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# YERAME

**Youth Entrepreneurship in Rural Areas in Mediterranean Countries**



**WP3: YOUTH RURAL ENTREPRENEURSHIP GUIDE**

**D3.5: Youth Rural Entrepreneurship Pilot Training**



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Project Acronym: **YERAME**  
Project Full Title: Youth Entrepreneurship in Rural Areas In Mediterranean Countries  
Project number: 101093212  
Starting Date: 19/08/2023  
Work package number: WP3  
Duration in months: 24  
Deliverable number: 3.5



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## Introduction

### **Youth Rural Entrepreneurship Pilot Training**

The development of the **Youth Rural Entrepreneurship Pilot Training** has been guided and coordinated by DEFOIN following a collaborative work approach with the active and equal contribution from all partners.

All partners have agreed and followed the: GUIDE for partners to implement the YERAME Piloting and Report ( D3.5 Youth Rural Entrepreneurship Pilot Training and D3.6 Report YERAME Pilot Training) a 25 page documents will all the necessary information to prepare, plan, implement and evaluate the Piloting activities at a national level and ensure quality, minimum requirements and unified format for implementing and reporting.

The main objectives of the WP3 Youth Rural Entrepreneurship Piloting have the following:

- Test the Entrepreneurship Course developed under the YERAME project;
- Apply the EntreComp Framework in youth entrepreneurship training with the provided adapted activities;
- Improve the support for young people's entrepreneurship initiatives;
- Encourage and facilitate youth rural entrepreneurship by training interested young people with fewer opportunities.



# 1. Piloting

## Piloting Key Elements and minimum requirements

**Participants:** All partners have fulfilled the key elements of the piloting and minimum requirements of 10 youngsters aged 18-30 from each partner organisation (total 60).

**Training content:** During the training, the contents of the [Entrepreneurship course](#) have been tested (14 units) and activities developed in the [EntreComp Guide](#) have been used for some sessions and as references. The training has provided the participants with the necessary knowledge and procedures to start their business. At the end of the training, most young participants have developed a business plan draft and participate in the Entrepreneurship mentoring and contest from WP4.

### Minimum requirements:

1. The activity must be implemented between **26th January 2024 and 18th April 2024**.
2. There must be a minimum of 14 sessions to complete the units ( partners can run more than 1 session in one day but all units from the Entrepreneurship Course must be covered). Minimum 15/16 hours\*.
3. There must be a minimum of 10 participants (between 18-30 years old) completing the full programme.
4. Participants with 75% of completion will/ might receive a project certification and a YouthPass.

### Selection of participants:

Partners followed an agreed selection criteria that is included in the internal document called “ Piloting Guidelines” which included a participant registration form and letter of motivation; some partners also signed a participants agreement.



## Overall data of Yerame Pilot Training

The Piloting training has been implemented in **6 different mediterranean countries**: Greece, Egypt, Palestine, Tunisia, Italy and Spain

**36 Training Days** have been provided among all partners

**142 hours of synchronous training** were delivered and around **49 hours of asynchronous training** activities.

We have delivered a total of **97 sessions** on entrepreneurship training (including the content of Yerame Entrepreneurship Course and Yerame Entrecomp Guide)

A total of **89 young participants** between 18 and 30 years old have participated in the training course and **74 young participants** have finalized over 75% of the Entrepreneurship Course for young people in rural areas.



