

General info about CReBUS and things done until now

Workshop of the CReBUS project „Creating a business in the digital age – developing entrepreneurship competencies for young Europeans through eMentorship”

21 October 2011
Rīga, Jūrmalas gatve 74/76

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Dr.paed. Svetlana Surikova, CReBUS project manager and researcher
Dr.paed. Tamāra Pīgozne, CReBUS project administrator and researcher



First impression



Entrepreneurs can change the world - Grasshopper
Original music by Carly Comando. Written & Produced by Sonja Jacob.

Download "Chain Reaction" from iTunes <http://bit.ly/OAmOG>
http://www.youtube.com/watch?v=T6MhAwQ64c0&feature=player_embedded



Aim and tasks of the project

CReBUS project is aiming to develop a training system in order to facilitate the development of entrepreneurship competences for young entrepreneurs and students/graduates between 18-35 years old, using Web 2.0.

TASKS:

- To define a curriculum for developing entrepreneurial competences, using Web 2.0 learning opportunities;
- To create a new online learning environment to support the development of the entrepreneurial competences for young people and graduates;
- To develop an online community and a social network;
- To increase the employability rate of young graduates;
- etc.



Target groups

- Young entrepreneurs (18-35 years old)
- Students/graduates of the faculties of education, psychology, administration and social sciences (18-35 years old)
- Representatives of employers and SMEs
- Chambers of commerce
- Local and regional employment agencies



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Project partners

IREA. Romanian Institute for Adult Education, Romania



University of Bucharest, Romania



UNIVERSITY
OF BUCHAREST
VERBETE ET AAFIRMATA

University of Craiova, Romania



Universitatea din Craiova

(was replaced with the University of Oradea, Romania
October 2011)

University of Latvia



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CSCS, Centro Studi Cultura Sviluppo, Italy



DOCUMENTA Association, Spain



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WEBSITE



1st version of the website

Creating a business in the digital age -
developing entrepreneurship competencies
for young Europeans
through eMentorship

Home Moodle

search _____

Home

MAIN MENU

- Home
- Project description
- Project partners
- The News
- Resources

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PROJECT SUMMARY

The emerging needs of a post-crisis society, the prospective studies at European level about the "new skills for new jobs", the strategy documents for Europa 2020 shows that new sectors will appear, new skills are needed, and among them, all have in common the entrepreneurial and ICT skills as basic ones. As demonstrated in the OECD Innovation Strategy, entrepreneurial skills and attitudes, risk-taking behaviour, creativity, etc., will be crucial competencies in the economy of the future (Policy Responses to the Economic Crisis: Investing in Innovation for Long-Term Growth, OECD 2009).

CReBUS project is aiming to develop a training system in order to facilitate the development of entrepreneurship competencies for young graduates between 18-35 years old, using Web 2.0. Bringing business closer to the young generation that succeeds harder to find a job, and enabling them to set up their own business is a viable solution to overcome the unemployed or migrant status they are exposed to. By using dedicated Web 2.0 applications and platforms, and eMentorship network, it can be facilitated the transfer of good practices and experiences from the people who succeeded in different types of businesses to young European entrepreneurs.

Four different groups are targeted: Young entrepreneurs between 18-35 years old; students about graduating/graduates from faculties of educational sciences, psychology, administration; representatives of employers, unions and SMEs.

The project outputs will be a website using Web 2.0 applications designed for young entrepreneurs in order to facilitate eMentorship. Other outputs will be a training pack; a booklet that includes good practices, recommendations, examples, successful stories.

CReBUS will help in creating a new learning environment for young entrepreneurs and other stakeholders and new entrepreneurial competences for young people all over Europe, social and business networks that will contribute positively in developing EU's economy.

Education and Culture DG

Lifelong Learning Programme

This project has been funded with support from the European Commission. This publication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

LIFELONG LEARNING NEWS

Lifelong Learning
All news from the Lifelong Learning Programme

- Support for European cooperation in Education and Training (ECET) – e-40m published
- Call for Proposals EACEA/H6/2011 (EUC) The Erasmus University Charter call for proposals 2012 has been published

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developing entrepreneurship competencies
for young Europeans
through eMentorship

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DISSEMINATION MENU

- Flyers
- Posters
- Newsletter 1

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NEWSLETTER 1

Written by Gerhard Doppler
Thursday, 29 September 2011 14:35

We are happy to publish the first newsletter:



Last Updated on Monday, 03 October 2011 09:06

PROJECT FLYERS

Written by Gerhard Doppler
Monday, 19 September 2011 15:50

The project flyers are available for download in these languages:

English
German
Italian
Spanish
Latvian
Romanian

Last Updated on Monday, 19 September 2011 15:56

PROJECT SUMMARY

The emerging needs of a post-crisis society, the prospective studies at European level about the "new skills for new jobs", the strategy documents for Europa 2020 shows that new sectors will appear, new skills are needed, and among them, all have in common the entrepreneurial and ICT skills as basic ones. As demonstrated in the OECD Innovation Strategy, entrepreneurial skills and attitudes, risk-taking behaviour, creativity, etc., will be crucial competencies in the economy of the future (Policy Responses to the Economic Crisis: Investing in Innovation for Long-Term Growth, OECD 2009).

LATEST NEWS

- Newsletter 1
- Article: The role of eMentoring ...
- Deliverables
- Project Flyers

LIFELONG LEARNING NEWS

Lifelong Learning
All news from the Lifelong Learning Programme

- Infodays 2012
Presentations now online
- ECTS and DS label results selection 2011-
List of label awards published

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MOODLE PLATFORM



moodle.crebus.eu

CReBUS moodle ► WP2

People

Participants

Search Forums

Advanced search

Upcoming Events

There are no upcoming events

Go to calendar...
New Event...

Social Activities

Social forum

Recent Activity

Activity since Saturday, 14 May 2011, 10:16 PM
Full report of recent activity...

Nothing new since your last login

Administration

Grades
Unenrol me from WP2
Profile

My courses

WP2 eMentorship methodology
WP7 Dissemination
All courses ...

An open forum for chatting about anything you want to

Add a new discussion topic



Contracts for mentors and mentees

by Svetlana Sorokina - Sunday, 1 May 2011, 09:20 PM

Dear all,

I would like to discuss the idea about the contract for mentors and mentees (see

Citation: "It could be a good idea to put all the above requirements in a contract for both mentors and important aspects like: right to privacy, to intellectual property, copyright and trademark rights, problem related. Read the rest of this topic (154 words)...



eMentorship Ideas

by Gerhard Doppler - Thursday, 28 April 2011, 11:10 AM

I would like to define a strategy how useful information might be spread.

1. eMentor and eMentee discover an interesting topic / question / fact in their individual discussion.
2. Both of them have to agree that the discussion might get public
3. Here starts our work: somehow the question (and answer) should become visible to the public. Read the rest of this topic (112 words)...

Discuss

Course categories

- Miscellaneous
- Project internal
- eMentoring
 - eMentoring Austria
 - eMentoring Italy
 - eMentoring Spain
 - eMentoring Latvia
 - eMentoring Romania

Search courses: Go

You are logged in as Svetlana Sorokina. Logout

CReBUS moodle ► Login to the site

Returning to this web site?

Login here using your username and password (Cookies must be enabled in your browser) ?

Username

Password Login

Some courses may allow guest access

Login as a guest

Forgotten your username or password?

Yes, help me log in

Is this your first time here?

