



ETCO

EMPOWERING TEACHER COMPETENCE
TO PROMOTE SOCIAL ENTREPRENEURSHIP
IN EUROPEAN SCHOOLS



Erasmus+

Designing Entrepreneurship Solutions

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Gimnazija Novo mesto (SLO)*

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TASK 1: Let's warm up ...



Designing Entrepreneurship Solutions

Every solution is an answer to a ... ?

*Problem * Challenge * Issue * Need*

Fixed mindset vs growth mindset.

close-minded & open-minded

rigid or fixed & adaptable

What is an entrepreneurship solution?

Theory vs. Reality?

„A business solution is a combination of ideas used to help a company achieve its objectives. Some relevant solutions include technology evaluation, strategic planning and the synthesis of complex business information.“

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**Entrepreneurship solution addresses any problem
the enterprise has or faces.**

How to detect a problem?

Business Ecosystem Mapping

- How to apply the tool?

Step 1: Define what you are mapping

Step 2: Create Stakeholder Cards

Step 3: Organise stakeholders

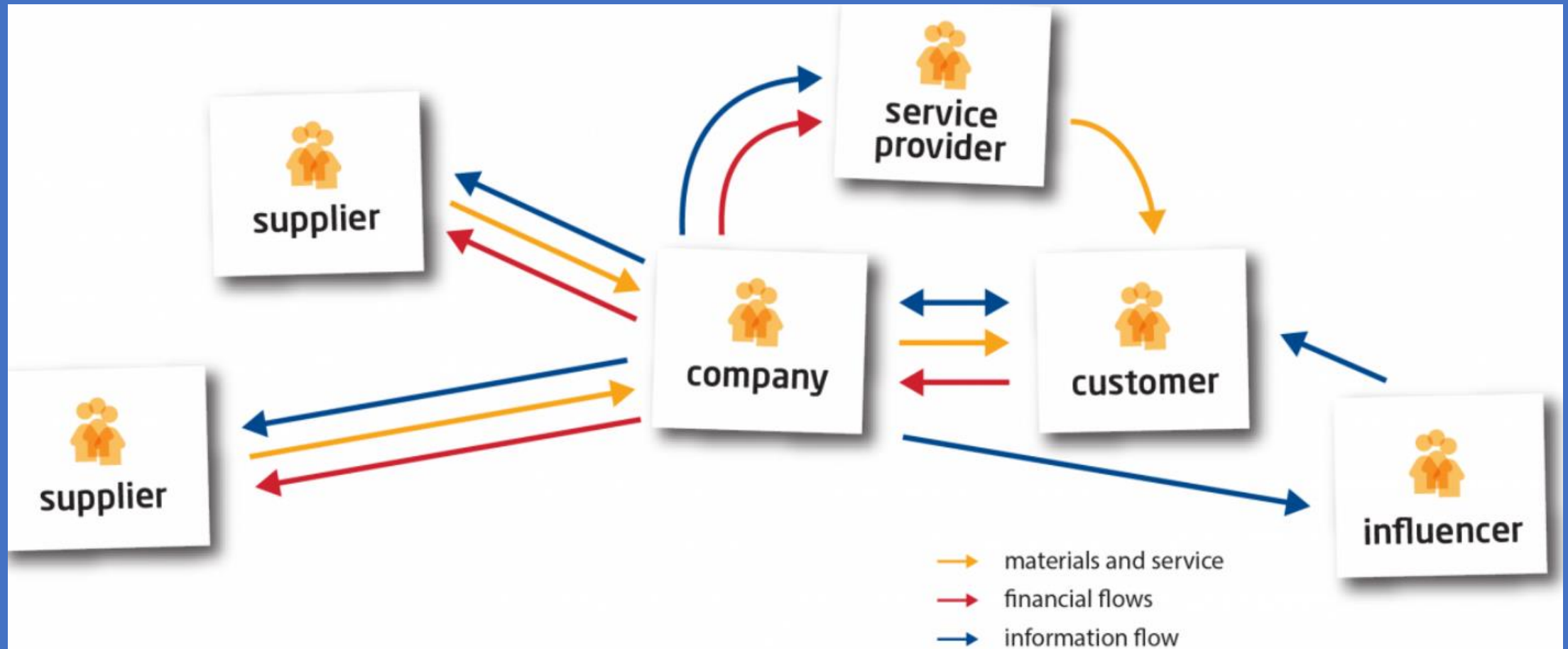
Step 4: Draw the most important flows

Step 5: Analyse

- When to apply the tool?
- 'Problem Preventers' Will Get Ahead of the Game

Business Ecosystem Mapping

- To **get insight into your current stakeholders**. (interactions your company and both the up- and downstream stakeholders)



Strategy: How to tackle a problem?

