



Creating Value Co-creation Hubs between  
Universities and Enterprises to foster the infusion  
of Entrepreneurship Education in Europe  
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# Lecture Plans Designed during the ENTREHUBS Value Co-Creation Hubs in Cyprus

Responsible partners:

University of Cyprus

RESET



*Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.*

**Karlshochschule**  
International University



**STİMMÜLİ**  
for social change



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## ENTREHUBS Lecture Plan 1: Understanding how to develop a business plan regardless of area of study

<b>Name / Title</b>	Understanding how to develop a business plan regardless of area of study
<b>Short description</b>	A business plan is pivotal in entrepreneurship, serving both as an internal guide for transforming ideas into viable businesses and as an external tool to attract investors and partners. It outlines the company's strategy, market potential, and financial forecasts, making it essential for operational planning and compelling for securing investment and partnerships.
<b>Time Slot / Duration</b>	2-3h
<b>Modus</b>	( ) on-site (x) hybrid ( ) remote
<b>(Online) Tools / Platforms</b>	On-site: A standard Business Plan Template  Remote: MS Teams or Zoom and a digital file of the standard business plan template
<b>Practical/industry resources</b>	Business Model Canvas, Ecogood Business Canvas
<b>Sources / Links</b>	Business Plan Template: <a href="https://drive.google.com/drive/folders/1SC5K9QQF2dJS_eLCtQuip3y5xUCcMIZQ?usp=sharing">https://drive.google.com/drive/folders/1SC5K9QQF2dJS_eLCtQuip3y5xUCcMIZQ?usp=sharing</a>
<b>Literature</b>	n/a
<b>Target Group</b>	(x) Undergraduate Students (x) Graduate Students ( X) Post Graduate Students
<b>Entry requirements / Previous knowledge</b>	Having an idea they want to develop or an interest in business ownership.
<b>Learning Objectives</b>	The goals of a business plan include defining the strategic direction and operational framework of a venture, identifying market opportunities, establishing financial objectives, and attracting investments and partnerships. It serves as a roadmap for business development and a communication tool for stakeholders.
<b>Content</b>	A business plan typically encompasses an executive summary, company overview, market analysis, organizational structure, product or service description, marketing and sales strategy, financial plan, and projections. This content provides a comprehensive overview of the business's



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	objectives, strategies, market positioning, operational mechanisms, and financial expectations.
Teaching and learning methods	This is best taught by explaining what each section is supposed to include and most importantly demystifying the process so students in all categories feel empower to develop a plan.
Approach(es) to EE	(x) Teaching about Entrepreneurship (x) Teaching for Entrepreneurship (x) Teaching through Entrepreneurship
Value creation activities	(x) Business model creation (x) Stakeholder pitches and other external stakeholder/ audience presentations including direct feedback ( ) Internship or traineeship ( ) Customer development ( ) Other: _____
Business stakeholder(s)	
Total workload & composition	2-3h Workshop for max. 20 students
Assessment	Presentation
Special Focus	(x) Multidisciplinary approach ( ) Partnerships and cross-sectoral cooperation (x) Links between formal/non-formal learning ( ) Links to key competences ( ) Educator training and professional development ( ) A lifelong learning perspective (x) Learning and teaching pedagogies with a focus on participatory and experiential approaches (x) Learning and teaching pedagogies with a focus on venture-creation approach ( ) Learning and teaching pedagogies with a focus on value-creation approach ( ) Learning and teaching pedagogies with a focus on design thinking (x) Learning and teaching pedagogies with a focus on Project-Based Learning (PBL) ( ) Collaboration/ Link with the business sector



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## Lecture Plan 2: Understanding how to develop a one pager Executive Summary

<b>Name / Title</b>	Understanding how to develop a one pager Executive Summary
<b>Short description</b>	The Executive Summary is a critical component of a business plan, encapsulating the essence of the venture's vision, strategic objectives, and market potential. It succinctly presents the business model, competitive advantages, and financial highlights, serving as a compelling overview for stakeholders and a decisive factor for attracting investors and partners. As the gateway to the detailed plan, it must be clear, concise, and persuasive, ensuring readers are motivated to engage with the subsequent sections. It is also used as a stand alone document to entice investors (as a first impression) to discuss further the opportunity to partner or invest with your company.
<b>Time Slot / Duration</b>	2h
<b>Modus</b>	( ) on-site (x) hybrid ( ) remote
<b>(Online) Tools / Platforms</b>	On-site: A standard Business Plan Template Access to CANVA software so it can be designed professionally.  Remote: MS Teams or Zoom and a digital file of the standard business plan template
<b>Practical/industry resources</b>	Business Model Canvas, Ecogood Business Canvas
<b>Sources / Links</b>	Business Plan Template: <a href="https://drive.google.com/drive/folders/1SC5K9QQF2dJS_eLCtQuip3y5xUCcMIZQ?usp=sharing">https://drive.google.com/drive/folders/1SC5K9QQF2dJS_eLCtQuip3y5xUCcMIZQ?usp=sharing</a>
<b>Literature</b>	n/a
<b>Target Group</b>	(x) Undergraduate Students (x) Graduate Students ( X) Post Graduate Students
<b>Entry requirements / Previous knowledge</b>	Having an idea they want to develop or an interest in business ownership.
<b>Learning Objectives</b>	The goals of a business plan include defining the strategic direction and operational framework of a venture, identifying market opportunities,



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	establishing financial objectives, and attracting investments and partnerships. It serves as a roadmap for business development and a communication tool for stakeholders.
<b>Content</b>	A business plan typically encompasses an executive summary, company overview, market analysis, organizational structure, product or service description, marketing and sales strategy, financial plan, and projections. This content provides a comprehensive overview of the business's objectives, strategies, market positioning, operational mechanisms, and financial expectations.
<b>Teaching and learning methods</b>	This is best taught by explaining what each section is supposed to include and most importantly demystifying the process so students in all categories feel empower to develop a plan.
<b>Approach(es) to EE</b>	(x) Teaching about Entrepreneurship (x) Teaching for Entrepreneurship (x) Teaching through Entrepreneurship
<b>Value creation activities</b>	(x) Business model creation (x) Stakeholder pitches and other external stakeholder/ audience presentations including direct feedback ( ) Internship or traineeship ( ) Customer development ( ) Other: _____
<b>Business stakeholder(s)</b>	
<b>Total workload &amp; composition</b>	2-3h Workshop for max. 20 students
<b>Assessment</b>	Presentation
<b>Special Focus</b>	(x) Multidisciplinary approach ( ) Partnerships and cross-sectoral cooperation (x) Links between formal/non-formal learning ( ) Links to key competences ( ) Educator training and professional development ( ) A lifelong learning perspective (x) Learning and teaching pedagogies with a focus on participatory and experiential approaches (x) Learning and teaching pedagogies with a focus on venture-creation approach