Hi! For full access to courses you'll need to take a minute to create a new account for yourself on this web site. Each of the individual courses may also have a one-time "enrolment key", which you won't need until later. Here are the steps:

1. Fill out the New Account form with your details.
2. An email will be immediately sent to your email address.
3. Read your email, and click on the web link it contains.
4. Your account will be confirmed and you will be logged in.
5. Now, select the course you want to participate in.
6. If you are prompted for an "enrolment key" - use the one that your teacher has given you. This will "enrol" you in the course.
7. You can now access the full course. From now on you will only need to enter your personal username and password (in the form on this page) to log in and access any course you have enrolled in.

Create new account

CReBUS on FACEBOOK



CReBUS on Facebook

facebook

Email

Password

Log In

Keep me logged in

[Forgot your password?](#)

Sign Up

Facebook helps you connect and share with the people in your life.



Crebus



Create a Page

Education



Wall

Crebus · Everyone (Top Posts)

Share: Post Photo

Write something...

- Wall
- Info
- Photos
- Newsletter
- Welcome
- Twitter
- Events

About

Education & Entrepreneurship

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talking about this

Likes

See All



Entrepreneurship



Social Entrepreneurship



The Call of the Entrepreneur



Scandinavian Startups

Crebus



Advise.me Team To Launch Its Own Startup, A Social App Called Chirp, http://techcrunch.com/2011/10/18/advise-me-team-to-launch-its-own-startup-a-social-app-called-chirp/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+Techcrunch+%28TechCrunch%29

Like · Comment · 15 minutes ago via HootSuite ·



Profa DeInfo



Ten Quotes Never Spoken By a Happy Entrepreneur

www.slideshare.net

Some people are not cut out to be entrepreneurs. This is a good thing, or the business world would be chaos, with everyone trying to do their own thing. So what

Like · Comment · October 10 at 9:58pm ·

Crebus likes this.

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The amazing life of a great entrepreneur (Steve Jobs) in info <http://edudemic.com/2011/10/steve-jobs-infographic/>

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DISSEMINATION MATERIALS



Target Groups

- > young entrepreneurs.
- > students/graduates from faculties of educational sciences and administration.
- > representatives of employers, unions and SMEs
- > chambers of commerce.
- > local and regional employment agencies.



<http://moodle.crebus.eu/>



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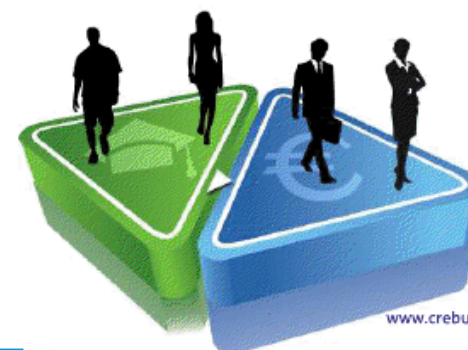


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Creating a business in the digital age -
developing entrepreneurship competencies for young
Europeans through eMentorship



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Email: dpps@central.ucv.ro,
alossiruga@gmail.com
<http://craiova.central.ucv.ro/PPD/>

For more information please visit project's website
www.crebus.eu or find us on Facebook
<http://www.facebook.com/crebus>



Development period: 2010-2012
Project no: 511822-LLP-1-2010-1-RO-KA3-KA3MP

PROJECT SUMMARY

CReBUS project is aiming to develop a training system in order to facilitate the development of entrepreneurship competences for young entrepreneurs and students/graduates between 18-35 years old, with the help of Web 2.0.



By using dedicated Web 2.0 applications and platforms, as well as eMentorship network, the transfer of good practices and experiences from people who succeeded in different types of businesses to young European entrepreneurs would be enhanced.

AIMS AND OBJECTIVES

1. To evaluate the training needs and learning interests of the young entrepreneurs.
2. To identify the domains of interest for starting a business from youngsters that are going to graduate as well as potential barriers related to this aspect.
3. To define a curriculum for developing entrepreneurial competences, using the WEB 2.0 learning opportunities.

PROJECT OUTCOMES

1. A **transnational report** about the needs of students and graduates for starting a business conducted among approximately 100 students and 50 entrepreneurs.
2. The project's **website** and the eLearning environment available on Moodle, with about 40 mentors (entrepreneurs) and more than 100 mentees (students/graduates).
3. Two **online training sessions** in each country with about 50 participants per session totally.
4. A **training pack** which will include: a booklet, an online guide for quick starting a business and a DVD with the electronic version of them.
5. The **final dissemination conference** which will be organized in the autumn of 2012.

The products of the projects will be available & delivered in English and all project partners' languages.







www.crebus.eu





Newsletter 1







- ▶ CReBUS will help in creating a new learning environment for young entrepreneurs and other stakeholders and new entrepreneurial competences for young people all over Europe, social and business networks that will contribute positively in developing EU's economy.
- ▶ More information: The community of registered members and users is growing as a grass root network. Please feel free to visit the website, to contact us or to participate as a mentor or mentee.

Promoter
UNIVERSITY OF ECONOMY AND ADMINISTRATION
www.uea.ro

Coordinator
ROMANIAN NETWORK FOR ENTREPRENEURSHIP
www.rnet.ro





Partners
to reach excellent solution Entrepreneur Center
www.entrebiz.ro

ASSOCIATION DEBEMONTA European Institute for Training and Development Society
www.debemonta.ro

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CREBUS STUDY OUTCOMES GROUPS
www.crebus.ro

UNIVERSITY FOR CAREERS Department for Teacher Training
http://www.univcareers.ro

E-MENTORING METHODOLOGY



eMentoring Methodology

INTERNAL REPORT

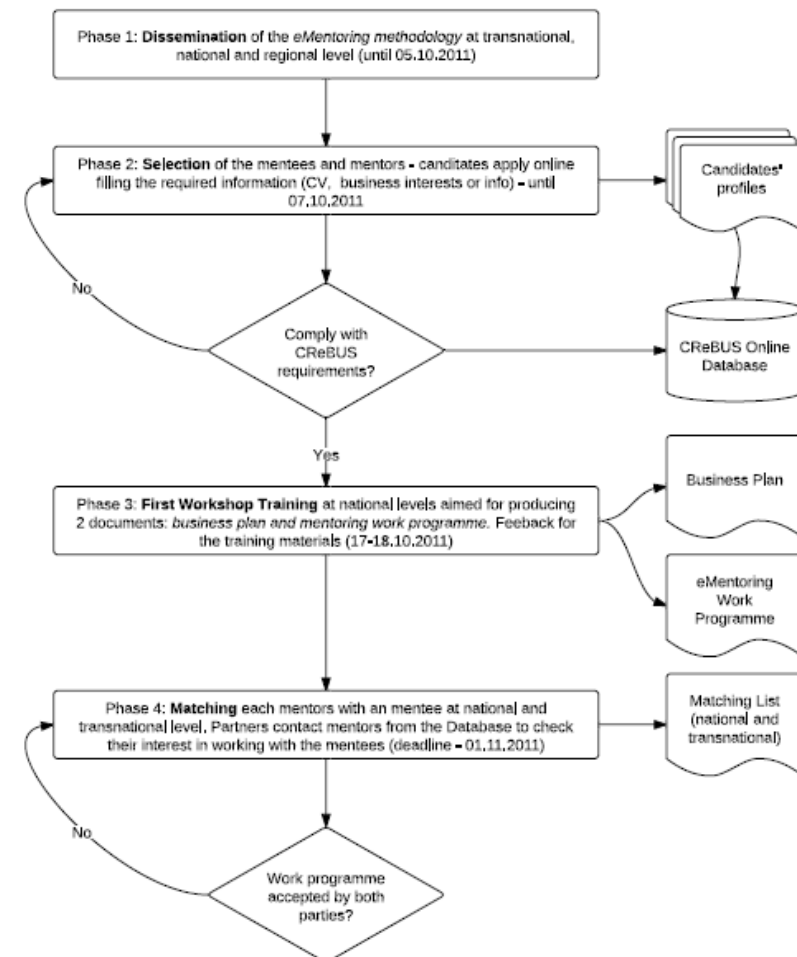
FINAL

September 2011

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CReBUS eMentoring Methodology Flowchart



ONLINE GUIDE FOR QUICK STARTING A BUSINESS



Online guide (draft)



ONLINE GUIDE FOR QUICK STARTING A BUSINESS – Draft –



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I. INTRODUCTION

II. ENTREPRENEURSHIP AND BUSINESS START-UP

Entrepreneurship is the act of being an entrepreneur, which can be defined as "one who undertakes innovations, finance and business acumen in an effort to transform innovations into economic goods".