## 2. Description of National Piloting in Greece

### Agenda

**Youth Rural Entrepreneurship Training Course**  
YOUTH ENTREPRENEURSHIP IN RURAL AREAS AND MEDITERRANEAN COUNTRIES

**1st day of the pilot session**

- Presentation of the YERAME project
- Introduction of the concept Entrepreneurship
- Objectives and mission of the pilot session
- Fundamentals of Entrepreneurship
- Artificial Intelligence (AI) on Entrepreneurship Creativity
- Market Research
- Defining Your Target Audience
- Business Model Canvas

WEBSITE LINK <https://yerrame.info/project.eu>

Agenda Day 1

**Youth Rural Entrepreneurship Training Course**  
YOUTH ENTREPRENEURSHIP IN RURAL AREAS AND MEDITERRANEAN COUNTRIES

**2nd day of the pilot session**

- Sustainable Business Model Canvas
- Business Planning and Strategy
- Building your product or service
- Leadership and Team Building

WEBSITE LINK <https://yerrame.info/project.eu>

Agenda Day 2

**Youth Rural Entrepreneurship Training Course**  
YOUTH ENTREPRENEURSHIP IN RURAL AREAS AND MEDITERRANEAN COUNTRIES

**3rd day of the pilot session**

- Operation and executions
- Marketing and Branding
- What are the 4C's of Marketing?
- Finance
- Scaling and Growth Hacking Strategies

WEBSITE LINK <https://yerrame.info/project.eu>

Agenda Day 3

**Youth Rural Entrepreneurship Training Course**  
YOUTH ENTREPRENEURSHIP IN RURAL AREAS AND MEDITERRANEAN COUNTRIES

**4th day of the pilot session**

- Pitching and Investor Relations
- Communication Strategies: Elevator Pitch
- Innovation and Adaptability
- Legal and Regulatory Compliance
- Business structure and legal considerations in Greece
- Discussion and feedback

WEBSITE LINK <https://yerrame.info/project.eu>

Agenda Day 4





## Data and time of the training

- 9th of April 2024: 3 hours
- 12th of April 2024: 3 hours
- 15th of April 2024: 4 hours
- 16th of April 2024: 4 hours

## Number of hours and sessions

14 hours training provided and 14 sessions.

## Location of the training

Innovation Hive implemented the pilot sessions online.

## Collaborations

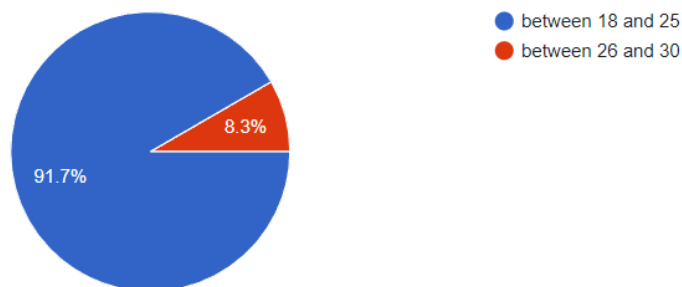
In national level, Innovation Hive organized and implemented activities in collaboration with the University of Thessaly

## Number of participants and profile

Number of participants and profile (data from the register forms): 12 registered. Regarding their profiles:

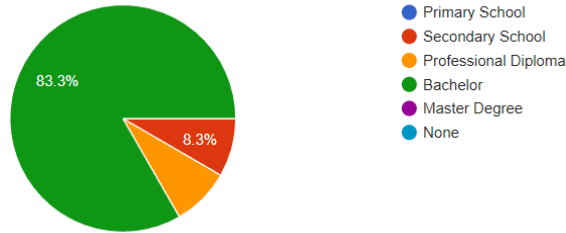
My age

12 responses





My Education is...  
12 responses

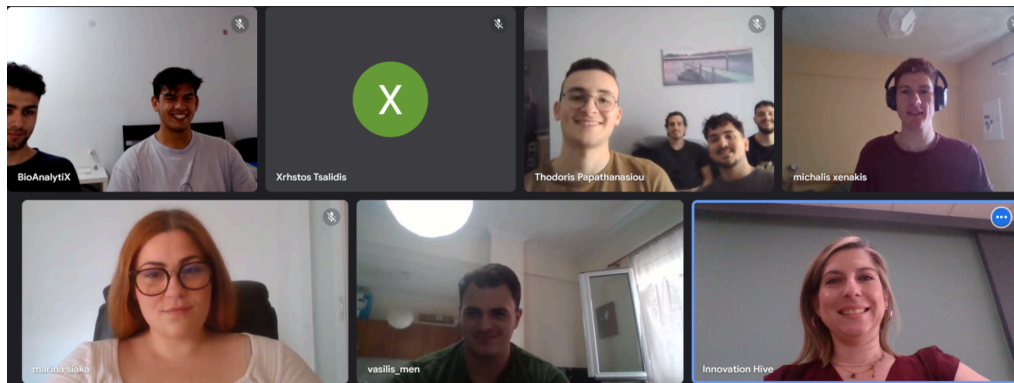


Most participants from Greece had an educational level of bachelor degree.

## Satisfaction with the Pilot training

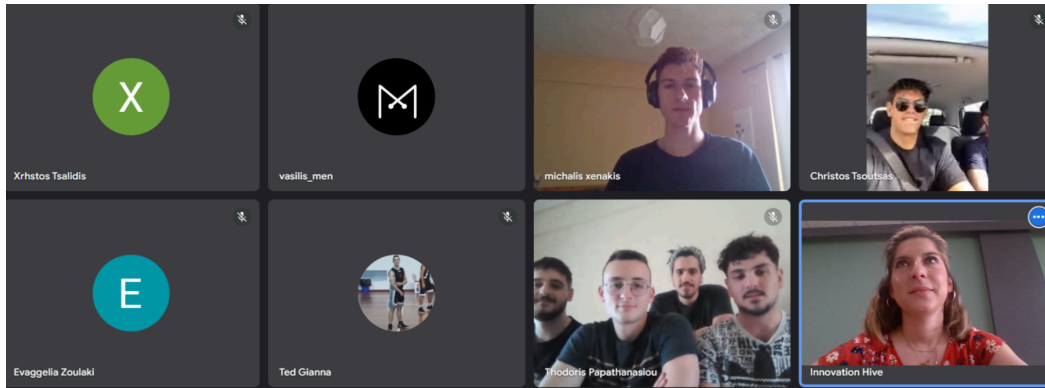
Participants have evaluated the pilot sessions with positive feedback and for the trainer it was a useful session in order to ensure the effectiveness of the training material which should cover the needs of the target groups. Participants expressed high levels of satisfaction and during the sessions mentioned that the pilot sessions met or exceeded their expectations, with many participants reporting significant personal and professional growth as a result on the topic of entrepreneurship.

## Pictures Piloting Greece

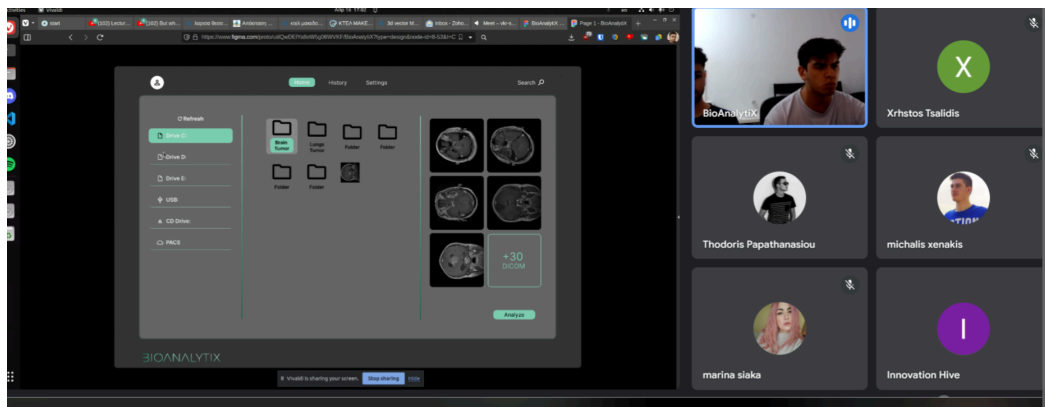
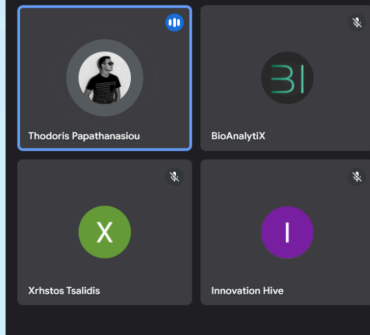