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	<input type="checkbox"/> Learning and teaching pedagogies with a focus on value-creation approach <input type="checkbox"/> Learning and teaching pedagogies with a focus on design thinking <input checked="" type="checkbox"/> Learning and teaching pedagogies with a focus on Project-Based Learning (PBL) <input type="checkbox"/> Collaboration/ Link with the business sector
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### Lecture Plan 3: Understanding how to develop the Business Canvas

<b>Name / Title</b>	Understanding how to develop the Business Canvas
<b>Short description</b>	The Business Canvas offers a succinct and impactful overview of your venture, distilling key aspects of your business strategy, market position, and value proposition. It effectively outlines your business model, unique selling points, and financial prospects in a clear and engaging manner, acting as a crucial tool for communicating your business vision to stakeholders. This concise representation is instrumental in capturing the interest of potential investors and partners, serving as an initial touchpoint to spark further discussions about collaboration or investment opportunities. As a foundational element of your strategic planning, the Business Canvas ensures that your business concept is immediately understood and compelling, paving the way for deeper exploration and engagement.
<b>Time Slot / Duration</b>	2h
<b>Modus</b>	<input type="checkbox"/> on-site <input checked="" type="checkbox"/> hybrid <input type="checkbox"/> remote
<b>(Online) Tools / Platforms</b>	On-site: A printed Canvas Template Remote: MS Teams or Zoom and a digital file of the standard business plan template
<b>Practical/industry resources</b>	Business Model Canvas
<b>Sources / Links</b>	Business Plan Template: <a href="https://www.strategyzer.com/library/the-business-model-canvas">https://www.strategyzer.com/library/the-business-model-canvas</a>
<b>Literature</b>	n/a
<b>Target Group</b>	<input checked="" type="checkbox"/> Undergraduate Students <input checked="" type="checkbox"/> Graduate Students <input checked="" type="checkbox"/> Post Graduate Students



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Entry requirements / Previous knowledge	Having an idea they want to develop or an interest in business ownership.
Learning Objectives	The purpose of a business canvas is to crystallize the core components of a venture, offering a streamlined view of its strategic direction, value proposition, target market, and revenue streams. It aims to highlight the venture's unique approach to seizing market opportunities, setting clear objectives, and outlining the mechanisms for generating income. As a versatile and dynamic tool, the business canvas facilitates the exploration of potential growth avenues and partnership opportunities, serving both as a guide for internal development and an effective means of engaging external stakeholders.
Content	A Business Model Canvas articulates a company's value proposition, customer segments, channels, customer relationships, revenue streams, key activities, key resources, key partnerships, and cost structure. This comprehensive framework provides a holistic view of how a business intends to operate and generate value. It serves as a strategic blueprint, outlining the core aspects of the business's approach to capturing market opportunities, delivering products or services, and achieving financial sustainability. The Business Model Canvas is a vital tool for entrepreneurs and businesses aiming to align their operations with their strategic vision and market needs.
Teaching and learning methods	Effectively conveying the components of a Business Model Canvas involves a detailed explanation of each segment and its significance, coupled with simplifying the process to ensure it's accessible to learners across all levels. The key is to demystify the planning phase, enabling students from diverse backgrounds to feel confident and empowered in crafting their business strategies. This approach fosters an inclusive learning environment where every student feels equipped to translate their ideas into structured, actionable business plans.
Approach(es) to EE	(x) Teaching about Entrepreneurship (x) Teaching for Entrepreneurship (x) Teaching through Entrepreneurship
Value creation activities	(x) Business model creation (x) Stakeholder pitches and other external stakeholder/ audience presentations including direct feedback ( ) Internship or traineeship





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	( ) Customer development ( ) Other: _____
Business stakeholder(s)	
Total workload & composition	2h Workshop for max. 20 students
Assessment	Presentation
Special Focus	<input checked="" type="checkbox"/> Multidisciplinary approach <input type="checkbox"/> Partnerships and cross-sectoral cooperation <input checked="" type="checkbox"/> Links between formal/non-formal learning <input type="checkbox"/> Links to key competences <input type="checkbox"/> Educator training and professional development <input type="checkbox"/> A lifelong learning perspective <input checked="" type="checkbox"/> Learning and teaching pedagogies with a focus on participatory and experiential approaches <input checked="" type="checkbox"/> Learning and teaching pedagogies with a focus on venture-creation approach <input type="checkbox"/> Learning and teaching pedagogies with a focus on value-creation approach <input type="checkbox"/> Learning and teaching pedagogies with a focus on design thinking <input checked="" type="checkbox"/> Learning and teaching pedagogies with a focus on Project-Based Learning (PBL) <input type="checkbox"/> Collaboration/ Link with the business sector

