

Deliverable D 1.2.5

Description in project application

Roadmap for teachers

PP4 and PP13 will develop a roadmap for teachers. The roadmap will guide the teachers through the working process with students. It will involve information on how to work with students on entrepreneurial skills from within the entrepreneur hubs and on how to set up and maintain collaborations with businesses and community stakeholders. The roadmap entails information and good practices on how to exchange with NEET youngsters (e.g. offering volunteer work opportunities, exchange sessions).

Roadmap

A road map of the SPEED-You-UP trajectory is displayed on the next page. When scrolling through the information below, you might wonder where on earth you should start, or perhaps feel a bit blown away?

No worries! SPEED-You-UP comes with a **free training and coaching programme**. As a member of school staff, you can subscribe to:

- A series of **four interactive webinars** that will give you an introduction into the programme, help you to get an overview of the entrepreneurship trajectory and (online) resources, and will inform you on how to build collaborations with stakeholders and how to work with young people from the project's target group (<https://www.youtube.com/channel/UCwulCJQWrqZaugNSr04I8aw/videos>).
- A **peer support group** within your country. Every semester, we also plan a cross-border peer support group meeting.
- **Webinars on demand and tailored support**. Do you need specific support on one or more topics? It is possible to ask for support from one of the SYU partners. The project partner you liaise with will help you to make this happen.

Road Map

- Celebrate success;
- Embed SYU programme in school (sustainability!)

Success

Do

- Work through modules;
- Develop entrepreneurial skills;
- Launch pop-up.

Engage

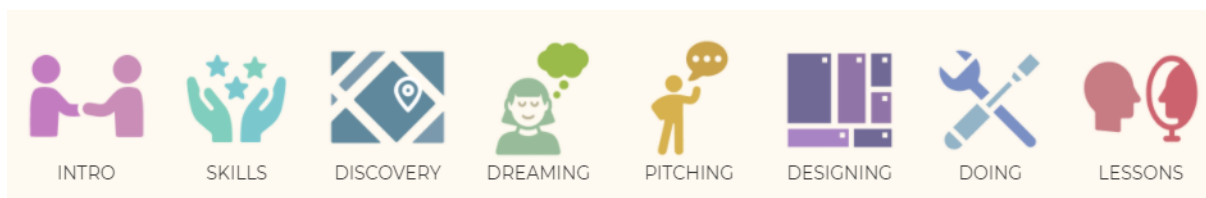
- Identify key stakeholders and collaborators;
- What internal resources do you need?;
- Who will support you?

Start

- Get your students on board;
- Set time-frame;
- Data collection.

This is an overview of the 8 SYU modules followed by a detailed roadmap

This example roadmap will guide you through 4 phases in the working process with students. It involves information on what students will have to do (individual or in team), how you can work with students on entrepreneurial skills from within the entrepreneur hubs (tools: modules and materials) and on how to set up and maintain collaborations with businesses and community stakeholders (resources). We recommend students to run through at least 3 compulsory elements of each module in order to build confidence and learn sufficient entrepreneurial and employability skills. They can also do the optional elements depending on timing.



Phase 1: The team - START					
Part	What will the students do?	Individual or team	Tools: Modules + materials	Resources ¹	Compulsory or optional
About me	A personality test – uses creative images and words in test	Individual	Module Skills²: Who am I?		Compulsory
My Talents and Skills	Understanding the difference between natural talent and working hard on a skill. Questionnaire and a motivational video about skills being as important as natural talent.	Individual and pairs	Module Skills²: What is a talent?		Compulsory
Me as an entrepreneur	The student learns more about himself/herself. He/she decides who are role models, does the test and the Belbin team role test and barrels this together in a personal SWOT analysis he/she discusses with fellow students	Individual	Module Intro: Flavour of entrepreneurship Module Skills²: Team formation and functions	Working with students	Compulsory
Self-development	Can you develop the skills that employers want?	Individual and team	Module Skills²: What employers want	Get an employer to give a talk	Optional
Forming teams	The student is looking for fellow students with different qualities and the same	Individual	Module Skills²: Team formation and functions	Working with students	Compulsory

¹ On page 1 you can find more information about free training and coaching programme.

