Show the film.



# EVALUATING

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In this workshop you get an overview over what you have learned in the subject matters and how you have improved your entrepreneurial competences.

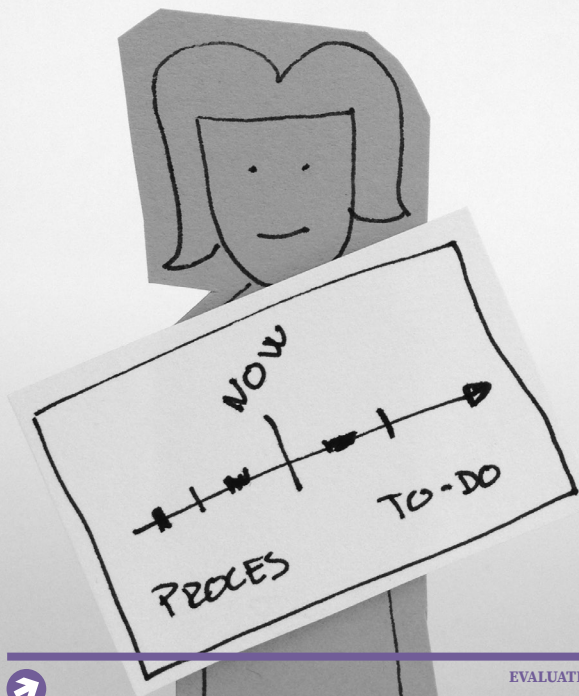
Use the methods: Did and to do, Learned and to learn and the self-assessment-tool.

## DELIVER





# DID AND TO-DO



# DID AND TO-DO

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'Did and to-do' is a presentation technique, where you are to explain the development and necessity of your product, idea, solution or service. In addition to that you have to describe and argue for how the idea can become reality.

How to do it:

Write down or make a v-log:

Describe in short terms what you have done so far.

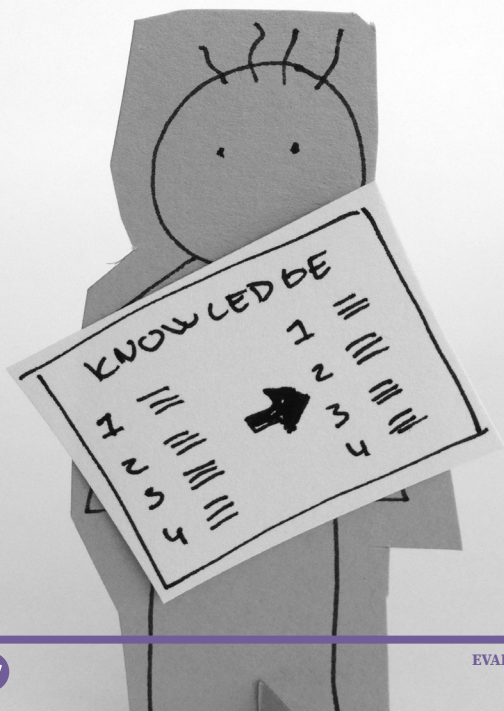
- How did you get from theme to idea to project to prototype?
- Which choices, selections and rejections have you made and why?

Describe in short terms what needs to be done to make the idea a reality.

- What needs to be developed further?
- Which possibilities and obstacles do you see?



# LEARNED AND TO LEARN



# LEARNED AND TO LEARN

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By doing this kind of evaluation you get a general view of your new knowledge.

How to do it:

Describe in keywords how knowledge from the subject matters has been useful.

- What kind of academic knowledge did you need during the working process?
- In what way has working with the project improved your academic skills?
- What new knowledge have you obtained working with the project?

Discuss with your team:

- What kind of knowledge do you expect to need in the future?
- What would you like to learn more about?

Share your considerations with the rest of the class.



# SELF-ASSESSMENT

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Making a self-assessment will give you a general idea of how your own personal competencies and academic strengths have improved.

How to do it:

Find the self-assessment and the scheme with learning goals that you filled out earlier. Fill out the new scheme and compare it with the old ones.

Reflect and consider:

- In what areas have you improved?
- Have you during the project done things that you normally do not want to do or that you normally are not able to do?
- Have you discovered new sides to your self?
- Have you felt the wish to try new things?
- Have you gotten any new interests?

After filling out you can talk to your teacher or other pupils about it.





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