## Lecture Plan 4: Revenue Models

<b>Name / Title</b>	Understanding how to develop revenue models
<b>Short description</b>	Developing revenue models is an integral part of crafting a sustainable business strategy. It involves a comprehensive analysis of your venture's unique value proposition, market dynamics, and customer segments to identify viable revenue streams. This process is essential for delineating how your business will generate income, be it through direct sales, subscription services, advertising, or other means. A well-thought-out revenue model not only underscores your business's financial viability but also enhances its attractiveness to investors and partners. By clearly articulating your approach to revenue generation, you provide stakeholders with a transparent view of your business's potential for growth and profitability. This clarity is vital for fostering confidence among potential investors and partners, serving as a cornerstone for negotiations and collaborative ventures. In essence, a robust revenue model is a linchpin for turning your business vision into a reality, ensuring that your venture is not just innovative but also financially sound.
<b>Time Slot / Duration</b>	2h
<b>Modus</b>	<input type="checkbox"/> on-site <input checked="" type="checkbox"/> hybrid <input type="checkbox"/> remote
<b>(Online) Tools / Platforms</b>	Examples of revenue models: <a href="https://docs.google.com/spreadsheets/d/1IXQUcPXKCPZVkp4kN38ldr8Z-8jSaC3rq72vG3xnunA/edit?usp=sharing">https://docs.google.com/spreadsheets/d/1IXQUcPXKCPZVkp4kN38ldr8Z-8jSaC3rq72vG3xnunA/edit?usp=sharing</a> <a href="https://mailchimp.com/resources/revenue-model/">https://mailchimp.com/resources/revenue-model/</a> Remote: MS Teams or Zoom and
<b>Practical/industry resources</b>	
<b>Sources / Links</b>	<a href="https://docs.google.com/spreadsheets/d/1IXQUcPXKCPZVkp4kN38ldr8Z-8jSaC3rq72vG3xnunA/edit?usp=sharing">https://docs.google.com/spreadsheets/d/1IXQUcPXKCPZVkp4kN38ldr8Z-8jSaC3rq72vG3xnunA/edit?usp=sharing</a>
<b>Literature</b>	n/a
<b>Target Group</b>	<input checked="" type="checkbox"/> Undergraduate Students <input checked="" type="checkbox"/> Graduate Students <input checked="" type="checkbox"/> Post Graduate Students



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Entry requirements / Previous knowledge	Having an idea they want to develop or an interest in business ownership.
Learning Objectives	Exploring various revenue models is crucial for understanding how a business generates income. Each model, from SaaS and subscription services to advertising and e-commerce, entails unique strategies for monetizing products or services. These models dictate the business's approach to market engagement, customer interaction, and value delivery. Effectively leveraging a suitable revenue model is key to achieving financial goals and sustaining growth, making it essential for businesses to carefully evaluate and select the model that aligns with their vision and market dynamics.
Content	A Revenue Model outlines how a business plans to generate income, detailing strategies across various streams like sales, subscriptions, or advertising. It's a crucial part of a business's financial planning, providing insight into how value propositions are monetized, customer segments targeted, and resources allocated. By defining the pathways for revenue generation, it acts as a guide for sustainable financial growth, aligning with the company's broader strategic goals and market positioning.
Teaching and learning methods	Explaining revenue models effectively involves breaking down each type and its mechanisms, ensuring clarity and accessibility. The goal is to demystify revenue generation, empowering learners of all backgrounds to confidently apply these concepts to their business ideas. This inclusive approach encourages a diverse range of students to engage deeply with the material, fostering an environment where innovative and viable business strategies are developed.
Approach(es) to EE	(x) Teaching about Entrepreneurship (x) Teaching for Entrepreneurship (x) Teaching through Entrepreneurship
Value creation activities	(x) Business model creation (x) Stakeholder pitches and other external stakeholder/ audience presentations including direct feedback ( ) Internship or traineeship ( ) Customer development ( ) Other: _____
Business stakeholder(s)	



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Total workload & composition	2h Workshop for max. 20 students
Assessment	Presentation
Special Focus	<ul style="list-style-type: none"> <li>(x) Multidisciplinary approach</li> <li>(x) Partnerships and cross-sectoral cooperation</li> <li>(x) Links between formal/non-formal learning</li> <li>( ) Links to key competences</li> <li>(x) Educator training and professional development</li> <li>( ) A lifelong learning perspective</li> <li>(x) Learning and teaching pedagogies with a focus on participatory and experiential approaches</li> <li>(x) Learning and teaching pedagogies with a focus on venture-creation approach</li> <li>( ) Learning and teaching pedagogies with a focus on value-creation approach</li> <li>(x) Learning and teaching pedagogies with a focus on design thinking</li> <li>(x) Learning and teaching pedagogies with a focus on Project-Based Learning (PBL)</li> <li>(x) Collaboration/ Link with the business sector</li> </ul>



## ENTREHUBS Lecture Plan 5: Competitive Analysis

<b>Name / Title</b>	Understanding how to develop Competitive Analysis
<b>Short description</b>	Crafting a competitive strategy is crucial for distinguishing your venture in the market. This involves analyzing industry trends, understanding competitor behaviors, and identifying your unique selling points. A solid competitive strategy not only positions your business advantageously but also enhances its appeal to customers and investors. By defining how your business will compete and innovate, you lay a foundation for sustainable growth and success, ensuring your venture stands out in a crowded marketplace.
<b>Time Slot / Duration</b>	2h
<b>Modus</b>	( ) on-site (x) hybrid ( ) remote
<b>(Online) Tools / Platforms</b>	Template for competitive analysis: <a href="https://www.canva.com/design/DAF9gKCKiD4/Ofmqu2hBXJ-gmcTuSzX9mw/edit?utm_content=DAF9gKCKiD4&amp;utm_campaign=designshare&amp;utm_medium=link2&amp;utm_source=sharebutton">https://www.canva.com/design/DAF9gKCKiD4/Ofmqu2hBXJ-gmcTuSzX9mw/edit?utm_content=DAF9gKCKiD4&amp;utm_campaign=designshare&amp;utm_medium=link2&amp;utm_source=sharebutton</a>  Remote: MS Teams or Zoom and
<b>Practical/industry resources</b>	
<b>Sources / Links</b>	<a href="https://www.canva.com/design/DAF9gKCKiD4/Ofmqu2hBXJ-gmcTuSzX9mw/edit?utm_content=DAF9gKCKiD4&amp;utm_campaign=designshare&amp;utm_medium=link2&amp;utm_source=sharebutton">https://www.canva.com/design/DAF9gKCKiD4/Ofmqu2hBXJ-gmcTuSzX9mw/edit?utm_content=DAF9gKCKiD4&amp;utm_campaign=designshare&amp;utm_medium=link2&amp;utm_source=sharebutton</a>
<b>Literature</b>	n/a
<b>Target Group</b>	(x) Undergraduate Students (x) Graduate Students ( X) Post Graduate Students
<b>Entry requirements / Previous knowledge</b>	Knowing who are their competitors and how to differentiate their product so they have a marketing competitive advantage