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Τα **YOGIPS** είναι chips γιαουρτιού πλούσια σε προβιοτικά, πρεβιοτικά και ισχυρά αντιοξειδωτικά.



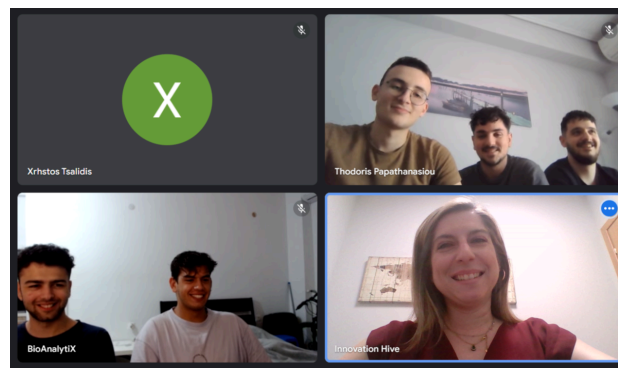
**Businesses:** alternatives. Digital storefronts. In addition to being part of the collective marketplace, they can manage their own digital storefronts. This feature allows businesses to have a personalized online presence, showcasing their unique products and values.

**Community Building:** A community that values and prioritizes environmentally conscious practices. By bringing together businesses, consumers, and environmental enthusiasts, the platform seeks to build a network of like-minded individuals working towards a greener and healthier future.

**Customers:** Sustainable Product Promotion. The platform actively promotes and markets goods that contribute to the reduction of environmental impact, encouraging businesses to adopt sustainable manufacturing processes.

**Our Mission and Vision**

MISSION: At EcoPlus, we are dedicated to fostering a sustainable approach to commerce through our online platform, focusing on the promotion and sale of products from Greek, small and medium-sized enter; Page 11 / 27





### 3. Description of National Piloting in Egypt

#### Agenda

Session on Unit 1: Introduction to YERAME Project  
Session on Unit 2: Essential Entrepreneurship Principles  
Session on Unit 3: Understanding Market Research  
Session on Unit 4: Exploring the Business Model Canvas  
Session on Unit 5: Business Planning and Strategy  
Session on Unit 6: Building your product or service  
Session on Unit 7: Leadership and Team Building  
Session on Unit 8: Operations and Executions  
Session on Unit 9: Marketing and Branding  
Session on Unit 10: Finance  
Session on Unit 11: Scaling and Growth Hacking Strategies  
Session on Unit 12: Pitching and Investor Relations  
Session on Unit 13: Innovation and Adaptability  
Session on Unit 14: Legal and Regulatory Compliance

#### Data and time of the training

22nd - 25th of February 2024 in Cairo, Egypt.

Egypt adopted a hybrid model to implement the training both offline and online in follow-up online sessions. They created a tentative agenda to launch the training both offline and online. Offline sessions lasted for **4 days** with a duration of about **24 hours** to deliver the training course units and the EntreCompe Guide Framework Activities interchangeably.

#### Number of hours and sessions

24 hours training, 14 sessions.

#### Location of the training

Office No. 1, Building No. 2013, Al-Eyadaat Street, Zahraa Nasr City, Cairo, Egypt, 11528.

#### Collaborations

There was no collaboration with other organisations for the implementation of this training program.



