

## Monitoring Report – Local Dynamic Learning Package (DLP)

**Country / City / Project Partners:**

**Slovenia/ Maribor/ PRIZMA Foundation for the improvement of employment possibilities, the institution**

**Date of the document: 30<sup>th</sup> June 2019**

### Introduction

The purpose of this Monitoring report is to obtain sufficient information about the local pilot implementation of Dynamic Learning Package (DLP) programme adjusted to the target group of local young people.

Below list the schedule of all realized trainings during the implementation of the local DLP, and provide information about each realized training / workshop / module / etc.



### SCHEDULE OF THE REALISED TRAININGS

No.	Name of the training / workshop / module / etc.	Date
1.	Social Innovation Bootcamp – Personal potential and interests	29. 11. 2018
2.	Social Innovation Bootcamp – Identification of social challenges and generating ideas	21. 12. 2018
3.	Social Innovation Bootcamp – From idea to customer (strategic & business planning)	23. 1. 2019
4.	Social Innovation Bootcamp – Business model and social impact (strategic & business planning)	13. 2. 2019
5.	Social Innovation Bootcamp – Social impact	13. 3. 2019
6.	Individual counselling	6.3. and 27. 3. 2019
7.	Social Innovation Bootcamp – Financial management & pitching	17. 4. 2019
8.		
9.		
10.		



<b>1. Name of the training: Personal potential and interests</b>
<b>A. Agenda</b>
<ol style="list-style-type: none"> <li>1. Introducing Social Innovation Lab - Fejs(t)spejs</li> <li>2. Getting to know participants</li> <li>3. Self-assessing the competence needed for (social)entrepreneurship</li> <li>4. Exploring key concepts (social economy, social entrepreneurship, social innovation)</li> <li>5. Presentation of good practices</li> <li>6. Interactive quiz</li> <li>7. How I experience Maribor?</li> <li>8. Wrap up</li> <li>9. Further steps</li> </ol>
<b>B. Signed Attendance Sheets</b>
See NGS drive, Workpackage 5 Pilot implementation, Deliverables of Act. 5. 2, D.5.2.1., Maribor DLP, Attendance Sheets
<b>C. Photo Documentation</b>
See NGS drive, Workpackage 5 Pilot implementation, Deliverables of Act. 5. 2, D.5.2.1., Maribor DLP, Photos

#### **D. Introduction of the Trainers / Mentors**

Natalija Žunko, B.A. in Economics

Her field of work is planning, preparation, managing and evaluation of local and international projects in the field of labour market, employment (unemployed), intergenerational cooperation and career orientation advising. In implementing workshops, trainings for different target groups (unemployed, young, women, employed) she successfully uses participative methods and technics. She implements different analyses of needs. She is continuously upgrading her knowledge. She passed exam for an expert in insurance and employment in case of unemployment, got references for e-tutor and e-mentor, upgraded her knowledge in the field of uses of innovative approaches in teaching and learning for bigger trainability and competitiveness of unemployed persons. She is a certified adviser in the field of career development of employees, developing and implementing of training programmes for companies and employees with the emphasis on the principle of gender equality (gender mainstreaming) at Akzente – Centre for Equality and regional Cooperation in project management GmbH – NOWA Training, Advising, Project management. She participates with contributions in different conferences, fairs, festivals and is also co-author of different publications in the field of Human Resource Development and lifelong learning.

#### **E. Training Minutes**

Goals of the first workshop:

- getting to know the space Fejs(t)spejs – social innovation laboratory for youth
- forming group dynamics
- identification of personal potentials and competences
- testing social economy, social innovation and social entrepreneurship
- drafting ideas for further development within Social innovation BOOTCAMP

Workflow:

At the beginning of the first workshop Social innovation Lab – Fejs(t)spejs for youth were presented. The aim was that participants starting to feel the space as their own. To make them feel comfortable and safe, which is a prerequisite for creating and learning. At the same time, the space also provides socializing and entertainment.