This may result in new organisations or may be part of revitalizing mature organisations in response to a perceived opportunity. The most obvious form of entrepreneurship is that of starting new business; however, in recent years, the term has been extended to include social and political forms of entrepreneurial activity.

When entrepreneurship is describing activities within a firm or large organization it is referred to as intra-preneurship and may include corporate venturing, when large entities spin-off organizations¹. According to Paul Reynolds, entrepreneurship scholar and creator of the Global Entrepreneurship Monitor², "by the time they reach their retirement years, half of all working men in the United States probably have a period of self-employment of one or more years; one in four may have engaged in self-employment for six or more years. Participating in a new business creation is a common activity among U.S. workers over the course of their careers."³ And in recent years has been documented by scholars such as David B. Audretsch to be a major driver of economic growth in both the United States and Western Europe.

Entrepreneurial activities are substantially different depending on the type of organization and creativity involved. Entrepreneurship ranges in scale from solo projects (even involving the entrepreneur only part-time) to major undertakings creating many job opportunities. Many "high value" entrepreneurial ventures seek venture capital or angel funding (seed money) in order to raise capital to build the business.

The entrepreneur is a factor in microeconomics and the study of entrepreneurship reaches back to the work of Richard Cantillon and Adam Smith in the late 17th and early 18th centuries, but was largely ignored theoretically until the late 19th and early 20th centuries and empirically until a profound resurgence in business and economics in the last 40 years.

In the 20th century, the understanding of entrepreneurship owes much to the work of economist Joseph Schumpeter in the 1930s and other Austrian economists such as Carl Menger, Ludwig von Mises and Friederich von Hayek.

For Frank H. Knight (1921) and Peter Drucker (1970) entrepreneurship is about taking risk. The behavior of the entrepreneur reflects a kind of person willing to put his or her career and financial security on the line and take risks in the name of an idea, spending much time as well as capital on an uncertain venture. Knight classified three types of uncertainty.

- **Risk**, which is measurable statistically (such as the probability of drawing a red color ball from a jar containing 5 red balls and 5 white balls).
- **Ambiguity**, which is hard to measure statistically (such as the probability of drawing a red ball from a jar containing 5 red balls but with an unknown number of white balls).

¹ Shane, Scott "A General Theory of Entrepreneurship: The Individual-Opportunity Nexus". Edward Elgar

² The Global Entrepreneurship Monitor (GEM) is a global study conducted by a consortium of universities. Started in 1999, it aims to realize the level of entrepreneurship occurring in a wide basket of countries (we're in 2010's Report). It measures entrepreneurship through both surveys and interviews to field experts, conducted by the teams of each country. This report has achieved a significant role in the scientific research about Entrepreneurship, for it is a wide and diachronic source of data. Official website - <http://www.gemconsortium.org>

³ Reynolds, Paul D. "Entrepreneurship in the United States". Springer, 2007, ISBN 978-0-387-45667-6



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TRANSNATIONAL NEEDS ANALYSIS



The objective of the WP 3

to identify students/graduates and young entrepreneurs' needs in order to develop a e-mentoring system of business start-up for CReBUS e-Learning Community





CONCEPT OF THE NEEDS ANALYSIS



CREATING A BUSINESS IN THE DIGITAL AGE: DEVELOPING
ENTREPRENEURSHIP COMPETENCIES FOR YOUNG EUROPEANS
THROUGH eMENTORSHIP

Ref.no: 511822-LLP-1-2010-1-RO-KA3-KA3MP

January 2011

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Data collection stage February 2011



CReBUS questionnaire for entrepreneurs

Your business is successful and you consider that your entrepreneurial experience and ideas could be shared with a student or graduate interested in business start-up. Do you have few minutes per day to mentor a further business man/woman?
If your answer is "YES" and your represented country is Austria, Italy, Latvia, Spain or Romania, please, answer some questions and receive a "free-access" to our social network of successful entrepreneurs and beginners which is CReBUS e-Learning Community.

*Required

PROFILE 1

You are... *

Female

Your age... *

18-24 years old

Your education level is... *

- Early school
- High school
- Vocational school
- Graduate (bachelor)
- Postgraduate (master)
- PhD studies
- Other: _____

Your education branch is... *

- Humanities
- Social sciences
- Education sciences



CReBUS questionnaire for students/graduates

Are you a student/graduate in humanities, education or social sciences and do you have a wish to start own business?
If your answer is "YES" and your represented country is Austria, Italy, Latvia, Spain or Romania and you would like to possess "Know-How" to achieve the success in your business, please, answer some questions and receive a "free-access" to our social network of successful entrepreneurs and beginners which is CReBUS e-Learning Community.

*Required

PROFILE 1

You are... *

Female

Your age... *

18-24 years old

Your education level is... *

1st year student


Your education branch is... *

- Humanities
- Social sciences
- Education sciences
- Other: _____

Your specialisation is... *


- Teacher education
- Social work/pedagogy
- Entrepreneur education
- Business management



**TRANSNATIONAL NEEDS
ANALYSIS**


INTERNAL REPORT



**CREATING A BUSINESS IN THE DIGITAL AGE: DEVELOPING
ENTREPRENEURSHIP COMPETENCIES FOR YOUNG EUROPEANS
THROUGH eMENTORSHIP**

LLP – Transversal Programme, KA3 ICT, 2010-2012
Project number: 511822-LLP-1-2010-1-RO-KA3-KA3MP

March 2011



CReBUS

**Creating a business in the digital age – developing entrepreneurship competencies
for young Europeans through eMentorship**

Project Number: 511822-LLP1-2010-1-RO-KA3-KA3MP
www.crebus.eu


**Transnational needs analysis report
(WP 3)**

Delivery Date: 31/03/2011
Duration (in months): 4

Lead Partner: University of Latvia [Latvia]

Involved partners:

- University of Bucharest (Romania)
- Romanian Institute for Adult Education (Romania)
- Bit Media E-Learning Solution GMBH & Co KG (Austria)
- University of Craiova (Romania)
- Association DOCUMENTA (Spain)
- Centro Studi Cultura Sviluppo (Italy)



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Methods of quantitative data processing and analysis

- matrixes (spreadsheets, tables);
- graphical methods (diagrams, graphs, figures);
- statistical methods (using SPSS 17.0 software):
 - descriptive statistics – crosstabs, frequencies;
 - non-parametric methods – K-S Test, Mann-Whitney Test, Kruskal-Wallis Test
 - hierarchical clustering;
- interpretation.