² Module Talent & Skills has been abbreviated to Skills on the module overview on the website.

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	interests. They form a team and the team members divide the functions.				
Work together and meetings	In a company cooperation is a crucial aspect. The students learn how to work together as a team. They create an agenda prior to a meeting and do minutes afterwards.	Team	See p.9-10 below: Example of minutes Module Skills²: Team formation and functions	A stakeholder demonstrates how to run a meeting – agenda and minutes	Compulsory
The company and the idea	The students come up with a business idea together. They determine which products/services they offer, for which target group. They also learn about partnerships and legal forms. They complete sections 1 and 2 of the business plan.	Team	Module Designing: Business plan See p.11-19 below: Example of business plan (chapters 1 and 2) Module Intro: Legal and administrative requirements Module Skills² Module Dreaming: brainstorm and first prototype Module Discovery: Community analysis + Generating ideas and selecting one Module Doing: determine target audience	Show a prerecorded video from a lawyer to help students understand what partnerships and legal forms mean	Compulsory
The market	The students investigate the market: they create a marketing mix and research the industry, create a competition analysis and summarize this together in a SWOT analysis They complete section 3 of the business plan.	Team	Module Designing: Business plan See p.11-19 below: Example of business plan (chapter 3) Module Discovery: Community analysis Module Doing: How to add value (competition analysis), channels, calculate selling price, test your prototype	Working with students	Compulsory

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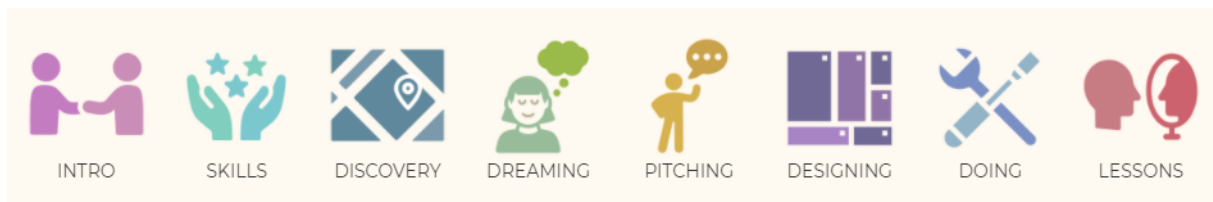
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Finance	The students choose their earnings model and sales price and determine their own expected costs and revenues and calculate their starting capital.	Team	Module Designing: Business plan Module Doing: revenue streams, cost structure, calculate selling price	Get an employer/business person to give a talk	Compulsory
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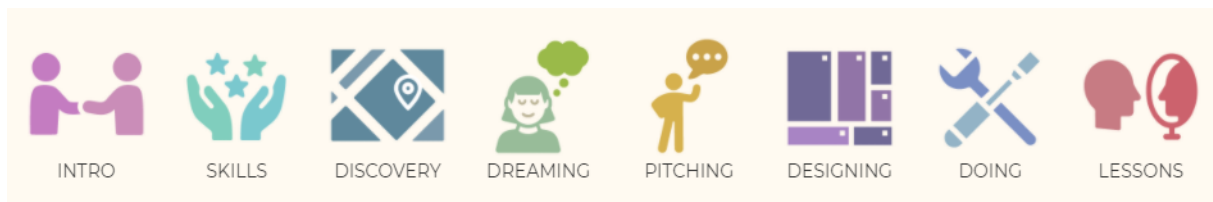