It was very important to achieve group dynamics and relaxed atmosphere by getting to know the participants through the game in pairs. Answering questions: if he/she was an animal, it would be ... if she/he was a planet, it would be... if he/she was a thing, it would be ... where I see myself in the future ...

Based on the spider's net questionnaire participants self-assessed competences that are important for social entrepreneurship (teamwork, creativity, self-initiative, self-confidence, communication, problem solving, decision-making, proactivity, self-representation, motivation, dealing with losses, perseverance, adaptability, social responsibility). Thus, they identified their potentials and areas for improving competencies.

Through the interactive quiz (Kahoot) participants learned about the key concepts of social economy, social entrepreneurship and social innovation. For better understanding of the topic, some examples of good practices were also presented.

Participants thought about how they are experiencing the city of Maribor through the choice of 4 different metaphors (zoo, chess, garden, circus). They had to answer the questions: why Maribor can be compared to one of these metaphors.....

if the Maribor was ..... (the chosen metaphor) then the mayor would be ....., the young people would be ....., I would be ....., the most common problems would be .....

In the end, participants were considering what creative solutions should be taken in Maribor to solve or limit the most common problems / problems that they recognized. Designed solutions were a good basis for further workshops that took place within the framework of the social innovation bootcamp.

#### **F. Summary about the lessons learned and results of the training / workshop**

Participants felt very comfortable and safe in Fejs(t)spejs space. They expressed great interest in the content offered by the Social Innovation Laboratory and Bootcamp. Some of the participants already knew each other, so the group dynamics and relaxed atmosphere were quickly established.

Most of participants had lack of competences that are important for social entrepreneurship, so they identified areas for improving competencies.

Most participants also never heard of the social economy, social entrepreneurship and social innovations. Getting to know these concepts was completely new to them and very interesting.

Participants designed very interesting solutions that should be taken in Maribor to solve or limit the most common problems / problems that they recognized. Designed solutions were a good basis for further workshops that took place within the framework of the social innovation bootcamp.

## 2. Name of the training: Identification of social challenges and generating ideas

### A. Agenda

1. Identification of challenges and problems in the society
  - Step 1: In what city do I want to live? What is the “dream” Maribor?
  - Step 2: What is positive in Maribor?
  - Step 3: What would you like to change in Maribor? What city needs?
2. Generating ideas for identified problems
  - Step 4: Creative thinking – green hat
  - Step 5: Finding ideas and solutions using the Six Hats Reflection method

### B. Signed Attendance Sheets

See NGS drive, Workpackage 5 Pilot implementation, Deliverables of Act. 5. 2, D.5.2.1., Maribor DLP, Attendance Sheets

### C. Photo Documentation

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Tadeja Bučar – MA, Philosophy of visual theory and culture

Creative Leader of PUNKT - Laboratory for Creative Industries, co-founder of Creative Nomads Ltd. ([www.creativenomads.si](http://www.creativenomads.si)), lecturer and mentor in the community of entrepreneurs with a social impact Goodbiz, a lecturer and mentor in the City Incubator, which supports the realization of young people's ideas in the capital of Slovenia - Ljubljana, a member of the TiPovej Institute of the World! - Institute for Creative Society, moderator of the initiative for sustainable development We are building the Zasavski ecosystem of the future. She has experience in media planning, post-production management, advertising, managing of marketing campaigns database, etc. She is very active in the field of non-formal education. From creating, planning and executing educational process on the topics of communication media, marketing, creativity and social change.

#### **E. Training Minutes**

GOALS of the workshop:

- grouping ideas for at least one concrete social challenge in Maribor recognize the young ones themselves (the starting point of the previously performed workshop with the game of associations "How do I experience Maribor?")
- acquainting with the methods of 6 hats thinking and design thinking

Workflow:

1. Researching and defining the problem

Step 1: In what city do I want to live? What is the dream Maribor?

- Think about it, then share it in the whole group.