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<b>Learning Objectives</b>	Conducting a competitive analysis is pivotal for understanding a business's standing within its industry. This process involves examining the strategies, strengths, and weaknesses of current and potential competitors. Such an analysis helps businesses identify market gaps, strategic advantages, and potential threats. It's a key step in formulating a robust business strategy, allowing companies to pinpoint opportunities for differentiation and capitalize on their unique strengths to gain a competitive edge.
<b>Content</b>	A Competitive Analysis systematically evaluates your competitors' strategies, strengths, and weaknesses, comparing them to your own business. It's essential for identifying market opportunities, threats, and areas where your business can stand out. This analysis informs strategic decisions, helping to tailor your offerings and market approach to better meet customer needs and outperform competitors.
<b>Teaching and learning methods</b>	Delving into competitive analysis requires a clear and accessible breakdown of each competitor's strategies, strengths, and weaknesses. The aim is to clarify the competitive landscape, enabling learners from various backgrounds to confidently apply these insights to their own business contexts. This approach promotes engagement and the development of effective business strategies by fostering an inclusive learning environment.
<b>Approach(es) to EE</b>	<input checked="" type="checkbox"/> Teaching about Entrepreneurship <input checked="" type="checkbox"/> Teaching for Entrepreneurship <input checked="" type="checkbox"/> Teaching through Entrepreneurship
<b>Value creation activities</b>	<input checked="" type="checkbox"/> Business model creation <input checked="" type="checkbox"/> Stakeholder pitches and other external stakeholder/ audience presentations including direct feedback <input type="checkbox"/> Internship or traineeship <input checked="" type="checkbox"/> Customer development <input type="checkbox"/> Other: _____
<b>Business stakeholder(s)</b>	
<b>Total workload &amp; composition</b>	2h Workshop for max. 20 students
<b>Assessment</b>	Presentation
<b>Special Focus</b>	<input checked="" type="checkbox"/> Multidisciplinary approach <input type="checkbox"/> Partnerships and cross-sectoral cooperation



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	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Links between formal/non-formal learning</li> <li><input type="checkbox"/> Links to key competences</li> <li><input checked="" type="checkbox"/> Educator training and professional development</li> <li><input checked="" type="checkbox"/> A lifelong learning perspective</li> <li><input checked="" type="checkbox"/> Learning and teaching pedagogies with a focus on participatory and experiential approaches</li> <li><input checked="" type="checkbox"/> Learning and teaching pedagogies with a focus on venture-creation approach</li> <li><input checked="" type="checkbox"/> Learning and teaching pedagogies with a focus on value-creation approach</li> <li><input checked="" type="checkbox"/> Learning and teaching pedagogies with a focus on design thinking</li> <li><input checked="" type="checkbox"/> Learning and teaching pedagogies with a focus on Project-Based Learning (PBL)</li> <li><input type="checkbox"/> Collaboration/ Link with the business sector</li> </ul>
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## Lecture Plan 6: Entrepreneurial Leadership and Team Building

<b>Name / Title</b>	Understanding how to Entrepreneurial Leadership and Team Building
<b>Short description</b>	Entrepreneurial Leadership and Team Building focuses on cultivating leadership qualities and teamwork skills essential for entrepreneurial success. It explores strategies for inspiring and managing teams, fostering a collaborative culture, and driving innovation. This module emphasizes the importance of effective communication, conflict resolution, and the ability to adapt to changing business environments. By developing strong leadership and team-building capabilities, entrepreneurs can enhance their venture's performance and resilience, ensuring that their business is not only innovative but also capable of sustained growth and success.
<b>Time Slot / Duration</b>	2h
<b>Modus</b>	<input type="checkbox"/> on-site <input checked="" type="checkbox"/> hybrid <input type="checkbox"/> remote
<b>(Online) Tools / Platforms</b>	PowerPoint Presentation Remote: MS Teams or Zoom



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Practical/industry resources	
Sources / Links	
Literature	n/a
Target Group	(x) Undergraduate Students (x) Graduate Students ( X) Post Graduate Students
Entry requirements / Previous knowledge	Having an idea they want to develop leadership skills and build a team under the same mission and vision
Learning Objectives	Mastering Entrepreneurial Leadership and Team Building is key to driving a venture's success. This involves understanding diverse leadership styles, team dynamics, and motivational strategies to foster an innovative and collaborative work environment. It's about guiding teams through challenges and growth phases, ensuring alignment with the broader vision and goals of the business. This module will equip aspiring entrepreneurs with the skills to lead effectively and build cohesive, high-performing teams.
Content	Entrepreneurial Leadership and Team Building delves into the essence of guiding a venture through visionary leadership and cohesive teamwork. It emphasizes the significance of a leader's ability to articulate a clear vision, inspire the team, and foster an environment conducive to innovation and growth. This module underscores the critical role of aligning team efforts with the company's strategic objectives, ensuring every member contributes effectively towards achieving collective success.
Teaching and learning methods	Teaching Entrepreneurial Leadership and Team Building involves clarifying key concepts and practices to cultivate effective leaders and cohesive teams within entrepreneurial settings. The focus is on making leadership principles and team dynamics understandable and relatable, ensuring learners from diverse backgrounds feel empowered to apply these insights to real-world scenarios. This approach promotes active engagement and the development of practical skills necessary for leading innovative and successful ventures.
Approach(es) to EE	(x) Teaching about Entrepreneurship (x) Teaching for Entrepreneurship





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	(x ) Teaching through Entrepreneurship
Value creation activities	(x) Business model creation (x) Stakeholder pitches and other external stakeholder/ audience presentations including direct feedback ( ) Internship or traineeship ( ) Customer development (x ) Other: Team Development and Self-Development
Business stakeholder(s)	
Total workload & composition	2h Workshop for max. 20 students
Assessment	Presentation
Special Focus	(x) Multidisciplinary approach ( ) Partnerships and cross-sectoral cooperation (x) Links between formal/non-formal learning (x ) Links to key competences (x ) Educator training and professional development (x ) A lifelong learning perspective (x) Learning and teaching pedagogies with a focus on participatory and experiential approaches ( ) Learning and teaching pedagogies with a focus on venture-creation approach ( ) Learning and teaching pedagogies with a focus on value-creation approach ( ) Learning and teaching pedagogies with a focus on design thinking (x ) Learning and teaching pedagogies with a focus on Project-Based Learning (PBL) (x) Collaboration/ Link with the business sector



