



KEY PEOPLE

**Key knowledge for Iraqi Women - Contracting Authority: European Commission
Support to Civil Society Development in Iraq –**

Reference: EuropeAid/133-097/C/ACT/IQ - grant contract 334-516

**CHRONOLOGY ACTIVITIES REPORT 'PERFORMED
May 2017**

ACTIVITY OF PROJECT: Trainer (External expert)

DATE	N.OF HOURS	ACTIVITY
May 22 2017	4 Hours	Meeting with the participants & Training presentation The entrepreneur and the incubator: the incubation phases: Pre-incubation, Incubation and Post-incubation phase
May 23 2017	8 Hours (2 x 4h)	The entrepreneur and the incubator: <ul style="list-style-type: none"> • assessing the entrepreneurial profile: tools, methods, results • designing the business idea: Value Proposition Design: <ul style="list-style-type: none"> ○ the customers: jobs; pains; gains ○ the value proposition: P&S, pain relievers, gain creators
May 24 2017	8 Hours (2 x 4h)	The entrepreneur and the incubator: <ul style="list-style-type: none"> • designing the business idea: Value Proposition Design (continued) • elaborating the business model: Business Model Canvas • establishing the business plan: framework and model

Total = 20 Hours

Facilitator

signature





We have trained three persons who will form the incubator's business creation team and will support future entrepreneurs creating and developing their businesses.

Considering the importance of addressing all the key elements of a successful business creation support process and the relatively short training period, we have chosen to concentrate the training session on a fast and well-structured approach.

This approach includes the following steps: coaching the future entrepreneur

1. to assess his/her entrepreneurial profile
2. to design his/her value proposition (based on the Value Proposition Design method)
3. to elaborate his/her business model (based on the Business Model Canvas method)
4. to write down his/her business plan

We have chosen a case study training technique based on a real case submitted by the training beneficiaries: a business idea consisting of designing an application that will allow sick persons or their relatives to find the right doctor at the right moment and place which seems a hard job in Kurdistan.

During this training session, we noticed the trainees' keen interest and significant involvement throughout all the steps of the business creation support process. Starting from this idea, in two days, we have first designed a value proposition and then conceived a business model. To reach this result, we have worked in team and used the Value Proposition Design and the Business Model Canvas methods.

Based on what the trainees told us,

1. they have learned unknown elements and aspects of the business creation support process;
2. they have understood and will use powerful methods such as the Value Proposition Design and the Business Model Canvas;
3. they enjoyed the training session.

Appendix:

1. Training slides
2. Training program

Total = 20 Hours

Fabien Lambert

signature



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