Step 2: What is good in Maribor?

- Work in pairs, record on post-it paper.

- Couples reported + pasted posts to flipchart.

Step 3: What would you like to change in Maribor? What city needs?

- Group formation after 3 or 4.

- Thinking about the needs and problems that young people have or see.

- They selected 3 main challenges as a group, recorded each challenge on their A4 sheet.

- Problems recorded on A4 are placed in the selection = each with a marker indicated the problem by interested in identifying it most

- There were 2 problems that have the most votes:

a) unemployment

b) the disconnection of the city's residents / lack of information about events in the city

- The chosen problems were the polygon for further work of generating ideas / solutions for them.

2. Generating ideas for defined problems

Step 4: Breaking Creative Thinking: A green hat

- participants were looking for new, innovative ideas for old, existing objects - each for themselves

- each wrote ideas on paper, then submitted them to a group and wrote common ideas on flipchart

- Reporting ideas, all groups report

Step 5: Find ideas and solutions using the Six Hats of Thinking method

- division into two groups = 2 voted challenges / challenges

White Hat: What Is What Causes The Problem? Facts, information, data - what we know, what else do we need to find out?

Green hat: each for himself + group (recorded on flipchart) + reporting

Red hat: a common choice of the best ideas for solutions

Blue hat: a summary of the solutions and the determination of one idea for each group on which works on

Yellow hat: What are the benefits of the idea? What kind of positive change does it bring? What are they advantages, what is good?

Black hat: What are the threats, potential weaknesses of the idea? Where is the need to be cautious?

Green hat: What are the threat solutions, the weakness of the idea? What can we do?

Blue hat: a summary and agreement on what to do, what we need to do, when next time see?

By using the 6 hats method, the participants selected 2 ideas / solutions for the defined problem:

- a) Free education (retraining / existing profiles of the unemployed)
- b) Intergenerational exchange of help, knowledge, skills, time (a la Tinder for generations both online and analog)

HOME TASK: white hat, information gathering, interview of 3 people about the selected problem

## **F. Summary about the lessons learned and results of the training / workshop**

Young people are very aware of the environment in which they live. That is why defining good qualities of the city

and necessary improvements took place very well.

With a positive inquiry (What's Good in Maribor?) the participants started to think in the prospect of improving things rather than in the perspective of complaining, which is crucial for promoting socio-innovative thinking.

In the next workshop participants will begin to learn how to transfer an abstract idea into a physical space, into a specific project, which starts with an understanding of who we innovate social change for.

### 3. Name of the training: From idea to customer (strategic & business planning)

#### A. Agenda

1. Introduction  
Exercise: Your role model and why
2. Refreshing  
Challenges and ideas
3. Customers = target groups  
Exercise: The Wallet Challenge  
Wrap up
4. Ideate  
Exercise: Persona – typical customer/user

#### B. Signed Attendance Sheets

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### **E. Training Minutes**

GOALS of the workshop:

- understanding the idea created for the other
- learn to think from the perspective of the user
- understanding WHY WE DO THAT

Workflow:

1. Introduction

Individual Exercise: Your role model and why

2. Refreshing

Challenges and ideas that arose at the previous workshop

Reporting in groups:

- What problems are we handling?
- What are the focus issues?

Socially innovative ideas that were deactivated by participants and selected at the previous workshop:

a) Free education (retraining of the unemployed)

b) Exchange of intergenerational assistance (setting up a "match-making" platform)

3. Customers = target groups

Exercise: The Wallet Challenge

What is my ideal wallet?

What is ideal wallet of my buddy?

Outcome: sketching potential solutions

Open space: What did we learn from the exercise? What do we take from here?

#### 4. Ideate

Exercise: Persona> Who is the typical user of the idea a) and idea b) (work in two groups)

- name, age, occupation, hobbies, where he/she lives, what he/she does, who he/she is with

- What does the person think, hear? (try to think like another person, what he/she really is thinking,

what are their choices; try to slip into his/her head; where in the city goes, what leads him/her,

what she's worried about, what's important to his/her life, why she/he goes to work, why she/he is spending it

money, what is his/her motivation to go to work, what does she/he do with his friends?