Participants

- Three universities
- Four non-university project partners

Research stages

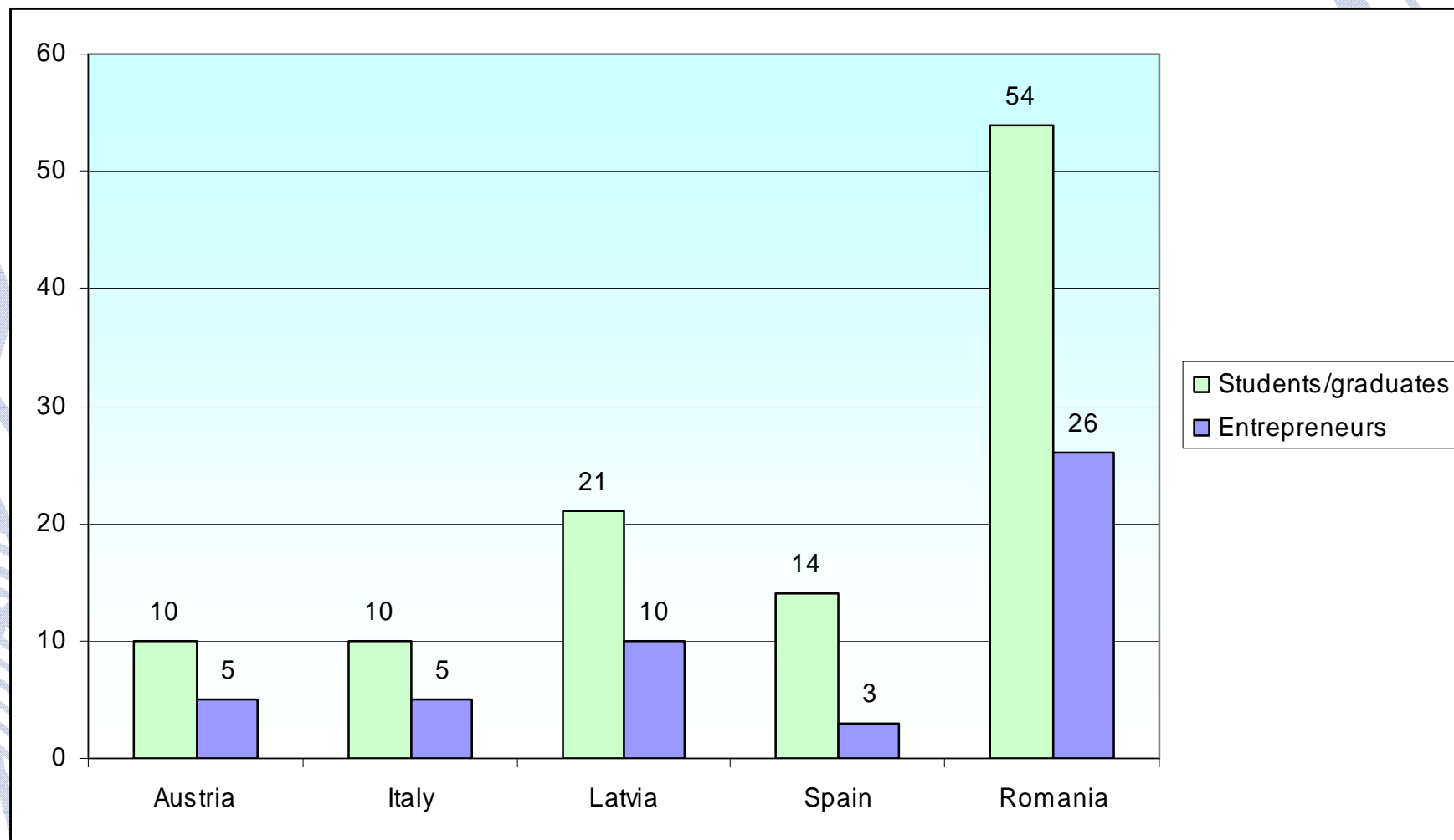
- Research preparation
- Data collection
- Data processing and analysis

Research sample

- 109 students/graduates
- 49 entrepreneurs
- 158 respondents (total)



Research sample



- Gender
- Age
- Education
 - *Education branch*
 - *Education level of students/graduates*
 - *Education level of entrepreneurs*
 - *Specialisation of students/graduates*
- Type of business
- Employment status of students/graduates
- Years of entrepreneurial experience
- Favourite social networks or internet environments
- Source of information

- Personality traits
- Motives of business and life activity
- Favourite ways of learning

Overcoming of the challenges for business start-up

- Knowledge for business start-up
- Cognitive skills for business start-up
- Practical skills for business start-up
- Opportunities of practical experience for business start-up
- Necessary competences for business start-up



Entrepreneurship education and training

- Students/graduates' understanding of entrepreneurship education and training
- Students/graduates' motivation of attending entrepreneurship training
- Students/graduates' experience of attending and interest in attending entrepreneurship course
- Promoting the entrepreneurship education at the universities
- Start-up incubators at the universities



- Opinion about an online mentoring activity
- Students/graduates and entrepreneurs' interests in attending/supporting e-mentoring
- Entrepreneurs' motivation in online mentoring
- Help for starting a business
- Students/graduates' reading business magazines
- Content of e-mentoring



- Interest in the CReBUS e-Learning Community
- Transnational clusters of entrepreneurs and students/graduates
- Profile of potential members of the CReBUS e-Learning Community

The answers to the main questions were defined as opportunities that should be provided to develop e-mentoring system of business start-up for CReBUS e-Learning

Community:

- **WHO** (profile of potential members)
- **WHAT** (e-mentoring content)
- **HOW** (e-mentoring process)
- **WHY** (motivation)



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WHO?

Profile of potential members



Gender and age of potential members of the CReBUS e-Learning Community

Gender			Represented country					Total
			Austria	Italy	Latvia	Spain	Romania	
female	Respondent code	entrepreneur	1	1	3	1	9	15
		student/graduate	4	3	8	7	34	56
	Total			5	4	11	8	43
male	Respondent code	entrepreneur	0	0	4	1	8	13
		student/graduate	1	1	7	1	8	18
	Total			1	1	11	2	16

Age			Represented country					Total
			Austria	Italy	Latvia	Spain	Romania	
18-24 years old	Respondent code	entrepreneur	0		1		1	2
		student/graduate	1		7		35	43
	Total			1		8		36
25-36 years old	Respondent code	entrepreneur	1	0	6	1	13	21
		student/graduate	4	4	8	8	7	31
	Total			5	4	14	9	20
37 years old and older	Respondent code	entrepreneur		1		1	3	5
	Total			1		1	3	5