## ENTREHUBS Lecture Plan 7: Customer Discovery and Validation

<b>Name / Title</b>	Understanding how to validate your product before entering the market
<b>Short description</b>	Customer Discovery and Validation is a pivotal aspect of entrepreneurship, involving the systematic exploration and validation of customer needs, preferences, and pain points. This module guides aspiring entrepreneurs through the process of identifying target customer segments, conducting market research, and gathering feedback to validate their business ideas. By understanding customer needs and validating market demand, entrepreneurs can refine their value proposition, tailor their offerings, and mitigate risks associated with product-market fit. This iterative process of customer discovery and validation lays the foundation for building a sustainable and customer-centric business model.
<b>Time Slot / Duration</b>	2h
<b>Modus</b>	( ) on-site (x) hybrid ( ) remote
<b>(Online) Tools / Platforms</b>	PowerPoint Presentation Remote: MS Teams or Zoom
<b>Practical/industry resources</b>	
<b>Sources / Links</b>	
<b>Literature</b>	n/a
<b>Target Group</b>	(x) Undergraduate Students (x) Graduate Students ( X) Post Graduate Students
<b>Entry requirements / Previous knowledge</b>	Having the product idea, value proposition, and pricing ready. Preferably an MVP ready for testing. Alternatively, a clear presentation of the idea or product so they can present in focus groups and carry out survey to test their target market.
<b>Learning Objectives</b>	Customer Discovery and Validation is a foundational step in the entrepreneurial journey, focusing on understanding customers' needs, preferences, and behaviors. This module equips entrepreneurs with the tools and methodologies to identify



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	target customer segments, gather feedback, and validate their business ideas. Through market research, interviews, and prototype testing, entrepreneurs can gain insights into customer pain points and refine their value proposition to better meet market demands. By validating their ideas early in the process, entrepreneurs can reduce the risk of launching products or services that don't resonate with customers, increasing their chances of success in the marketplace.
<b>Content</b>	Customer Discovery and Validation is a critical component of the entrepreneurial process, focusing on identifying and validating market opportunities. This module equips entrepreneurs with the skills to conduct customer research, gather feedback, and test hypotheses to validate their business ideas. By engaging directly with potential customers, entrepreneurs can gain valuable insights into customer needs, preferences, and pain points, helping them refine their products or services to better meet market demand. Through iterative experimentation and validation, entrepreneurs can mitigate the risk of developing solutions that fail to resonate with customers, increasing their chances of building successful ventures.
<b>Teaching and learning methods</b>	Customer Discovery and Validation is an essential aspect of entrepreneurship, centered on understanding customer needs and validating business ideas. This module emphasizes the importance of conducting thorough market research, engaging with potential customers, and iteratively testing hypotheses to ensure product-market fit. By honing these skills, entrepreneurs can gather actionable insights, refine their value propositions, and mitigate the risk of launching products or services that don't meet customer needs. Ultimately, effective customer discovery and validation lead to more successful and sustainable ventures.
<b>Approach(es) to EE</b>	<input checked="" type="checkbox"/> Teaching about Entrepreneurship <input checked="" type="checkbox"/> Teaching for Entrepreneurship <input type="checkbox"/> Teaching through Entrepreneurship
<b>Value creation activities</b>	<input checked="" type="checkbox"/> Business model creation <input type="checkbox"/> Stakeholder pitches and other external stakeholder/ audience presentations including direct feedback <input type="checkbox"/> Internship or traineeship <input type="checkbox"/> Customer development <input type="checkbox"/> Other:
<b>Business stakeholder(s)</b>	



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Total workload & composition	2h Workshop for max. 20 students
Assessment	Presentation
Special Focus	<ul style="list-style-type: none"> <li>(x) Multidisciplinary approach</li> <li>( ) Partnerships and cross-sectoral cooperation</li> <li>(x) Links between formal/non-formal learning</li> <li>( ) Links to key competences</li> <li>(x ) Educator training and professional development</li> <li>(x ) A lifelong learning perspective</li> <li>(x) Learning and teaching pedagogies with a focus on participatory and experiential approaches</li> <li>(x ) Learning and teaching pedagogies with a focus on venture-creation approach</li> <li>(x ) Learning and teaching pedagogies with a focus on value-creation approach</li> <li>(x) Learning and teaching pedagogies with a focus on design thinking</li> <li>(x ) Learning and teaching pedagogies with a focus on Project-Based Learning (PBL)</li> <li>( ) Collaboration/ Link with the business sector</li> </ul>



## ENTREHUBS Lecture Plan 8: Fundraising and Venture Capital

<b>Name / Title</b>	Understanding how to fundraise capital to build the company
<b>Short description</b>	Fundraising and Venture Capital is a crucial component of entrepreneurial endeavors, encompassing various methods to secure funding for business growth and expansion. This module explores the intricacies of fundraising, including traditional avenues such as bank loans, bootstrapping, and angel investment, as well as modern approaches like crowdfunding, venture capital, and strategic partnerships. By understanding the nuances of each funding method, entrepreneurs can strategically leverage resources to fuel their ventures' growth. Additionally, the module delves into the dynamics of venture capital, covering topics such as pitching to investors, negotiating term sheets, and managing investor relations. Through this comprehensive exploration, aspiring entrepreneurs gain the knowledge and skills needed to navigate the complex landscape of fundraising and venture capital effectively.
<b>Time Slot / Duration</b>	2h
<b>Modus</b>	( ) on-site (x) hybrid ( ) remote
<b>(Online) Tools / Platforms</b>	PowerPoint Presentation Remote: MS Teams or Zoom
<b>Practical/industry resources</b>	
<b>Sources / Links</b>	
<b>Literature</b>	n/a
<b>Target Group</b>	(x) Undergraduate Students (x) Graduate Students ( X) Post Graduate Students
<b>Entry requirements / Previous knowledge</b>	Having a business plan, executive summary, valuation concept (or model ready) so someone can proceed to fundraising. For the purposes of this module there is no actual need of the above as the module is designed to help them understand all the avenues for when they are ready.
<b>Learning Objectives</b>	Fundraising and Venture Capital are integral components of entrepreneurial ventures, offering avenues to secure essential



