

TRAINING PROGRAMME FOR YOUNG ENTREPRENEURS BRIEF

This is a six days training programme for young creative entrepreneurs from Western Balkans countries (Bosnia and Herzegovina, Kosovo, Montenegro, Macedonia and Serbia). The first four days will focus on Nesta's Creative Enterprise toolkit, which will involve Business Model Development and Customer vs. Product Development. The last two days will be dedicated to Digital promotion and Elevator Pitch daily workshops.

Training programme objectives

To promote entrepreneurship and support young people to start their own businesses and improve self-employment skills, with a special focus on the use of digital media. The training is designed to enhance young entrepreneurs' self-employment skills on how to set up a business, as well as how to promote it using social media.

Participants' profile and selection criteria

The programme targets entrepreneurs from the creative industries, such as advertising, architecture, arts & culture, craft, design, fashion, games, music, publishing, tech, TV and film.

- **Young creative entrepreneurs¹** between 21 and 30 years of age with a creative idea\product\service with **no established business yet OR trading up to 24 months**
- Living and working in **Western Balkans countries: Bosnia and Herzegovina, Kosovo, Macedonia, Montenegro and Serbia.**
- Speaking fluent English (level B2)

Applications should be submitted on-line via project website www.westernbalkanstartups.com. Nesta trainers will make the final selection of participants.

Important notes

- The number of participants is limited.
- All participants must be available for all 6 days of training
- The working language of the program is English.

¹ Advertising; Architecture; Art and antiques market; Crafts; Design; Designer fashion; Film and video; Interactive leisure and software; Music; Performing arts; Publishing; Software and computer services; Television and radio. http://creativeskillset.org/assets/0000/9395/Classifying_and_measuring_the_Creative_Industries.pdf

Content of the training programme

The programme involves three workshops:

1. Nesta's four-day training programme Creative Enterprise Workshop focusing on Business Model Development and Customer vs. Product Development.
2. Digital promotion half-day workshop and
3. Presentation Skills (Elevator Pitch) half-day workshop

This training programme will be delivered to two groups of up to 20 participants.

CREATIVE ENTERPRISE TOOLS

DIGITAL PROMOTION

ELEVATOR PITCH

The programme gives young entrepreneurs a framework to explore their ideas and create a business model that suits their aspirations. The programme is organized in four days, leading through a logical path from scoping the idea through to practical considerations of marketing and finance.

Half-day intensive module on tools and skills on how best to present, promote and share business start-up idea, product or service to specific audiences or wider target markets. Overview of existing online tools and digital applications that can help with networking, collaboration and increased visibility of the start-up business.

Half-day intensive module on improving and brushing up presentation skills, focusing on the key messages for presenting and selling the business product or service. Participants will practice presentation skills and will receive feedback on their performance.

Dates	18 – 23 January 2015 (Nesta training: 18-21 Jan, and Digital Promotion and Presentation Skills: 22-23 Jan)
Venue	Holiday Inn hotel, Skopje
Working hours	Full day, 9 am – 6 pm

Next steps

Training programme participants will be invited to participate in a regional challenge by pitching their business ideas and explaining what they need to push their business to the next level (by 10 February 2016).

A project jury will select best business ideas and offer limited number of monetary prizes and/or opportunity for a 5-day study visit to the UK (mid-March 2016).