Phase 2: The plan - ENGAGE					
Part	What will the students do?	Individual or team	Tools: Modules + materials	Resources*	Compulsory or optional
Asking for advice	The students interview at least two entrepreneurs per person from whom they ask advice about their business plan. They share the results of the conversations with each other and make adjustments.	Individual: Interrogate 2 entrepreneurs Team: Discuss the outcomes / make adjustments	Module Intro: Entrepreneur for a day Module Pitching: get feedback on first business idea Module Discovery: community analysis (interview businesses)	Working with employers, business and community stakeholders	Compulsory
Investors	The students learn how the shares work at the SPEED-You-UP program, recruit investors, learn how shares work and organize investor meetings.	Team	Module Pitching Module Designing: Business plan Module Doing	Working with employers, business and community stakeholders	Compulsory
Sales and production	The students figure out what to buy and select suppliers. When they produce products themselves they initiate this process	Team	Module Pitching Module Designing: Business plan Module Doing Cost structure, track sales	Working with employers, business and community stakeholders	Compulsory

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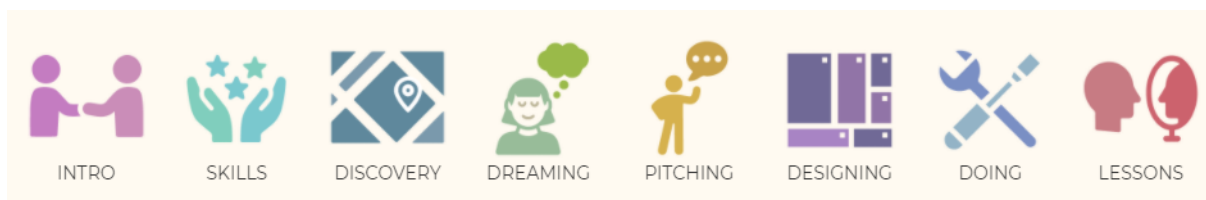


Phase 3: Running the business – DO					
Part	What will the students do?	Individual or team	Tools: Modules + materials	Resources*	Compulsory or optional
Marketing	The students work on their marketing strategy, they create their house style, they choose communication channels and use their channels.	Team	<p>Module Doing: Use SYU-website, SYU-Facebook, Instagram...</p> <p>Module Designing: Business plan</p>	Working with employers, business and community stakeholders	Compulsory
Sales	The students sell their product; they learn about leading sales calls and billing and collecting money of their customers.	Team	<p>Module Doing Track sales, how to sell</p>	Working with employers, business and community stakeholders	Compulsory
Administration	It also comes with entrepreneurship to do the administration. Students can use Excel to do their administration.	Team	<p>Module Designing: Business plan</p> <p>Module Doing</p>	Working with employers, business and community stakeholders	Compulsory

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Phase 4: Reflection - SUCCESS					
Part	What will the students do?	Individual or team	Tools: Modules + materials	Resources*	Compulsory or optional
Shutting down the business	After the program the students close their business off; they pay taxes, pay out their investors.	Team	Module Lessons³: Closing event	Working with employers, business and community stakeholders. Invite them to the closing event.	Compulsory (depending on whether there was an actual pop-up or not)
Annual report	The students look back and write an annual report on this.	Team	Module Lessons³: Video trajectory – Timeswipe - Critique for the future. Assess the learning activity - Closing event	Working with employers, business and community stakeholders. Ask them for input.	Optional
Reflection report	The student reflects on the program. He/she watches him/herself how he/she developed. The student also gets feedback from his team members.	Individual	Module Lessons³: My future plans – digital reflection report – 360° feedback - Self-reflection on learning achievements. Assess your own work	Depending on the tool, ask for input from employers, business and community stakeholders.	Compulsory
		Team	Module Lessons³: Graduation gallery - 'History map' session / History timeline - Draw your EntreComp flower. Assess your own progression		Compulsory

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[place logo of the company]

Example of minutes



Date

...

Time

...

Place

...

Present

...

Agenda

1. Items
2. ...
3. ...
4. End of the discussion of the meeting

1. Item of The Agenda:

Time:

Purpose:

Leader:

- a. Action points from the meeting
- b. Action points from the meeting
- c. Action points from the meeting

2. Item of The Agenda:

Time:

Purpose:

Leader:

- a. Action points from the meeting
- b. Action points from the meeting
- c. Action points from the meeting

[place logo of the company]

3. Item of The Agenda:

Time:

Purpose:

Leader:

- a. Action points from the meeting
- b. Action points from the meeting
- c. Action points from the meeting

4. End of the discussion of the meeting

Time:

Purpose:

Leader:

- a. What have we done right in this meeting?
- b. What else should we prepare for the next meeting?