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	<p>capital for business growth and development. This module provides a comprehensive understanding of various fundraising methods, including traditional approaches like bank loans and angel investment, as well as modern techniques such as crowdfunding and venture capital funding. Entrepreneurs learn how to navigate the fundraising process, from crafting compelling pitches and business plans to negotiating terms with potential investors. Additionally, the module explores the role of venture capital in financing high-growth startups, covering topics such as due diligence, valuation, and investor relations. By mastering the fundamentals of fundraising and venture capital, entrepreneurs can effectively access the capital needed to fuel their ventures' growth and success.</p>
<p><b>Content</b></p>	<p>Fundraising and venture capital play pivotal roles in fueling entrepreneurial ventures, providing essential capital for growth and expansion. This module offers a comprehensive exploration of various fundraising methods, including traditional avenues like bank loans and angel investment, as well as innovative approaches such as crowdfunding and venture capital funding. Entrepreneurs learn how to navigate the fundraising landscape, from crafting compelling pitches and business plans to negotiating terms with potential investors. Additionally, the module delves into the intricacies of venture capital financing, covering topics such as due diligence, valuation, and investor relations. By mastering the fundamentals of fundraising and venture capital, entrepreneurs can effectively secure the financial resources needed to propel their ventures forward and capitalize on growth opportunities.</p>
<p><b>Teaching and learning methods</b></p>	<p>Fundraising and venture capital are integral components of the entrepreneurial journey, providing crucial financial support for business growth and development. This module delves into the diverse array of fundraising methods available to entrepreneurs, ranging from traditional options like bank loans and angel investment to contemporary approaches such as crowdfunding and venture capital funding. Participants will learn how to navigate the fundraising landscape, from crafting persuasive pitches and business plans to negotiating terms with potential investors. Additionally, the module offers insights into the intricacies of venture capital financing, covering topics such as due diligence, valuation, and investor relations. By mastering the fundamentals of fundraising and venture capital, entrepreneurs</p>



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	can secure the necessary financial resources to propel their ventures forward and capitalize on growth opportunities.
Approach(es) to EE	(x) Teaching about Entrepreneurship (x) Teaching for Entrepreneurship (x) Teaching through Entrepreneurship
Value creation activities	(x) Business model creation (x) Stakeholder pitches and other external stakeholder/ audience presentations including direct feedback ( ) Internship or traineeship ( ) Customer development ( ) Other:
Business stakeholder(s)	
Total workload & composition	2h Workshop for max. 20 students
Assessment	Presentation
Special Focus	( ) Multidisciplinary approach ( x) Partnerships and cross-sectoral cooperation (x) Links between formal/non-formal learning ( x) Links to key competences ( x) Educator training and professional development ( ) A lifelong learning perspective (x) Learning and teaching pedagogies with a focus on participatory and experiential approaches ( x) Learning and teaching pedagogies with a focus on venture-creation approach ( ) Learning and teaching pedagogies with a focus on value-creation approach ( ) Learning and teaching pedagogies with a focus on design thinking ( ) Learning and teaching pedagogies with a focus on Project-Based Learning (PBL) ( x) Collaboration/ Link with the business sector

## Lecture Plan 9: Marketing and Sales Plan

<b>Name / Title</b>	Understanding how to develop a Marketing and Sales Plan
<b>Short description</b>	Marketing and sales planning are essential pillars of entrepreneurial success, providing the framework for reaching and engaging target audiences while driving revenue growth. This module delves into the strategic components of crafting effective marketing and sales plans, covering key topics such as market analysis, customer segmentation, branding, and distribution channels. Participants will learn how to develop comprehensive marketing strategies tailored to their venture's unique value proposition and target market. Additionally, the module explores sales techniques and tactics for converting leads into customers, including relationship-building strategies, pricing strategies, and sales forecasting. By mastering the fundamentals of marketing and sales planning, entrepreneurs can effectively promote their offerings, drive customer acquisition, and ultimately achieve sustainable business growth.
<b>Time Slot / Duration</b>	2h
<b>Modus</b>	( ) on-site (x) hybrid ( ) remote
<b>(Online) Tools / Platforms</b>	PowerPoint Presentation Remote: MS Teams or Zoom
<b>Practical/industry resources</b>	
<b>Sources / Links</b>	
<b>Literature</b>	n/a
<b>Target Group</b>	(x) Undergraduate Students (x) Graduate Students ( X) Post Graduate Students
<b>Entry requirements / Previous knowledge</b>	Marketing and Sales Planning is a foundational element of entrepreneurial success, guiding ventures in reaching and engaging with their target audience while driving revenue growth. This module is designed to provide participants with a comprehensive understanding of the strategic components





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	<p>involved in developing effective marketing and sales plans. Topics covered include market analysis, customer segmentation, branding strategies, and distribution channel selection. Participants will also learn about various sales techniques and tactics for converting leads into customers, including relationship-building strategies, pricing strategies, and sales forecasting. By mastering the fundamentals of marketing and sales planning, entrepreneurs can effectively promote their products or services, drive customer acquisition, and ultimately achieve sustainable business growth.</p>
<p><b>Learning Objectives</b></p>	<p>The Marketing and Sales Plan module is designed to help entrepreneurs develop effective strategies for marketing and selling their products or services. Through a combination of lectures, case studies, and hands-on exercises, participants will learn how to conduct market research, define target customer segments, and craft compelling value propositions. They will also explore various marketing channels and tactics for reaching and engaging with customers, as well as strategies for optimizing sales processes and driving revenue growth. By the end of the module, participants will have the knowledge and skills needed to create a comprehensive marketing and sales plan that aligns with their business goals and objectives.</p>
<p><b>Content</b></p>	<p>The Marketing and Sales module provides entrepreneurs with essential knowledge and skills to develop effective strategies for promoting and selling their products or services. Participants will learn how to conduct market research, identify target customer segments, and craft compelling value propositions. They will explore various marketing channels and tactics for reaching and engaging with customers, as well as strategies for optimizing sales processes and driving revenue growth. Through interactive lectures, case studies, and hands-on exercises, participants will gain practical experience in developing and implementing marketing and sales plans tailored to their business objectives. By the end of the module, participants will have the tools and confidence to execute successful marketing and sales strategies that drive business success.</p>
<p><b>Teaching and learning methods</b></p>	<p>Sales and marketing are indispensable aspects of any business endeavor, serving as the driving forces behind revenue</p>