- Embrace the need for change.
 - Don't panic but act.
 - Analyse.
 - Find resources.
 - Revise. Rethink. Redo.
- As many times as necessary.



Entrepreneurship Solutions

&

21st century skills for success

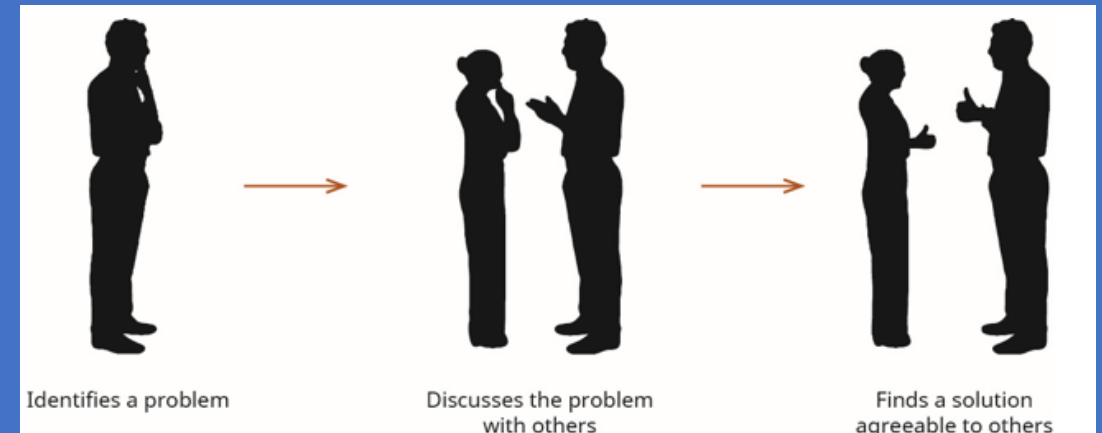
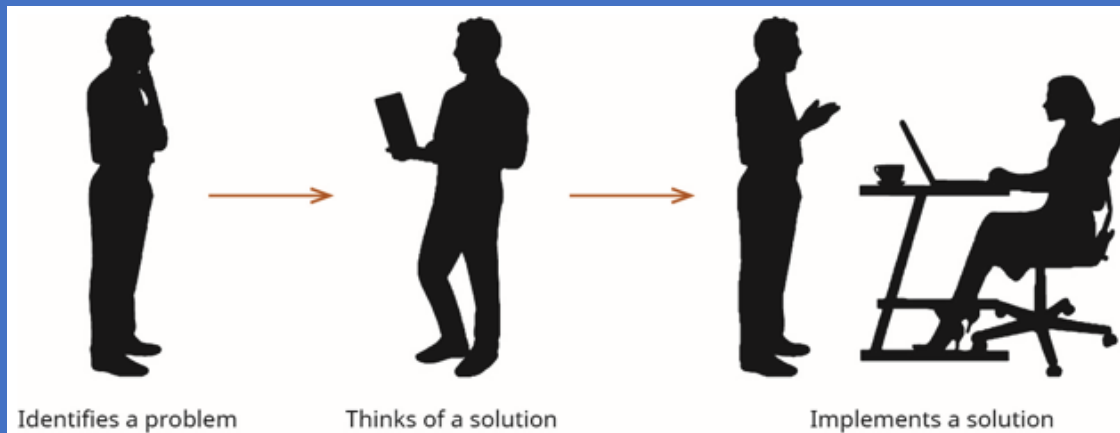


Why is critical thinking important?



Entrepreneurial problem solving

- is the process of **using innovation** and **creative solutions** to close that gap by **resolving** societal, business, or technological problems
- personal problems can lead to entrepreneurial opportunities



Where in enterprise can the problems appear?

- Resources

(premises / offices, raw materials, employees...)

