



ONLINE TRAINING COURSE



IYES - ENTREPRENEURSHIP: THE ESSENTIALS ON MANAGEMENT



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

23-29 OCTOBER, 2021
ONLINE

CONSORTIUM



PROJECT CO-FUNDED BY:



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ABOUT THE PROJECT

From 23-29 October, 2021 Online Training Course “Entrepreneurship: the essentials on management” will gather 24 participants from Armenia, Georgia, Italy and Czech Republic for online training course on essential management competences to start-up their social enterprises, to develop their entrepreneurship ideas into strong technical proposals and to learn how to pitch to attract supporters.

The training course is held in online format. After participation in the training course the participants from Armenia and Georgia will have possibility to apply for:

SEED Grants for youth entrepreneurs from Armenia and Georgia: 8 EaP SEED grants will allocated to the most innovative entrepreneurship ideas that feature a strong potential for success developed during the training course.

Mentorship program for young entrepreneurs: A tailored mentorship program will take place to support the EaP youth entrepreneurs in starting-up their enterprises (all IYES students, not only those receiving a SEED grant). Mentors in EaP and e-mentors from the EU partners form a complementary team providing diverse expertise.



**ONLINE TRAINING
ENTREPRENEURSHIP: THE
ESSENTIALS ON
MANAGEMENT**

23-29 OCTOBER, 2021



**SEED GRANTS FOR 8
PROJECTS (4 ARMENIA, 4
GEORGIA)**

NOVEMBER-DECEMBER, 2021



**MENTORSHIP PROGRAMME
FOR YOUNG
ENTREPRENEURS**

NOVEMBER-DECEMBER 2021

PROGRAM OF ONLINE TRAINING

DAY 1 - 23 OCT 2021

TIME: 12.00-14.00 (GMT+4)

- Introduction to RECORD, the online training course and flow
- Expectations, individual and group learning goals

DAY 2 - 24 OCT 2021

TIME: 12.00-14.00 (GMT+4)

- Traditional Entrepreneurship and Social Entrepreneurship
- Describing the Business problems
- Describing the Social problems
- Characteristics of Successful Entrepreneurs
- Idea generation and Brainstorming

DAY 3 - 25 OCT 2021

TIME: 12.00-14.00 (GMT+4)

- Idea generation (cont).
- Why we need Business Model?
- Introduction to Business Model Canvas
- Value proposition (Customer problem, Business solution and Uniqueness)

DAY 4 - 26 OCT 2021

TIME: 12.00-14.00 (GMT+4)

- Target Customer, Market Segmentation.
- Persona creation for their own business idea
- Resources that are necessary to create value for the customer
- Channels (Types, Efficiency of channels, Cost efficiency, Own channels (store front), partner channels (major distributors), or a combination of both)

DAY 5 - 27 OCT 2021

TIME: 12.00-14.00 (GMT+4)

- Revenues and Expenses.
- Pricing Mechanism and Price Strategy (Ways to generate Revenue Stream)

DAY 6 - 28 OCT 2021

TIME: 12.30-14.30 (GMT+4)

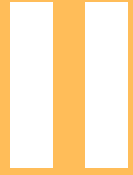
- Profit calculation. What is return on investment. What information investors are looking for
- Funding options
- Break Even Point

DAY 7 - 29 OCT 2021

TIME: 12.30-14.30 (GMT+4)

- SEEDs funding scheme, rules and conditions; Pitching and awarding SEED funds





SEED GRANTS

8 EASTERN PARTNERSHIP SEED GRANTS OF **200 EURO** (4 TO ARMENIA AND 4 TO GEORGIA) ARE ALLOCATED TO THE MOST INNOVATIVE ENTREPRENEURSHIP IDEAS THAT FEATURE A STRONG POTENTIAL FOR SUCCESS, BASED ON FAIR AND TRANSPARENT DECISION PROCESS MADE BY A BOARD OF 6 ACTORS (REPRESENTATIVES OF EACH PARTNER ORGANISATION).

TO APPLY FOR A SEED GRANT, THE IYES LEARNERS MUST SUBMIT A PROJECT PLAN USING A PROVIDED TEMPLATE.

PROFILE OF THE PARTICIPANTS

- 18+
- YOUTH WORKERS AND YOUTH LEADERS
- INTERESTED IN THE TOPIC OF SOCIAL ENTREPRENEURSHIP
- INTERESTED IN APPLYING THE COMPETENCES IN THEIR WORK

NUMBER OF PARTICIPANTS PER COUNTRY



6 PARTICIPANTS



6 PARTICIPANTS



6 PARTICIPANTS



6 PARTICIPANTS



MENTORSHIP PROGRAMME FOR YOUNG ENTREPRENEURS

A MENTORSHIP PROGRAMME TAKES PLACE TO SUPPORT THE EAP YOUTH ENTREPRENEURS IN STARTING-UP THEIR ENTREPRISES.

E-MENTORS IN EAP AND E-MENTORS FROM THE EU PARTNERS FORM A COMPLEMENTARY TEAM PROVIDING DIVERSE EXPERTISE.



APPLICATION FORM FOR PARTICIPATION IN THE ONLINE TRAINING COURSE

 <https://forms.gle/thmAw9Wdp2qc1F9w6>

**PLEASE SUBMIT THE APPLICATION FORM BY THE
DEADLINE 20TH OF OCTOBER, 2021**



CONTACTS

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