



**Mediterranean Network for cooperation-AISBL**

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**EuropeAid DEVCO**

**European Commission**

## **Module 4**

**“KEY- PEOPLE - Key knowledge for Iraqi Women”**

**Contracting Authority: European Commission  
Program: Support to Civil Society Development in Iraq  
Project Reference: EuropeAid/133-097/C/ACT/IQ**

**HOW TO ADVISE FOR INCLUSIVE ENTREPRENEURSHIP?**

TIME	SUBJECT	GROUP ACTIVITY	TRAINER
9:00 – 10:00	INTRODUCTION:	- Business salad	
	<ul style="list-style-type: none"> <li>- Methodology to advise entrepreneurs.</li> <li>- General structure of business plan.</li> </ul>		
10:00 – 10:45	ENTREPRENEURIAL COMPETENCES: <ul style="list-style-type: none"> <li>- Basic and transversal entrepreneurial competencies</li> <li>- How to develop entrepreneurial competencies?</li> </ul>	- Entrepreneurship puzzle	
10:45 – 11:00	COFFEE BREAK		
11:00 – 11:45	BUSSINESS IDEA DEVELOPMENT: <ul style="list-style-type: none"> <li>- Clients and value proposal</li> </ul>	<ul style="list-style-type: none"> <li>- 4 groups working on 4 business cases.</li> <li>- Map of empathy</li> </ul>	
11:45 – 13:00	BUSSINESS IDEA DEVELOPMENT: <ul style="list-style-type: none"> <li>- Ideas generation: creativity/innovation</li> <li>- Business model CANVAS</li> </ul>	<ul style="list-style-type: none"> <li>- 4 groups working on 4 business cases.</li> <li>- Development of Canvas</li> </ul>	
13:00 – 14:30	LUNCH BREAK		
14:30 – 15:30	BUSSINESS IDEA DEVELOPMENT: <ul style="list-style-type: none"> <li>- Marketing plan</li> </ul>	<ul style="list-style-type: none"> <li>- 4 groups working on 4 business cases.</li> <li>- Development of Marketing plan.</li> </ul>	
15:30 – 15:50	LEGAL AND FINANCIAL ASPECTS OF ENTREPRENEURSHIP <ul style="list-style-type: none"> <li>- Selection criteria of legal forms</li> </ul>	- General debate on differences among countries	
15:50 – 16:00	COFFEE BREAK		

16:00 – 18:00	MINIMUM FEASIBILITY OF THE BUSINESS	<ul style="list-style-type: none"><li>- 4 groups working on 4 business cases.</li><li>- Vives ECO</li></ul>	
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