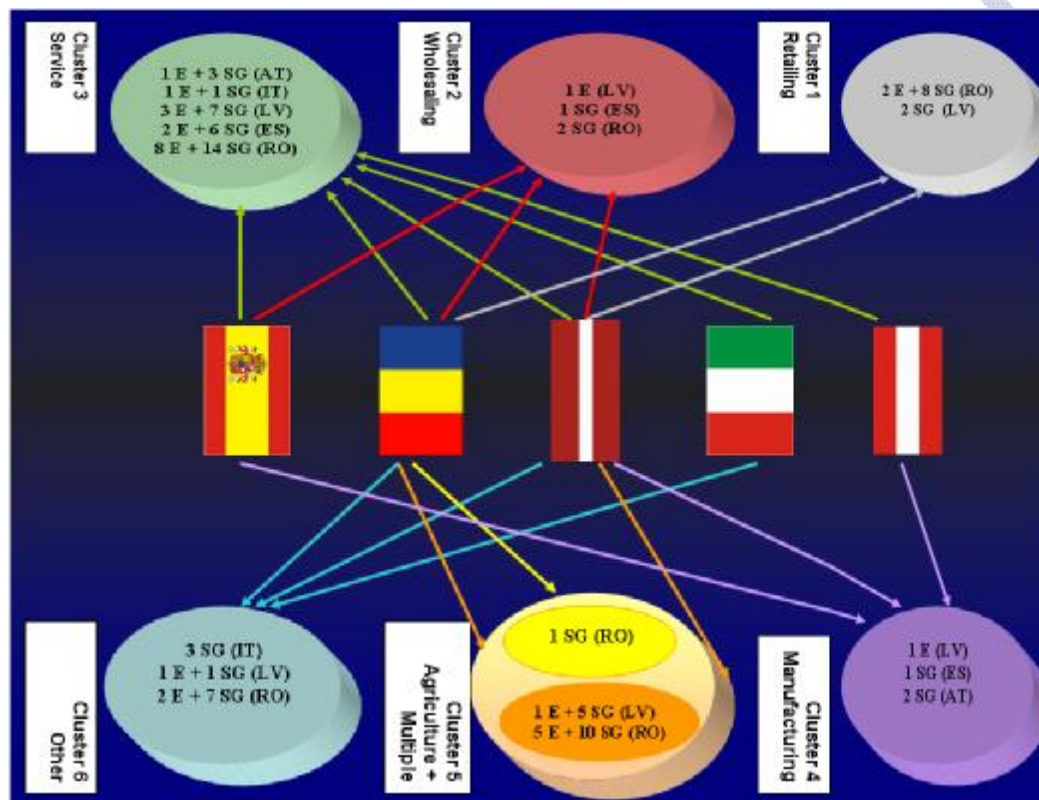
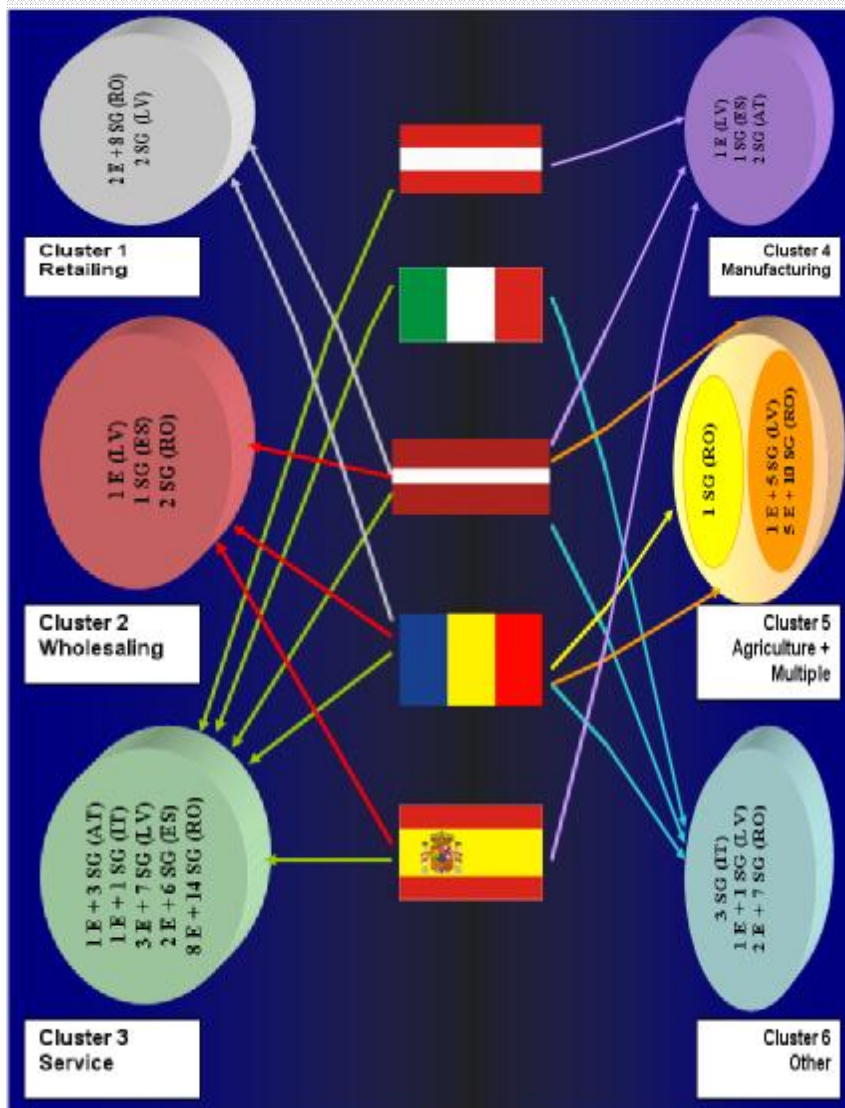
Education branch of potential members of the CReBUS e-Learning Community

Education branch			Represented country					Total
			Austria	Italy	Latvia	Spain	Romania	
humanities	Respondent code	entrepreneur	0		0	0	4	4
		student/graduate	1		4	1	1	7
	Total			1		4	1	5
social sciences	Respondent code	entrepreneur	0	1	4	2	5	12
		student/graduate	4	3	9	4	11	31
	Total			4	4	13	6	16
education sciences	Respondent code	entrepreneur	1	0	1		7	9
		student/graduate	0	1	2		18	21
	Total			1	1	3		25
other	Respondent code	entrepreneur			2	0	1	3
		student/graduate			0	3	12	15
	Total				2	3	13	18



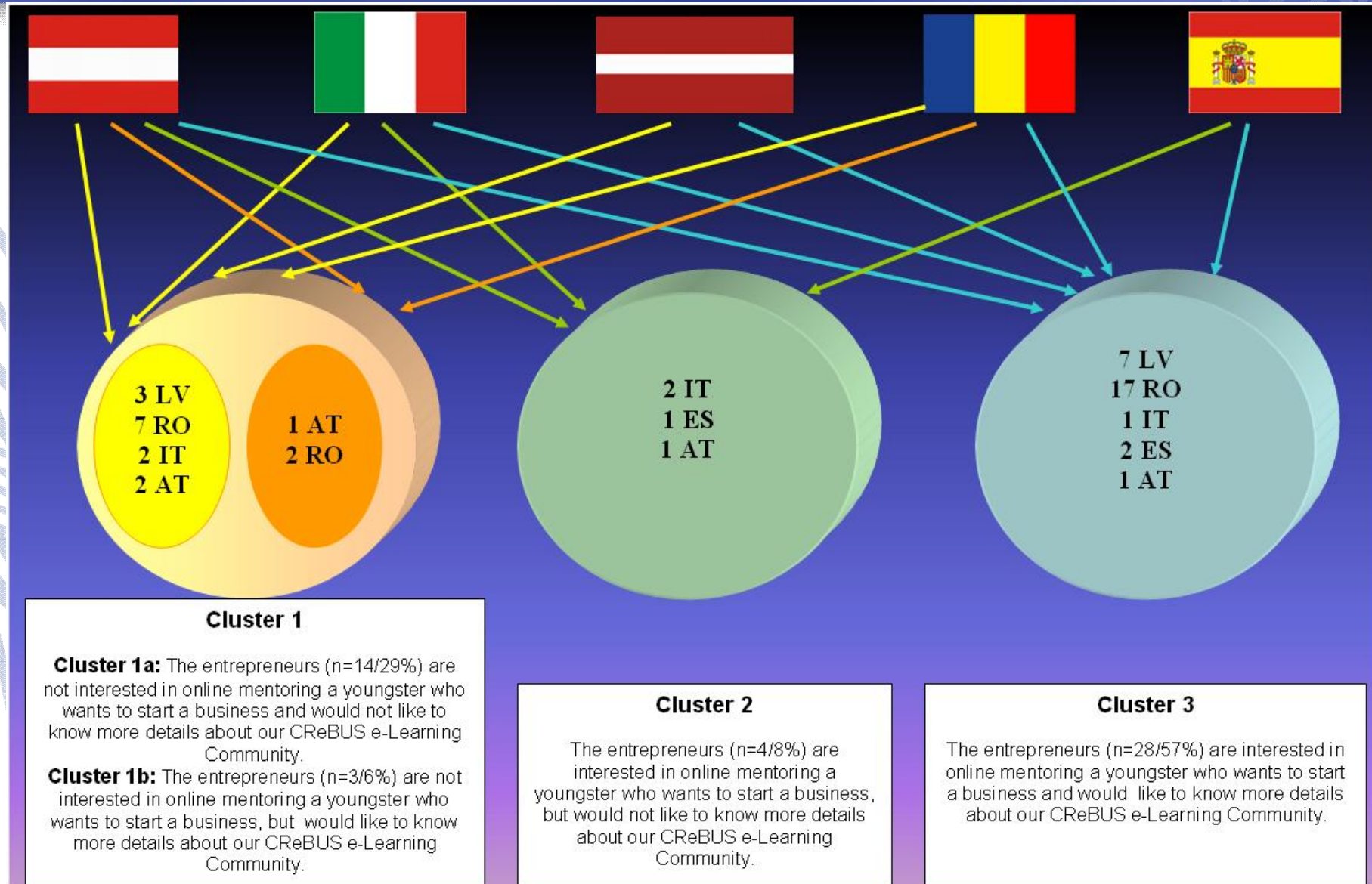
Transnational clusters of the potential members