- What does that person's day look like? (24ur in the day - when it arises, why then rises,

what is the reason she/he does it first when she/he arrives, whether he/she has breakfast, what she/he has for breakfast, whom she/he calls,

What she/he watches on TV, what are his/her values ... which toothpaste will he/she use? what does he/she drink, ...)

- How does our solution affect, improves his/her day? (reflection, ideas)

Outcome: Poster + story narrative

Open space: Who are the stakeholders / other target groups of the project? Who is the user?

solutions (persona), who is the beneficiary, who is the investor?

#### **F. Summary about the lessons learned and results of the training / workshop**

The participants very well identified the potential users of both socially innovative ideas that were selected as focus ideas at the previous workshop.

Both exercises according to design thinking methods (Challenge "Wallet" + Persona) moved the participants to reflect on the specifics, needs, wishes, and values of potential customers/users of the idea.

#### **4. Name of the training: Business model and social impact (strategic & business planning)**

##### **A. Agenda**

1. Introduction
2. Understanding of basic concept
3. Why Business Model Canvas? Why uses this tool?
4. Presentation of all 9 parts of business models Canvas
5. Detailed presentation of each individual part with practical examples
6. Comprehensive presentation of case studies of business models
7. Presentation of the elements of the business model with social impact, explanation of social effect and relation payer vs. beneficiary
8. Comprehensive presentation of case studies of business models with social impact
9. Exercise on cases
10. Presentation of the content of the business plan and how we come from the business model
11. Watching the video

##### **B. Signed Attendance Sheets**

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#### **E. Training Minutes**

GOALS of the workshop:

- acquainting with the tool for designing business models
- getting to know the difference between a business model and a business model with a social model effect
- presentation of case studies of the canvas business models

Workflow:

1. Introduction

What are the expectations of the participants? What they want to get out of the workshop?

2. Understanding of basic concept- example: Inflatable bed

For whom do I solve this problem?

Which one do I solve?

What is the solution to the problem?

3. Why Business Model Canvas? Why uses this tool?

4. Presentation of all 9 parts of business model Canvas

5. Detailed presentation of each individual part with practical examples

6. Comprehensive presentation of case studies of business models:

- Business Model Generation
- Citycenter Magazine
- Facebook

7. Presentation of the elements of the business model with social impact, explanation social effect and relation payer vs. beneficiary

8. Comprehensive presentation of case studies of business models with social sciences effect:

- Post-apokalypsa
- Patagonia

9. Exercise on examples: bar in Maribor, Wikipedia, hairdresser. DJ, Fifa 19

10. Presentation of the content of the business plan and how we come from the business model to the business plan

11. Watching the video: Start with WHY - Simon Sinek

## **F. Summary about the lessons learned and results of the training / workshop**

Participants were excited about learning the tools for designing business models. They see its usable value, regardless of whether they already have their own business idea or maybe they just think about it. One third of the participants were interested in getting to know the model in more detail. For those, who have their business idea and interest, individual business consulting will be provided.

<b>5. Name of the training: Social impact</b>
<b>A. Agenda</b>
<ol style="list-style-type: none"> <li>1. Be the change that you want to see in the world Group exercises</li> <li>2. Open space - Discussion of the theory of change</li> </ol>
<b>B. Signed Attendance Sheets</b>
See NGS drive, Workpackage 5 Pilot implementation, Deliverables of Act. 5. 2, D.5.2.1., Maribor DLP, Attendance Sheets
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### **E. Training Minutes**

GOALS of the workshop:

- learning about work as a tool for social change
- understanding what social effect is and what kind of context it is when we talk about entrepreneurship and business
- understanding the process: the social challenge - a company with a social impact/effect

Workflow:

1. Be the change that you want to see in the world

First part: On the concrete business ideas of the participants, they were looking for new views on business model and think for one another, looking for innovative ways of creating revenue and discovery of alternative markets - customer segments.