- Money flows

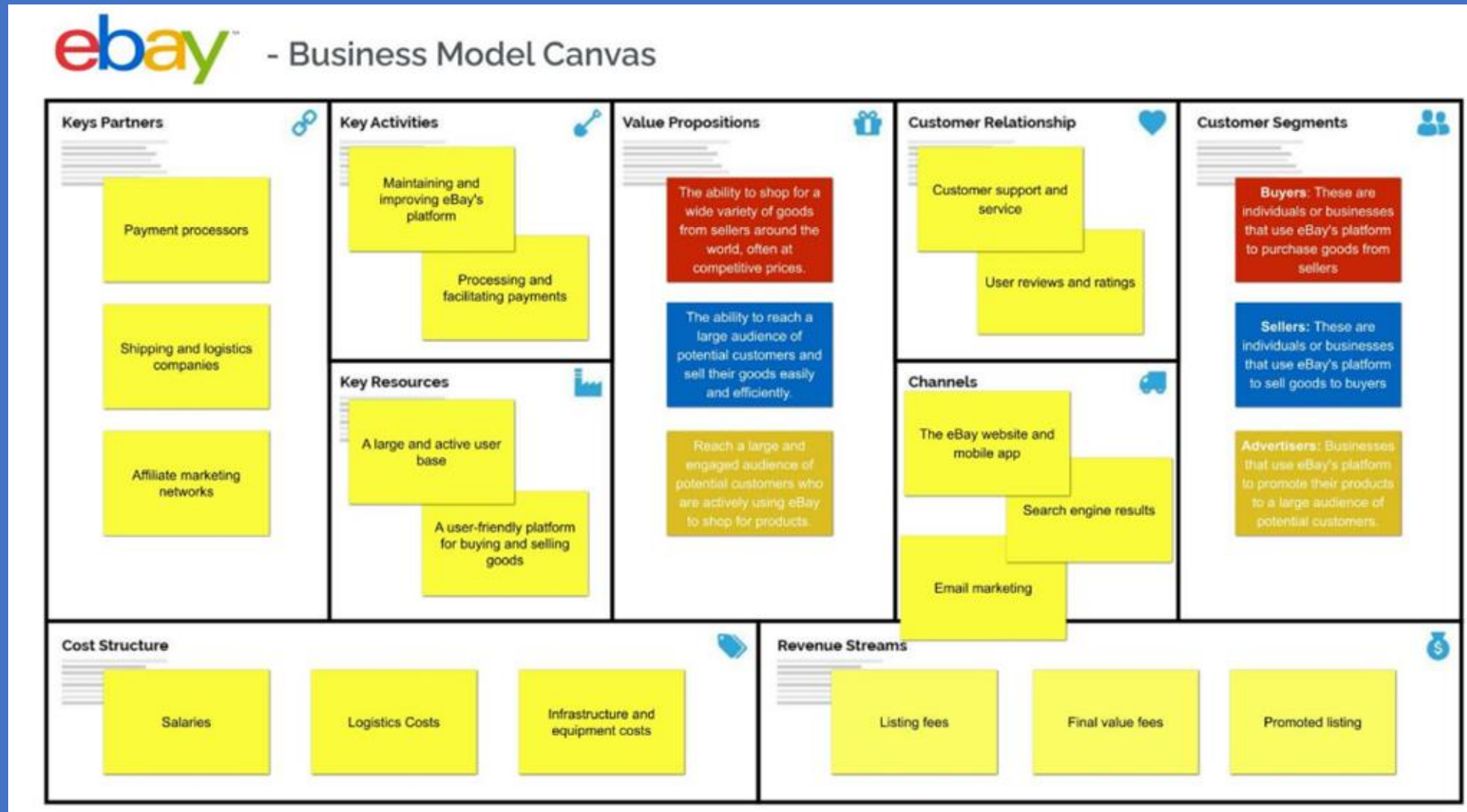
- Marketing and advertising

- Organization

- IT problems

How to identify the problem? ... BMC examples

2. Business Model Canvas (BMC) for eBay



TEAM WORK:

Identify the problem and provide the solution.

- Each group is assigned a task.
- Scan QR code.
- Open the folder with your group number.
- Each folder contains four (4) business model canvas (BMC) examples.



3. WORKSHOP FEEDBACK



4. WORKSHOP EVALUATION

www.menti.com

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Resources:

- <https://businessjargons.com/social-entrepreneurship.html>
- <https://iamkanikamodi.medium.com/steps-to-develop-problem-solving-skills-f9c37dd2cbdc>
- <https://www.forbes.com/sites/annapowers/2018/12/07/connecting-the-dots-the-link-between-innovation-and-open-mindedness-with-insights-from-science/?sh=fd3df1c72956>
- <https://circuitnord.com/tools/business-ecosystem-mapping/#:~:text=The%20Business%20Ecosystem%20Mapping%20tool,the%20up%2D%20and%20downstream%20stakeholders>
- <https://productmanagementuniversity.com/definition-of-a-business-solution/>
- <https://openstax.org/books/entrepreneurship/pages/6-3-design-thinking>
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