Potential members of the CReBUS e-Learning Community (students/graduates and entrepreneurs) by type of business



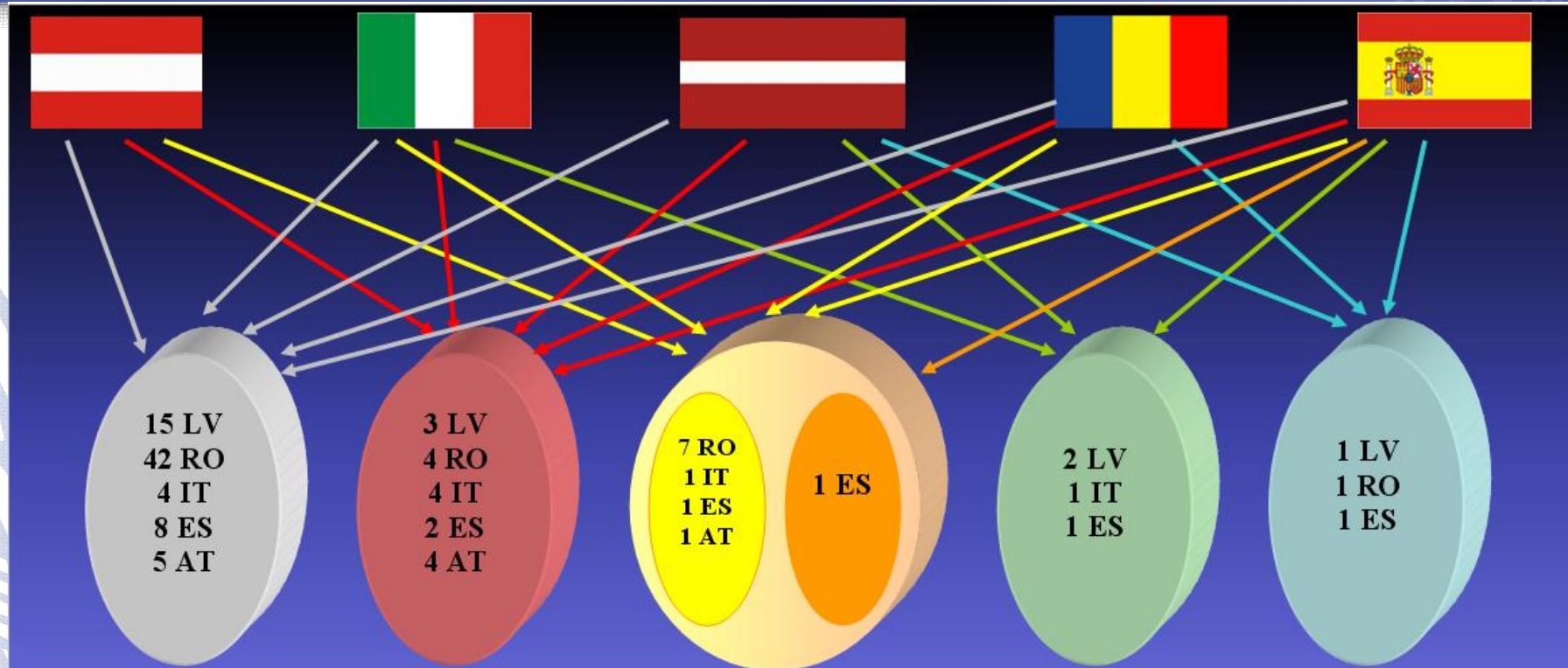


Transnational clusters of entrepreneurs





Transnational clusters of students/graduates



Cluster 1
The students/graduates (n=74/68%) would like to attend an online mentoring activity for those interested in entrepreneurship as well as are interested to learn from an experienced entrepreneur how to start their business and would like to know more details about our CReBUS e-Learning Community.

Cluster 2
The students/graduates (n=17/15%) would like to attend an online mentoring activity for those interested in entrepreneurship and are interested to learn from an experienced entrepreneur how to start their business, but would not like to know more details about our CReBUS e-Learning Community.

Cluster 3
Cluster 3a: The students/graduates (n=10/9%) would not like to attend an online mentoring activity for those interested in entrepreneurship, they are not interested to learn from an experienced entrepreneur how to start their business and would not like to know more details about our CReBUS e-Learning Community.
Cluster 3b: One graduate (n=1/1%) would not like to attend an online mentoring activity for those interested in entrepreneurship, is not interested to learn from an experienced entrepreneur how to start a business, but would like to know more details about our CReBUS e-Learning Community.

Cluster 4
The students/graduates (n=4/4%) would not like to attend an online mentoring activity for those interested in entrepreneurship, but are interested to learn from an experienced entrepreneur how to start their business and would like to know more details about our CReBUS e-Learning Community.

Cluster 5
The students/graduates (n=3/3%) would not like to attend an online mentoring activity for those interested in entrepreneurship and would not like to know more details about our CReBUS e-Learning Community, but they are interested to learn from an experienced entrepreneur how to start their business.



Personality traits of potential members of the CReBUS e-Learning Community

Personality traits		Respondent code		Total
		entrepreneur	student/graduate	
Innovative spirit	yes	25	61	86
	no	3	13	16
Total		28	74	102
Self-confidence	yes	26	59	85
	no	2	15	17
Total		28	74	102
Responsibility	yes	27	69	96
	no	1	5	6
Total		28	74	102
Creative purposefulness	yes	21	55	76
	no	7	19	26
Total		28	74	102
Empathy	yes	23	64	87
	no	5	10	15
Total		28	74	102
Risk taking	yes	19	46	65
	no	9	28	37
Total		28	74	102



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WHAT?