Part 2: Every business idea creates an impact on society, the environment. Participants tried to define, what is the social impact of selected business ideas:

Exercise 1: Let's face it

How does our business model affect our customers and users?

How do our business activities contribute to social impacts?

Exercise 2: Social Challenge> Social Change

The complexity of the social challenge requires the necessity of integration

Exercise 3: What is the social challenge you address?

What is, why is it, how big is it, who is affected by it, what are its costs for society?

Exercise 4: What is the change that you want to achieve in a company?

How will you monitor whether you made the change? What are the measures of your success?

Exercise 5: Who do you work with to achieve the desired effect?

Reflection on stakeholders, networks, partnerships that can be created to reach our own  
Impact/effects.

2. Open space: Discussion of the theory of change

## **F. Summary about the lessons learned and results of the training / workshop**

Learning to think about social impact is extremely demanding, as it requires complete changing the existing paradigm of thinking. For a better common future, it is essential to learn about entrepreneurship, entrepreneurial thinking and businesses which involve understanding the social impact that each company consciously or unconsciously creates.

Of great importance is the understanding of the necessary measurability - both social impact and business results and a balance between them.

In the final discussion of the theory of change, the participants clearly expressed that thinking about social impact in the context of the business is extremely instructive, for them a completely new perspective.

In a way, they illuminated and created entrepreneurship as something more than just creating financial profit. What presented the most interesting and useful to the participants in this workshop was Peer to peer learning.

<b>6. Name of the training: Individual counselling</b>
<b>A. Agenda</b>
6. 3. 2019 - Emphasis on the Business model 27. 3. 2019- Emphasis on individual issues and challenges
<b>B. Signed Attendance Sheets</b>
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## E. Training Minutes

First individual counselling 6.3.2019 was focused on further development of Business model for 6 participants. Further on each (6) individual counselling is shortly described based on participants business ideas:

### **Business idea – café bar Krona**

Participant defined the problem that the idea wants to address:

- loneliness among young people
- establishing a relationship
- lack of socializing
- "young people do not know where to go"

Participant described who are potential users:

- Unemployed young people
- Socially isolated young people

Participant thought about offer value:

- Like a living room at home
- Safe Community
- Good friendship

Idea position: a new category/type of a bar = space for closed parties = get together = pre-party

### **Business idea - Sports socks with anti-slip soles**

Participant defined the problem that the idea wants to address:

- Slipping feet in the shoes while using fitness
- From a footwear it depends how you practice the sport exercise

- slippery shoes do not allow you proper training

Participant described who are potential users:

- athletes / recreation sportsmen
- fitness workers, runners
- indoor practitioners

Participant thought about offer value:

- comfortable sports recreation without shoes
- sport equipment for raising the quality of trainings

### **Business idea - Urban sport**

Participant defined the problem that the idea wants to address:

- sports activities need sports playground
- equipment for certain sports is very expensive
- some people can effort to do sport because of lack of money

Participant described who are potential users:

- people who do not have a lot of money
- people who want to do sport practice outside, almost everywhere

Participant thought about offer value:

- sport is mixture of tennis, squash and golf
- there is no need for specific playground
- very low budget equipment is needed: bulkhead, rackets, ball
- it can be played on grassy surface or on a concrete

### **Business idea - traveling beauty salon**

Participant defined the problem that the idea wants to address:

- lack of time
- incapability of mobility

Participant described who are potential users:

- very busy people
- people who do not have their own transport
- elderly and sick people who have difficulty moving or they cannot even move

Participant thought about offer value:

- saving time
- provision of services at home
- greater accessibility of cosmetic/beauty services

### **Business idea - ambient light**

Participant defined the problem that the idea wants to address:

- how to make a light without a switch and a wire?