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	<p>generation and brand visibility. This module explores the multifaceted realm of sales and marketing strategies, equipping entrepreneurs with the knowledge and skills needed to effectively promote their products or services and attract customers. Participants will delve into various sales techniques, including prospecting, relationship building, and closing deals, as well as marketing tactics such as branding, advertising, and social media engagement.</p> <p>The module delves into the importance of understanding target markets, conducting market research, and developing compelling value propositions to differentiate products or services in competitive landscapes. Moreover, the module addresses the evolving digital landscape and its impact on sales and marketing practices, exploring topics such as e-commerce platforms, search engine optimization (SEO), and content marketing strategies. By mastering the principles of sales and marketing, entrepreneurs can effectively reach their target audiences, drive customer engagement, and ultimately achieve sustainable business growth.</p>
<b>Approach(es) to EE</b>	<p>(x) Teaching about Entrepreneurship (x) Teaching for Entrepreneurship (x) Teaching through Entrepreneurship</p>
<b>Value creation activities</b>	<p>(x) Business model creation ( ) Stakeholder pitches and other external stakeholder/ audience presentations including direct feedback ( ) Internship or traineeship (x) Customer development ( ) Other:</p>
<b>Business stakeholder(s)</b>	
<b>Total workload &amp; composition</b>	2h Workshop for max. 20 students
<b>Assessment</b>	Presentation
<b>Special Focus</b>	<p>( ) Multidisciplinary approach (x) Partnerships and cross-sectoral cooperation (x) Links between formal/non-formal learning ( ) Links to key competences (x) Educator training and professional development (x) A lifelong learning perspective (x) Learning and teaching pedagogies with a focus on participatory and experiential approaches</p>



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	<ul style="list-style-type: none"> <li>(x ) Learning and teaching pedagogies with a focus on venture-creation approach</li> <li>( ) Learning and teaching pedagogies with a focus on value-creation approach</li> <li>( ) Learning and teaching pedagogies with a focus on design thinking</li> <li>( ) Learning and teaching pedagogies with a focus on Project-Based Learning (PBL)</li> <li>( x ) Collaboration/ Link with the business sector</li> </ul>
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## Lecture Plan 10: Developing Personal Competencies Required for Entrepreneurial Success

<b>Name / Title</b>	Developing Personal Competencies Required for Entrepreneurial Success
<b>Short description</b>	<p>Developing personal competencies required for entrepreneurial success encompasses a broad spectrum of skills and attributes that empower individuals to navigate the challenges and opportunities of the business landscape. This module focuses on honing the essential competencies necessary for entrepreneurs to thrive, encompassing aspects such as resilience, adaptability, creativity, problem-solving, and leadership.</p> <p>Participants will delve into strategies for cultivating a growth mindset and managing adversity, learning to embrace failure as an opportunity for learning and growth. Additionally, the module explores techniques for fostering creativity and innovation, encouraging participants to think outside the box and develop unique solutions to complex problems.</p> <p>Moreover, the module addresses the importance of effective communication and interpersonal skills in building strong relationships with stakeholders, including customers, employees, investors, and partners. Participants will learn how to articulate their vision, inspire others, and collaborate effectively to achieve shared goals.</p> <p>Furthermore, the module delves into the significance of strategic thinking and decision-making, equipping participants with frameworks for analyzing market trends, evaluating risks,</p>



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	<p>and seizing opportunities. Participants will also explore principles of financial literacy and resource management, learning to allocate resources efficiently and effectively to drive sustainable growth.</p> <p>By developing these personal competencies, entrepreneurs can enhance their ability to innovate, adapt to change, and lead their ventures to success in dynamic and competitive environments.</p>
<b>Time Slot / Duration</b>	2h
<b>Modus</b>	<input type="checkbox"/> on-site <input checked="" type="checkbox"/> hybrid <input type="checkbox"/> remote
<b>(Online) Tools / Platforms</b>	PowerPoint Presentation Remote: MS Teams or Zoom
<b>Practical/industry resources</b>	
<b>Sources / Links</b>	
<b>Literature</b>	n/a
<b>Target Group</b>	<input checked="" type="checkbox"/> Undergraduate Students <input checked="" type="checkbox"/> Graduate Students <input checked="" type="checkbox"/> Post Graduate Students
<b>Entry requirements / Previous knowledge</b>	<p>Developing personal competencies required for entrepreneurial success entails acquiring a diverse set of skills and qualities that empower individuals to navigate the challenges and seize the opportunities inherent in entrepreneurship. This module focuses on honing the essential competencies necessary for entrepreneurs to excel in the realms of marketing and sales planning, which are foundational pillars of business success.</p> <p>Participants will delve into the strategic aspects of crafting effective marketing and sales plans, gaining a deep understanding of key components such as market analysis, customer segmentation, branding strategies, and distribution channel selection. Through practical exercises and case studies,</p>



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	<p>participants will learn to develop comprehensive marketing strategies tailored to their venture's unique value proposition and target market.</p> <p>Moreover, the module explores various sales techniques and tactics aimed at converting leads into loyal customers. Participants will learn relationship-building strategies, pricing strategies, and sales forecasting methods to optimize their sales processes and drive revenue growth.</p> <p>Furthermore, the module emphasizes the importance of effective communication and negotiation skills in the sales process, equipping participants with the ability to articulate value propositions persuasively and address customer needs effectively.</p> <p>By mastering the fundamentals of marketing and sales planning, entrepreneurs can effectively promote their products or services, expand their customer base, and ultimately achieve sustainable business growth. These competencies not only enable entrepreneurs to navigate the complexities of the market but also to seize opportunities and innovate in ways that drive long-term success.</p>
<b>Learning Objectives</b>	<p>Developing personal competencies crucial for entrepreneurial success involves cultivating a diverse skill set and mindset that enables individuals to navigate challenges, build relationships, and effectively communicate their vision. This module emphasizes key competencies such as resilience, networking, presence, and public speaking, which are essential for entrepreneurs to thrive in the dynamic business environment.</p> <p>Participants will engage in experiential learning activities designed to strengthen their resilience in the face of adversity. They will learn strategies to bounce back from setbacks, overcome obstacles, and maintain focus and determination in pursuing their entrepreneurial goals.</p> <p>Networking is another vital competency covered in this module. Participants will learn how to build and leverage professional relationships to access resources, opportunities, and support networks. Through interactive exercises and networking events, they will develop the skills to initiate conversations, establish</p>