E-mentoring content



Knowledge and cognitive skills for business start-up

The most important knowledge for business start-up

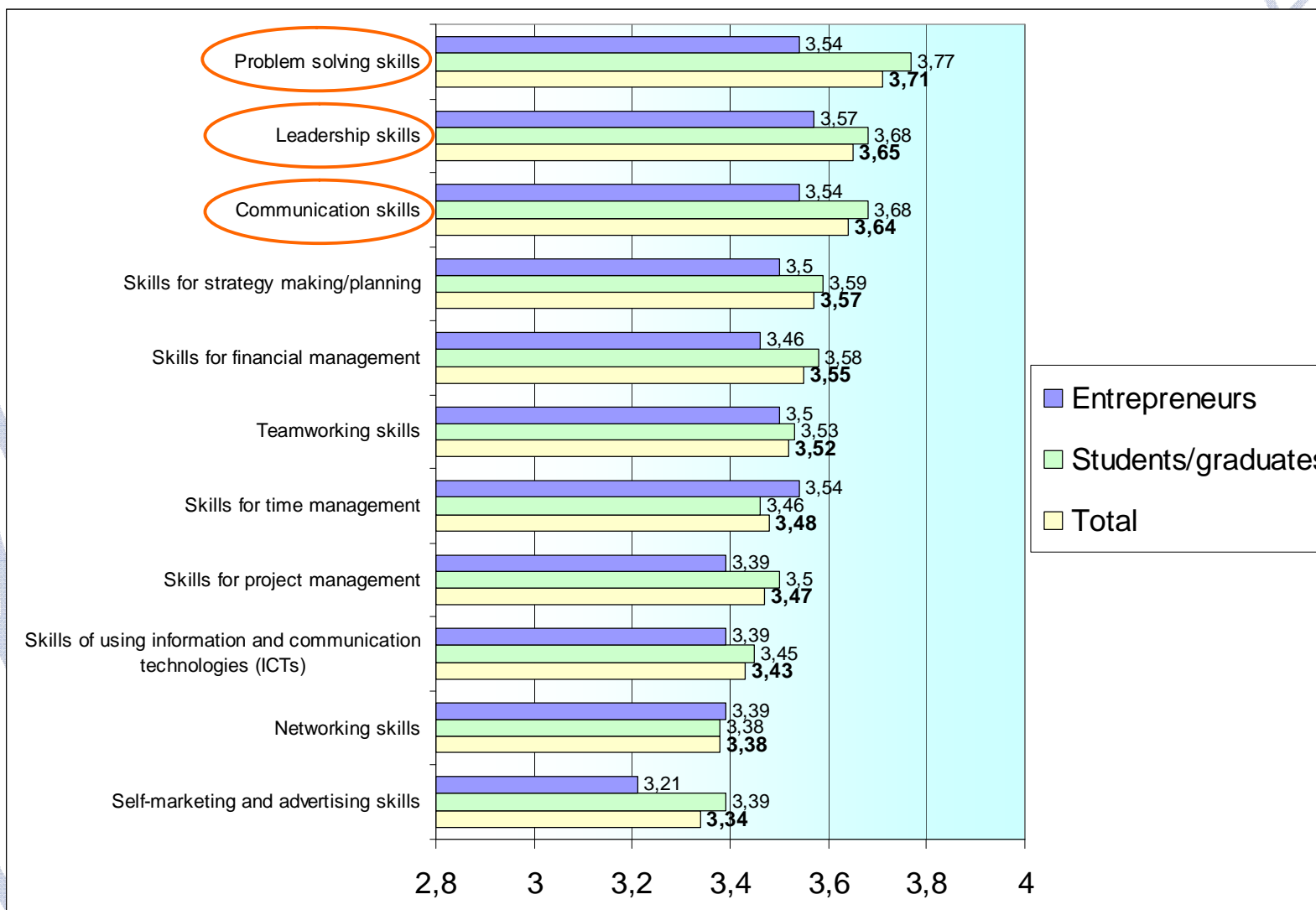
No	For students/graduates	For entrepreneurs
1st	<i>knowledge of how to start a business and run it successfully (mean=3,72, mode=4)</i>	<i>knowledge of how to manage the different functions within an enterprise (mean=3,61, mode=4)</i>
2nd	<i>knowledge of how to manage the different functions within an enterprise (mean=3,54, mode=4)</i>	<i>knowledge of how to start a business and run it successfully (mean=3,57, mode=4)</i>
3rd	<i>knowledge of the different forms of financing (self-financing, external financing, etc.) (mean=3,54, mode=4)</i>	<i>knowledge of self-management (mean=3,54, mode=4)</i>

The most important cognitive skills for business start-up

No	For students/graduates	For entrepreneurs
1st	<i>analyzing and planning / generation of business ideas (mean=3,59, mode=4)</i>	<i>identification and realization opportunities (mean=3,64, mode=4)</i>
2nd	<i>management of resources (human and non-human) (mean=3,59, mode=4)</i>	<i>analyzing and planning / generation of business ideas (mean=3,61, mode=4)</i>
3rd	<i>setting goals (mean=3,57, mode=4)</i>	<i>setting goals (mean=3,57, mode=4)</i>



Practical skills for business start-up





Themes of students/graduates' interests

Problem solving	<ul style="list-style-type: none">• How to survive in crisis• Tips on how to avoid the current problems of the economy.• All the possible tips about how to prepare everything before getting started, and how to manage some problems.• Ideas about how to deal conflicts.• What is the way to overcome obstacles in business.
Business ideas	<ul style="list-style-type: none">• I would like him/her to help me by being critical about my business idea - so that I can improve it. I would also like him/her to help me - and be supportive - in creating a marketing strategy for my business.• How to find innovative ideas, how to start business and what to do with corruption in country.• I would like to receive some ideas on how to put my ideas in practice and how to do that successfully.• How to bring ideas into the market with real success.• The secret to make profitable my idea.• Good ideas of creating business.
Risks	<ul style="list-style-type: none">• I want to know the potential risks implied in my future business.• How to manage evaluation of risk - how to understand when to act and when to wait.• How to decide which risks are worth taking.• The advices I would like to receive from entrepreneurs could be more or less about competitors reaction, financial risks and management. I care safety, not big risks.



Themes of students/graduates' interests

Business contacts, communication	<ul style="list-style-type: none">• How to start business and how to communicate in business environment, to build up social contacts.• How to create relations.• Where do I get the information I need if I want to start up my own business.• How to create impressive presentation for possible investor.• Psychological work with clients.• Some negotiation skills.• How to negotiate with the state administration to take this one as a client.• The creation of the working team, networking.
Financing	<ul style="list-style-type: none">• How to obtain and properly invest possible financial investment.• Useful advices about implementing, growing and financing a business.• Financial planning.• Eventual bookkeeping problems when starting a business.• Mainly - where to find money.• The most important human experiences which has an impact on the financial part.• How to minimize costs and maximize efficiency.• Fundraising, financing sources, financial management.• Access to credit.
Different functions	<ul style="list-style-type: none">• In terms of project management, marketing, leadership, human resources management.• PR, advertising, marketing, web tools.• How to deal with legal documents.
Personal development	<ul style="list-style-type: none">• How to value my skills and knowledge.• I will be pleased too to hear advices for personal development.• What makes the difference between successful business man and not successful business man.



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HOW?