Participant described who are potential users:

- collectors of lights
- people who like originality
- shops selling lights
- commercial and catering facilities

Participant thought about offer value:

- special light version, i.e. Moonlight Edition
- an incandescent light with invisible switches
- easy installation
- the possibility of light control using digital devices
- a light ball = cool designer light, turning into an independent globe

### **Business idea - mini spa van**

Participant defined the problem that the idea wants to address:

- many people are overloaded
- there are more and more health problems due to stress
- people need quality rest
- people need a withdrawal from everyday life

Participant described who are potential users:

- people who needs relaxation
- people who want to pamper themselves
- people who do not like classic/mass spa salons

Participant thought about offer value:

- jacuzzi
- IR sauna
- rest, relaxation,
- using local eco products,
- counseling for preventive treatment

Second individual counselling 27. 3. 2019 was focused on individual issues and challenges of 4 participants. Further on each (4) individual counselling is shortly described.

### **Business idea - café bar Krona**

Work on preparing pitch for party clubs in Maribor and advising on these concrete questions:

What are the pre-party cafes in Maribor?

How to communicate with small size suppliers (cafe = 25 people)?

How to upgrade Instagram?

How to create pitch for party clubs, define and talk about offered value by Krona

How to create posters?

How and where to disseminate leaflets on the field?  
How to create publication on social media?  
How to build on thematic connection to parties in other clubs?  
How to prepare common promo material and share the costs?

#### **Business idea - Sports socks with anti-slip soles**

How to analyze potential competition?  
How to analyze materials needed for production of anti-slip socks?  
How to get it touch with Chinese or American distributors?  
Who can help me to make a prototype?

#### **Business idea - Urban sport**

How to promote such kind of sport among wider public?  
How to attract strategic partners?  
How to get permission to use empty public spaces?  
How to create as many performances as possible with the fewest possible elements, modalities and thus maximize usefulness value?

#### **Business idea - a platform for promoting providers in event management**

How to analyze what users of the platform really need, while organizing events such as birthdays, weddings, anniversaries, etc.?  
How to attract potential providers?  
How to assure the quality of providers?  
How to promote existing platform?  
How to get ambassador of the platform?  
How to create a reasonable price packages/subscription fees for providers?  
How to motivate users to provide feedback?

### **F. Summary about the lessons learned and results of the training / workshop**

In comparison with the workshops, participants were most satisfied with this part of Dynamic Learning Package. Individual counselling was tailor made to their special needs. Mentor had time to devote herself to only one participant. Each participant who took part in an individual counselling had the opportunity to present his/her idea in more detail. They had opportunity for face to face communication and an open discussion with mentor. In individual counselling they felt more secure and motivated to express their opinions, concerns, personal fears and plans than in the group.

## 7. Name of the training: Financial management & pitching

### A. Agenda

#### 1. Introduce your idea + Feedback to the presentation

Presentation follows the structure:

- What is the problem that we solve?
- For whom do we solve this problem?
- What is our solution?
- What kind of change does our solution bring?

The feedback method is + - + (plus - minus -plus):

What was good about the presentation?

Where is the place for improvement?

#### 2. Open space: Discussion of ideas presentation or pitching

Elements of pitching:

- What is the context?
- For whom do we have a pitch?
- What is the time we have for the pitch? (30 seconds, 3 minutes, 10 minutes)
- What is a potential outcome that we are targeting with a pitch?
- The conclusion of the pitch: return to the starting point, what do you want to do?

When investing in investors, it is necessary to have an interest in the investor. He is interested in:

1. idea - why, personal story

2. business model - mechanism for the realization of the idea
  3. customers, users - who are they, what do we know about them?
  4. team, sources
- Exercise: Define your 30-second peak based on the given shape of the pits structure.

### 3. Financial structure of the business model

The two foundations on which the business model canvas stands are cost structure and revenue flows.

A) Exercise: What are the current costs of your business?