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	<p>rapport, and nurture valuable connections within their industry and beyond.</p> <p>Moreover, the module focuses on the importance of showing up authentically and confidently in various business settings. Participants will practice techniques to enhance their presence and personal brand, including body language, voice modulation, and self-presentation skills. They will learn to command attention and inspire trust as they engage with stakeholders, investors, and potential customers.</p> <p>Public speaking is a fundamental skill for entrepreneurs to effectively communicate their ideas and persuade others. Participants will receive training in crafting and delivering compelling presentations, pitches, and speeches. They will learn techniques to engage and captivate audiences, convey their value proposition persuasively, and handle questions and objections with confidence.</p> <p>By mastering these competencies, entrepreneurs can build the resilience, networks, presence, and public speaking skills necessary to succeed in the competitive world of entrepreneurship. They will be better equipped to navigate challenges, seize opportunities, and inspire others to support their vision and ventures.</p>
<p><b>Content</b></p>	<p>The Developing Key Competencies module focuses on empowering entrepreneurs with essential skills and mindset to excel in areas crucial for their success, including resilience, networking, presence, and public speaking. Through immersive learning experiences, participants will hone these competencies to navigate challenges and seize opportunities effectively.</p> <p><b>Resilience:</b> Participants will learn strategies to cultivate resilience, bounce back from setbacks, and maintain focus and determination amidst adversity. Through experiential exercises and reflective practices, they will develop the mental toughness needed to overcome obstacles and persevere in their entrepreneurial journey.</p> <p><b>Networking:</b> Building and leveraging professional relationships is key to entrepreneurial success. Participants will develop</p>



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	<p>networking skills to initiate conversations, establish rapport, and nurture valuable connections. They will learn to leverage their networks to access resources, opportunities, and support networks critical for their growth.</p> <p><b>Presence:</b> Showing up authentically and confidently is essential for making a lasting impression in business. Participants will enhance their presence through techniques such as body language, voice modulation, and self-presentation skills. They will learn to command attention and inspire trust as they engage with stakeholders, investors, and customers.</p> <p><b>Public Speaking:</b> Effective communication is fundamental for conveying ideas and garnering support. Participants will receive training in crafting and delivering compelling presentations, pitches, and speeches. They will learn to captivate audiences, convey their value proposition persuasively, and handle questions and objections with confidence.</p> <p>Through a combination of interactive lectures, experiential activities, and real-world simulations, participants will develop the key competencies necessary to thrive as entrepreneurs. By mastering resilience, networking, presence, and public speaking, they will be better equipped to navigate the challenges of entrepreneurship and drive business success.</p>
<p><b>Teaching and learning methods</b></p>	<p>The Development of Personal Competencies module focuses on nurturing a range of essential skills and attributes vital for entrepreneurial success, unrelated to sales and marketing. Through a combination of immersive experiences and interactive learning methods, participants will cultivate these competencies to enhance their overall effectiveness as entrepreneurs.</p> <p><b>Resilience Workshops:</b> Participants engage in resilience workshops to develop the ability to bounce back from setbacks and challenges. Through experiential activities and guided discussions, they learn strategies to remain steadfast in the face of adversity and maintain focus on their goals.</p> <p><b>Networking Events:</b> Networking events provide participants with opportunities to build meaningful connections and expand their support networks. Through structured networking activities and</p>



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facilitated discussions, they hone their networking skills, including initiating conversations, active listening, and fostering mutually beneficial relationships.

**Presence Workshops:** Presence workshops focus on enhancing participants' personal presence and confidence. Through role-playing exercises and feedback sessions, they develop strong communication skills, body language awareness, and self-assurance, enabling them to command attention and inspire trust in various professional contexts.

**Public Speaking Seminars:** Public speaking seminars empower participants to communicate their ideas effectively and persuasively. Through speech rehearsals, presentation critiques, and constructive feedback, they refine their public speaking skills, including articulation, storytelling, and audience engagement techniques.

**Leadership Development Exercises:** Leadership development exercises provide participants with opportunities to hone their leadership skills and abilities. Through team-building activities, problem-solving challenges, and leadership simulations, they develop qualities such as decision-making, delegation, and conflict resolution, essential for leading successful ventures.

By engaging in these diverse teaching and learning methods, participants in the Development of Personal Competencies module acquire the resilience, networking abilities, presence, public speaking skills, and leadership qualities necessary to thrive as entrepreneurs in today's dynamic business landscape. The module delves into the importance of understanding target markets, conducting market research, and developing compelling value propositions to differentiate products or services in competitive landscapes. Moreover, the module addresses the evolving digital landscape and its impact on sales and marketing practices, exploring topics such as e-commerce platforms, search engine optimization (SEO), and content marketing strategies. By mastering the principles of sales and marketing, entrepreneurs can effectively reach their target audiences, drive customer engagement, and ultimately achieve sustainable business growth.

**Approach(es) to EE**

(x) Teaching about Entrepreneurship





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	<input checked="" type="checkbox"/> Teaching for Entrepreneurship <input checked="" type="checkbox"/> Teaching through Entrepreneurship
Value creation activities	<input checked="" type="checkbox"/> Business model creation <input checked="" type="checkbox"/> Stakeholder pitches and other external stakeholder/ audience presentations including direct feedback <input type="checkbox"/> Internship or traineeship <input type="checkbox"/> Customer development <input checked="" type="checkbox"/> Other: Mindset Development
Business stakeholder(s)	
Total workload & composition	2h Workshop for max. 20 students
Assessment	Presentation
Special Focus	<input checked="" type="checkbox"/> Multidisciplinary approach <input type="checkbox"/> Partnerships and cross-sectoral cooperation <input checked="" type="checkbox"/> Links between formal/non-formal learning <input checked="" type="checkbox"/> Links to key competences <input checked="" type="checkbox"/> Educator training and professional development <input checked="" type="checkbox"/> A lifelong learning perspective <input type="checkbox"/> Learning and teaching pedagogies with a focus on participatory and experiential approaches <input type="checkbox"/> Learning and teaching pedagogies with a focus on venture-creation approach <input checked="" type="checkbox"/> Learning and teaching pedagogies with a focus on value-creation approach <input type="checkbox"/> Learning and teaching pedagogies with a focus on design thinking <input type="checkbox"/> Learning and teaching pedagogies with a focus on Project-Based Learning (PBL) <input checked="" type="checkbox"/> Collaboration/ Link with the business sector