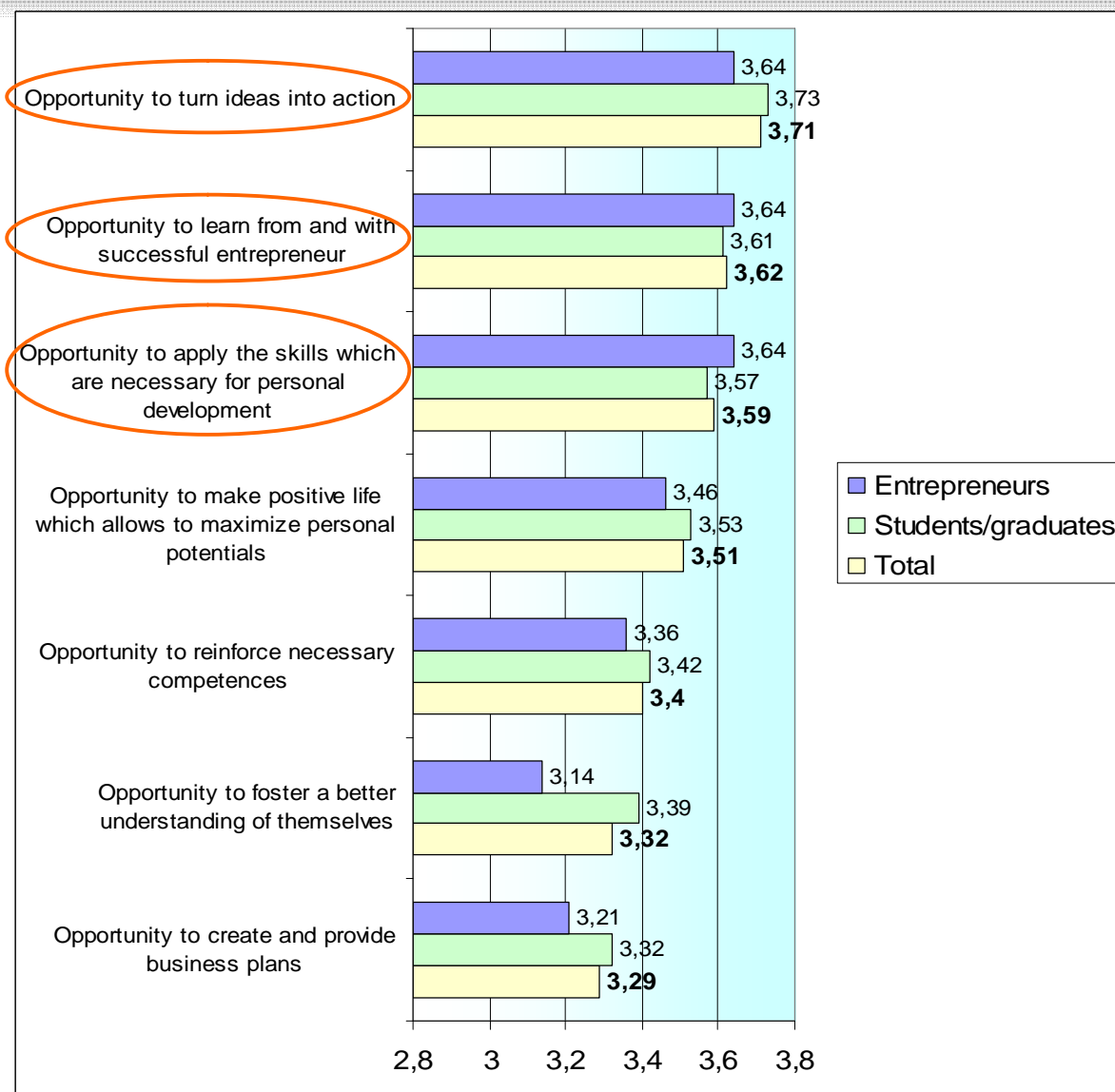
E-mentoring process

E-mentoring process

- 30% of theory and 70% of practice
- 2 hours per week
- efficiently and effectively
- opportunities of practical experience
- learning from successful entrepreneurs' experience (mistakes, difficulties, success stories, etc).

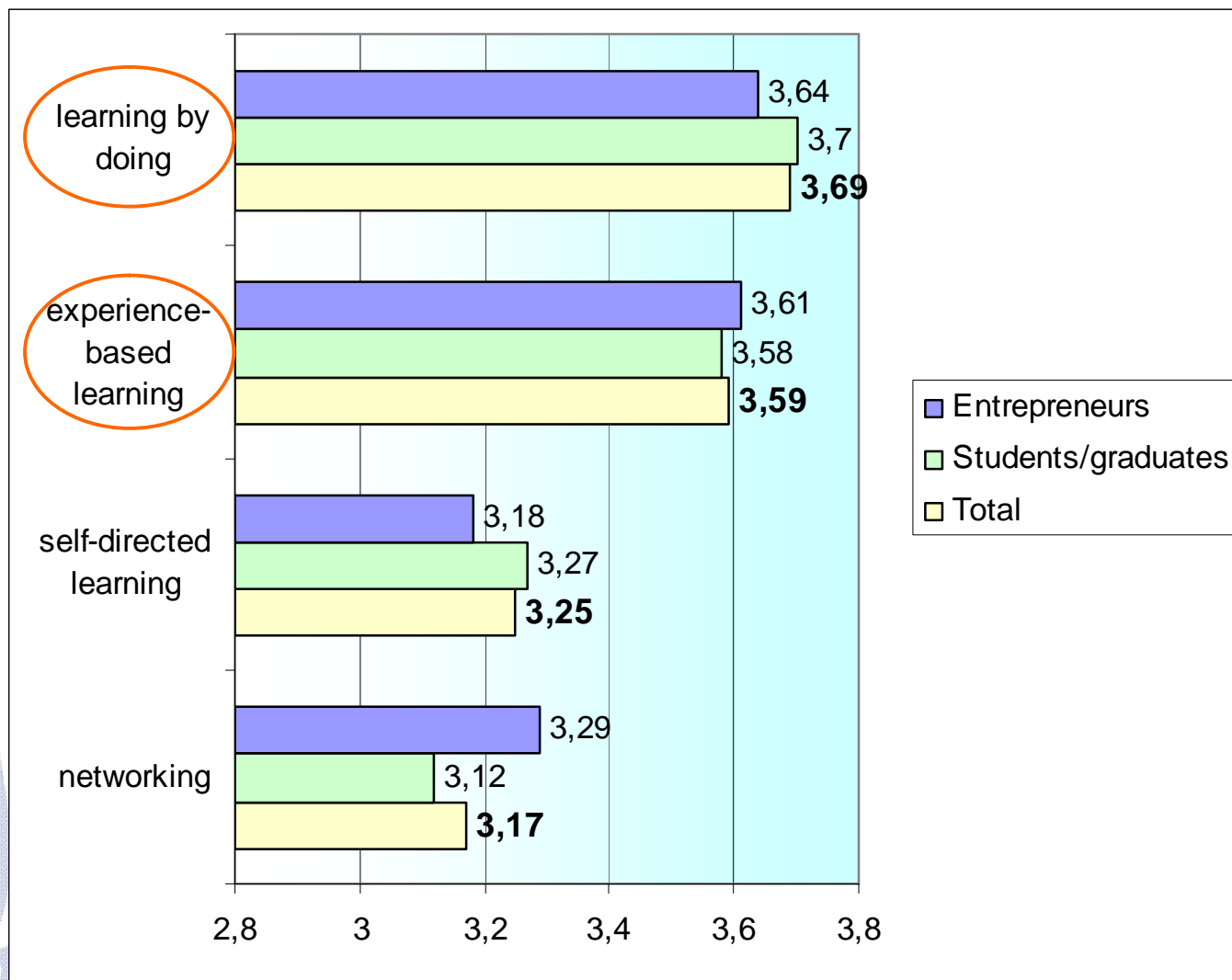


Opportunities of practical experience





Ways of learning





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WHY?

Motivation of potential members



Motives of business and life activity

No	For students/graduates	For entrepreneurs
1st	<i>improving quality of life</i> (mean=3,62, mode=4)	<i>to be independent</i> (mean=3,50, mode=4)
2nd	<i>to be independent</i> (mean=3,57, mode=4)	<i>improving quality of life</i> (mean=3,57, mode=4)
3rd	<i>to be successful</i> (mean=3,55, mode=4)	<i>the chance to implement their own ideas</i> (mean=3,46, mode=3)





WHO?

28 entrepreneurs and 74 students/graduates. They are opportunity-driven, practice-oriented, open-minded, success-driven.

WHAT?

problem solving, business ideas, risks, business contacts, communication, personal development, managing the different functions within an enterprise, etc.

HOW?

30% of theory and 70% of practice, 2 hours per week, efficiently and effectively, opportunities of practical experience, learning from successful entrepreneurs' experience (mistakes, difficulties, success stories, etc).

WHY?

self-development and learning, success and independence, quality of life, implementation of their own ideas



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Thanks a lot for your attention!