B) Exercise: Revenue

- What are the expected sales in the first year of operation?
- How will your products be positioned on the market in price?
- How many people will the company employ and what are the employment plans in future?

## B. Signed Attendance Sheets

See NGS drive, Workpackage 5 Pilot implementation, Deliverables of Act. 5. 2, D.5.2.1., Maribor DLP, Attendance Sheets

## C. Photo Documentation

See NGS drive, Workpackage 5 Pilot implementation, Deliverables of Act. 5. 2, D.5.2.1., Maribor DLP, Photos

## D. Introduction of the Trainers / Mentors

Tadeja Bučar – MA, Philosophy of visual theory and culture

Creative Leader of PUNKT - Laboratory for Creative Industries, co-founder of Creative Nomads Ltd. ([www.creativenomads.si](http://www.creativenomads.si)), lecturer and mentor in the community of entrepreneurs with a social impact Goodbiz, a lecturer and mentor in the City Incubator, which supports the realization of young people's ideas in the capital of Slovenia - Ljubljana, a member of the TiPovej Institute of the World! - Institute for Creative Society, moderator of the initiative for sustainable development We are building the Zasavski ecosystem of the future. She has experience in media planning, post-production management, advertising, managing of marketing campaigns database, etc. She is very active in the field of non-formal education. From creating, planning and executing educational process on the topics of communication media, marketing, creativity and social change.

### **E. Training Minutes**

GOALS of the workshop:

- gain an experience of presenting business idea to the public
- learning to actively listen and evaluate the ideas of others
- understanding the context of presenting ideas
- understanding financial structure of business (costs structure and revenue flows)

Workflow:

1. Introduce your idea + Feedback to the presentation

Each participant presented his/her business idea within 3 minutes.

Presentation followed the structure:

- What is the problem that we solve?
- For whom do we solve this problem?
- What is our solution?

- What kind of change does our solution bring?

All other participants were following the presentations and gave a feedback after the presentation.

The feedback method was + - + (plus - minus -plus):

What was good about the presentation?

Where is the place for improvement?

It was concluded with one positive rating.

## 2. Open space: Discussion of ideas presentation or pitching

Elements of pitching:

- What is the context?
- For whom do we have a pitch?
- What is the time we have for the pitch? (30 seconds, 3 minutes, 10 minutes)
- What is a potential outcome that we are targeting with a pitch?
- The conclusion of the pitch: return to the starting point, what do you want to do?

When investing in investors, it is necessary to have an interest in the investor. He is interested in:

1. idea - why, personal story
2. business model - mechanism for the realization of the idea
3. customers, users - who are they, what do we know about them?
4. team, sources

Exercise: Define your 30-second pitch based on the given shape of the pitch structure.  
Each participant introduced his/her pitch in an open discussion. Afterwards  
a joint conversation with a holistic approach to pitching was held.

## 3. Financial structure of the business model

The two foundations on which the business model canvas stands are cost structure and revenue flows.

- A) Exercise: What are the current costs of your business?  
B) Exercise: Revenue
- What are the expected sales in the first year of operation?
  - How will your products be positioned on the market in price?
  - How many people will the company employ and what are the employment plans in future?

#### **F. Summary about the lessons learned and results of the training / workshop**

The final workshop in the series has certainly contributed to the participants' confidence in presenting their own entrepreneurial ideas and a greater understanding of the whole context of the pitching.

In the latter case, the field of awareness of two previously completely unknown, unconscious elements of pitch were opened up.:

- What do I expect from a pitch, what do I want from the audience or the person whom I'm pitching the idea / business proposal?
- Pitching the audience does not end on the stage but can be followed by individual conversations with interested listeners.

Understanding the financial structure of the idea, project, product, business is a great challenge for each participant. Operation of financial flows and relations between them, starting with price positioning, are the foundation of business skills and should be give more attention in the future, insofar as participants are young people who already have or merely think of an independent entrepreneurial path.