



9 - TRAINING PATH AND CUSTOMIZED TUTORIAL (BLENDING LEARNING) FOR FINAL BENEFICIARIES

Workshop's aim: to support aspiring green entrepreneurs in the preparation of a business plan
At the end of the workshop, aspiring green entrepreneurs will be able to:

- develop a business idea
- prepare a business plan to present to banks

Beneficiaries:

Employed/unemployed persons who will propose business ideas and projects related to the green economy

Phase 1	CLASSROOM	Time	Lecturer	Date
14.00 18.00	FROM IDEA TO PROJECT module <ul style="list-style-type: none"> - How to discover and identify a business opportunity - How to use schematic tools in the development process opportunities - How to recognise and map the stakeholders - How to differentiate and adapt its own strategy 	4hrs	GIACOMO MAGNANI Professor in Business administration at Università Cattolica	3/12
14.00 18.00	DRAFTING of BUSINESS PLAN module - market choices: the analysis and positioning <ul style="list-style-type: none"> - The competitive system - How to define the target audience and the products/services - The pricing in relation to the positioning of drafting requirements and time limits recipients: - How to draft a business plan: typologies of composition - Requirements and deadlines - Target: lenders and investors - Analyzing the sections that composes the document 	4hrs	GIUSEPPE FOTI Professor in Corporate finance at Università Cattolica	4/12
14.00 16.00	ENTREPRENEURIAL SKILLS module <ul style="list-style-type: none"> - How to develop their technical expertise to the creation of a company - How to develop its own managerial skills - How to create new contacts and develop a business network - How to organize and manage staff 	2hrs	DANIELA ISARI Professor in Business organization at Università Cattolica	10/12
16.00 18.00	MARKETING module <ul style="list-style-type: none"> - To promote its own uniqueness: create your Brand, Logo, and the Payoff - Promotion channels: position, communicate and reinforce your Brand, create contacts and develop network - Communicate online: the web marketing - WebSite, marketing platforms, blog 	2hrs	ROSSELLA GAMBETTI Researcher in Economics and Management at Università Cattolica	10/12



14.00	STRATEGIC PLANNING module: - plan of investments and SOURCES of FINANCE for entrepreneurship - The economic feasibility of the business idea - financial economic convenience: tools and indicators - Financial planning - measures for self-employment and entrepreneurship - access procedures to incentives of public support for the development of productive activities	4	NICOLA VERNAGLIONE (Management consultant)	11/12
18.00				
Phase 2	WORKING ON BUSINESS PLAN		Self-learning with the support of lecturers	From 3/12/14 to 22/12/14
<p>Aspiring start uppers will apply rules and suggestions learned during the classroom, on their own business idea.</p> <p>At the end of the workshop the best business plans (at least 4) will be choices to have a specific support by tutors or lecturers. The criteria for the choice will be the feasibility (<i>Annex F</i>)</p>				
Phase 3	TUTORING ON BUSINESS PLAN		NICOLA VERNAGLIONE (Management consultant)	From January 2015 to March 2015
<p>In this period, aspiring start upper will be individually supported by the tutors or the management consultant with the aim of complete the business plan and improve the feasibility. (<i>Annex E</i>)</p> <p>Depending on the case, the coaching would be face to face by skype or by a platform where uploading and sharing information.</p>				