Business Plan – [Name of the company]



[replace the image above with own photo
of product, company or team]

Student name:

Teacher name:

Educational institution:

Date:

Summary

- Who are you?
- What product do you sell?
- Why does the customer have to buy this product from you?

1. The Team

Personal data, motives and qualities

Each team member fills out:

- Your name, class, age and photo
- Why you're joining SPEED-You-UP
- What you hope to learn during SPEED-You-UP
- Your qualities as an entrepreneur and your entrepreneurial style (see results Talent and Skills – job personality and Belbin test)

Team

- Experiences/skills and how do you complement each other?
- Job sharing & why are the functions so divided?

Enterprise form

- What kind of entrepreneurial form do you have and why?

2. The product

The product

- Give a description of your product. Add photos/drawings.
- What is the purpose of your company? Are you a commercial or social enterprise?
- Do you want to protect your product? If so, are you eligible and how do you protect your product?

The market

- Describe your audience (age, gender, interests).
- Who are your competitors? What are they good at and how do you distinguish yourself?

Purchasing and sales policies

- What products do you buy?
- What company do you buy your products from? Why there?
- Where do you stock your products?
- How do you deliver your product to the customer?
- How does the customer pay for the product?
- How do you keep track of inventory when selling a product?

3. Marketing

Marketing mix	
Product	<ul style="list-style-type: none">• What do you use the product for?• What is the size of the product?• What name do you give to the product?• Do you offer the product in different variants?• Does the product come in a package?• What is the quality of the product and do you give a warranty?
Price	<ul style="list-style-type: none">• What is the price of the product?• How expensive are you compared to your competitors?• How can customers pay for the product?• Do you give a discount to customers?
Place	<ul style="list-style-type: none">• Where can customers buy your product?
Promotion	<ul style="list-style-type: none">• How are you going to advertise? What channels of communication do you use?• Are you going to do discount promotions?• How do you ensure a good relationship with customers, competitors and suppliers?

4. Finance

Investment plan

Investment plan	
-	€
Assets (investments you'll make for more than a year)	€
-	€
-	€
-	€
Current assets (investments you make for less than a year)	€
Start-up capital (fixed + smooth assets)	€

Financing plan

- How many shares do you sell to get the necessary starting capital?

Consumer price*

Consumer price	
Purchase row per product (excluding VAT)	€
Other costs per product $\text{cost}/\text{number of products} =$	€
Cost (purchase price + other costs per product)	€
Profit margin of x% $\text{cost} \times \text{profit margin} =$	€
Selling price (cost + profit margin)	€
21% VAT $\text{sales price} \times 0.21$	€
Consumer price (sales price + VAT)	€

Operating budget*

Operating budget	
Expected sales $\text{price (excluding VAT)} \times \text{number of products you expect to sell}$	€
Purchase price products $\text{purchase price (excluding VAT)} \times \text{number of products you expect to sell}$	€
Gross profit (expected sales – purchase price products)	€
Other expenses	€
Other expenses	€
Net income before tax (gross profit – other expenses)	€
Income tax (20%) $\text{net profit} \times 0.20$	€
Net income minus tax	€

- If you make these profits, what will be the income per share?

Liquidity budget

Liquidity budget				
Expected revenue			Expected expenses	
September	[fill out description]	€	[fill out description]	€
October	[fill out description]	€	[fill out description]	€
November	[fill out description]	€	[fill out description]	€
December	[fill out description]	€	[fill out description]	€
January	[fill out description]	€	[fill out description]	€
February	[fill out description]	€	[fill out description]	€
March	[fill out description]	€	[fill out description]	€
April	[fill out description]	€	[fill out description]	€
May	[fill out description]	€	[fill out description]	€
June	[fill out description]	€	[fill out description]	€

Conclusion

- What is the feasibility of your plans?
- What are your next steps; what are you going to do first now that the plan is finished?