# Newsletter – Issue n.2

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## About the training

### Background

The training curriculum within the IRT project is formulated on the basis of analysis carried out by the partners in their respective regions / countries:

- Macro-level analysis - research carried out for defining the regional innovation profile (in terms of socio-economic data, regulatory and policy framework, mapping of relevant stakeholder)
- Micro-level analysis – interviews with representatives of the entrepreneurship supply chain as well as a quantitative questionnaire delivered to potential final beneficiaries.

The macro level analysis has provided information for assessing the entrepreneurial potential of the regions concerned, also in view of policy and financial support available, while the micro-level analysis has determined the customization choices to be made, concerning the fact that the analysis centred on the current offers and needs perceived by both training suppliers and final beneficiaries.

The regional analysis provided a solid base for defining:

- the innovation profile of the regions involved (economic profile, innovation status and innovation potential, innovation supply side, barriers and opportunities) that could make difficult and/or facilitate the transfer process
- the needs of the partner regions (needs to be fulfilled by the Investment readiness

training programme, organizations to be involved at regional level, valorisation strategy)

- the transfer strategy (how to tailor the training programme on the basis of regional characteristics and needs)
- the transfer process (adapting the training path, phases of the transfer paths and success factors)

**Training topics**

- *Start up financing* (key features, opportunities and risks, investors behaviours) and *the investor readiness concept* (what does it mean to be investor ready, self assessment and interview, improvement areas)
- Business planning (series of mini-workshops on how to better shape the business proposal in terms of strategic planning, marketing, financial forecasting)
- Investor readiness (preparation pitching, simulation, feedback/coaching)

**Methodology of the training**

I harmony with the topics, the training will be structured in three main blocks, reflecting the findings of the analysis with regard to the characteristics, needs and opportunities in the partners' regions.

**Preparatory block:** Getting in touch with start up financing **(**1 day - half day workshop, half day self assessment and interview

- Module 1 - workshop - introducing start up financing (what it is, differences between equity and debt financing, different tools for different stage, typology of funding, investors behaviour in relation to different funding sources, pros and cons of equity based investments)
- Module 2 - coaching session (one to one) assessing readiness level (self assessment questionnaire and interview with coaches, so to identify the entry level and improvement areas to be worked out)

**Enabling block : Business planning (1, 5 day)**

- Module 3 Business planning (class based workshop in relation to key needs expressed by the training analysis where trainees are thought on the )

**Practicing block:** Investor readiness (1,5 day)

- Module 4 - Workshops on how to pitch, pitching simulation and coaching

## Target groups

New entrepreneurs (no more than 36 months old) looking for start up money

QUASI-entrepreneurs looking for start up capital (in the immediate phase of pre-start with already clear entrepreneurial project)

## Leonardo da Vinci Programme

### The programme

Part of the European Commission's Lifelong Learning Programme, the programme funds a wide range of actions, notably cross-border mobility initiatives; co-operation projects to develop and spread innovation; and thematic networks. The potential beneficiaries are similarly wide – from trainees in initial vocational training, to people already in the labour market, as well as VET professionals and private or public organisations active in this field.

Leonardo da Vinci enables VET organisations to work with European partners, exchange best practices, increasing the expertise of their staff and respond to the teaching and learning needs of people. It therefore supports efforts to make vocational education more attractive to young people. By helping European citizens to acquire new skills, knowledge and qualifications, the programme also aims to bolster the competitiveness of the European labour market.

Innovation projects have always been at the core of the Leonardo da Vinci programme. They aim to improve the quality of training systems through the development and transfer of innovative policies, methods and procedures within vocational education and training.

**Objectives**

- to improve the skills and competencies of people, especially young people, in initial vocational training at all levels; this may be achieved inter alia through work-linked vocational training and apprenticeship with a view to promoting employability and facilitating vocational integration and reintegration
- to improve the quality of, and access to, continuing vocational training and the lifelong acquisition of skills and competencies with a view to increasing and developing adaptability, particularly in order to consolidate technological and organisational change
- to promote and reinforce the contribution of vocational training to the process of innovation, with a view to improving competitiveness and entrepreneurship, also in view of new employment possibilities; special attention will be paid in this respect to fostering co-operation between vocational training institutions, including universities and undertakings, particularly SMEs.

**Programme actions**

- Mobility certificate
- Mobility - Preparatory visits
- Mobility - Initial vocational training
- Mobility - People in the labour market
- Mobility - Professionals in vocational education and training
- Partnerships
- Multilateral projects - Transfer of innovation
- Multilateral projects - Development of innovation
- Multilateral networks - Thematic networks
- Accompanying measures

**Useful links**

http://ec.europa.eu/education/index_en.htm

http://ec.europa.eu/education/lifelong-learning-programme/doc82_en.htm

http://www.ready4investors.eu