## Number of participants and profile

MYF was able to bring together 10 young people aged 18-29 years old from rural areas in Egypt for a 4-day Training Course covering the topic of Entrepreneurship in rural areas to help them with the necessary knowledge needed to develop their businesses.

## Satisfaction with the Pilot training

At the end of the Training, all the young participants developed their business plans that included all the features to participate in the Entrepreneurship contest in the next phase and based on their attendance and active participation, Participants with 75% of completion of the training received a certificate.

To sum up, both trainers and participants really enjoyed and benefited from the training but they needed more engagement in the process through active and practical involvement in entrepreneurship, with successful entrepreneurs who have their own businesses on the ground, and probably through having next trainings and the following further steps implemented in open places and different field visits.

## Pictures Piloting Egypt





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## 4. Description of National Piloting in Palestine

### Agenda

Date	Topics Covered	Trainer	Training tools and techniques	Content and Development
27/2/2024	Unit 1: Introduction to the project	Husam Zakareh	Group Needs Assessment Arrival and Welcome, Introduction and Agenda Overview, Feedback and Evaluation	- Who are we? Overview of the training team and their expertise. - The EntreComp Framework: Explanation of its components and importance. - Program Overview “Agenda”: Detailed schedule for the training period. - Context of Rural Entrepreneurship: Understanding the unique challenges and opportunities in rural areas. - Importance of the Project: Explanation of why the training is essential. - Participant Expectations: Setting expectations for participants. - Icebreaker Activity: Engaging activity to foster connections. - Introduction to Training Materials and Resources: Overview of materials and tools. - Pre-Assessment or Survey: Gathering feedback from participants. - Q&A and Wrap-Up: Summary and transition to the next session.
29/2/2024	Unit 2: Fundamentals of Entrepreneurship	Husam Zakareh	Group Needs Assessment Arrival and Welcome, Introduction and Agenda Overview, Feedback and Evaluation	- Meaning of entrepreneurship and startups. - Difference between entrepreneurship and business administration. - Design Thinking: Introduction and importance. - Understanding the Entrepreneurial Mindset: Characteristics and traits. - Ideation creation and Opportunity Recognition: Generating and recognizing business ideas. - Startups challenges: Common challenges faced by startups. - Inspired success stories: Examples from the market. - Mapping of ecosystem: Understanding the startup ecosystem. - Difference between goals and objectives: Explanation of SMART criteria. - Difference between mission and vision: Importance and examples. - Startups failure reasons: Common reasons for startup failure. - Artificial intelligence and entrepreneurship: Role of AI in startups.
3/3/2024	Unit 3: Market Research	Husam Zakareh	Activities, Videos	- How to validate your idea. - Empathy Map: Understanding customer needs. - Lean UX: Principles of user experience design. - Defining market size and market share. - Market Research and Validation: Techniques and methods. - Competition and competitive edge: Analyzing competitors. - Competitive analysis: Tools and frameworks. - SWOT analysis: Assessing strengths, weaknesses, opportunities, and threats. - Additional Resources: The Lean Startup by Eric Ries, Entrepreneur (entrepreneur.com), Founders at Work: Stories of Startups book.
5/3/2024	Unit 4: Business Model Canvas	Husam Zakareh	Cnvizers	- Business Model Canvas and Lean Startup Principles. - Value proposition: Identifying and communicating unique value. - Stakeholders analysis: Identifying key stakeholders. - Revenue Models: Exploring different revenue streams.
7/3/2024	Unit 5: Business Planning and Strategy	Husam Zakareh		- Crafting a Compelling Business Plan. - Strategic Planning and Goal Setting: Setting objectives and strategies. - Competitive Analysis and Positioning: Analyzing market competition. - Financial Modeling and Funding Strategies: Creating financial projections and seeking funding.
9/3/2024	Unit 6: Building Your Product or Service (Technical projects)	Husam Zakareh	MVP	- Difference between prototype and MVP. - Creating a prototype: Using technical tools like Figma, Adobe XD, Photoshop, Illustrator. - Creating MVP: Using technical tools like Bubble.com. - Choosing domain name: Considerations for technical projects. - Copyright registration process: Protecting intellectual property. - Product Development and Prototyping: Iterative development process. - Design Thinking and User-Centered Design: Design principles for technical projects. - Iterative Development and Feedback Loops: Continuous improvement process.
25/3/2024	Unit 7: Leadership and Team Building	Husam Zakareh	Team working	- Effective Leadership Skills: Leadership qualities and traits. - Building and Managing High-Performing Teams: Strategies for team management. - Communication and Conflict Resolution: Effective communication techniques and conflict resolution strategies. - Creating a Positive Organizational Culture: Fostering a positive work environment. - Teamwork “Co-founders”:



				Collaborative teamwork for business success. - Team-building skills for Business: Activities to enhance team cohesion.
25/3/2024	Unit 8: Operations and Execution	Fathi abu fareh		- Production process: Understanding manufacturing processes and operations. - Supply chain Management: Managing the flow of goods and services. - Customer Journey “user experience”: Enhancing customer experience throughout the buying process. - Human Resources “Employment plan”: Managing workforce and recruitment strategies. - Performance indicators “KPIs & OKRS”: Monitoring and measuring business performance. - The expected risks and how to manage: Identifying and managing operational risks. - Establishing Efficient Operations: Implementing efficient processes and systems. - Quality Control and Scaling: Ensuring product or service quality and scaling operations. - Technology Integration for Small Businesses: Leveraging technology for operational efficiency.
19/3/2024	Unit 9: Marketing and Branding	Fathi abu fareh		- 4 C’s and 9P’s: Understanding the marketing mix and marketing mix extension. - Buyer persona: Identifying target customers. - Marketing strategy: Developing marketing plans and strategies. - Digital Marketing Strategies: Utilizing digital channels for marketing. - Branding and Storytelling: Building brand identity and communicating brand story. - Customer Acquisition and Retention: Attracting and retaining customers. - AI for Creative Contents: Leveraging AI for creative marketing content.
20/3/2024	Unit 10: Finance	Amina Qutaia		- Cost structure: Understanding cost components. - Revenue projection and break even point: Estimating revenues and determining break-even point. - Income statement: Analyzing financial performance. - Cash flow statement: Managing cash flows. - Balance statement: Assessing financial position. - Taxation and Compliance: Understanding tax obligations and compliance requirements.
26/3/2024	Unit 11: Scaling and Growth Hacking Strategies	Husam Zakareh		- Strategies for Scaling Your Business: Planning and executing growth strategies. - Diversification and Market Expansion: Exploring new markets and product diversification. - Partnerships and Collaboration: Forming strategic alliances for growth. - Managing Growing Pains: Addressing challenges associated with business growth.
27/3/2024	Unit 12: Pitching and Investor Relations	Husam Zakareh		- Pitching Strategies: Crafting effective pitches for investors. - Investors Kinds: Understanding different types of investors. - What are investors focus on: Knowing what investors look for in startups. - Funding Opportunities: Exploring various funding sources. - Crafting a Compelling Pitch: Developing a persuasive pitch deck. - Engaging with Investors and Fundraising: Building relationships with investors and raising funds. - Data Room: Organizing and presenting due diligence materials. - Due Diligence and Negotiation: Understanding due diligence process and negotiation tactics. - Securing Investment for Growth: Closing investment deals and securing funding for growth.
28/3/2024	Unit 13: Innovation and Adaptability	Husam Zakareh		- Navigating Change and Uncertainty: Adapting to changes and uncertainties in the market. - Identifying New Opportunities: Recognizing and capitalizing on emerging trends. - Continuous Innovation Strategies: Fostering a culture of innovation and continuous improvement. - Future-Proofing Your Business: Anticipating future challenges and opportunities. - Pivoting concept: Knowing when and how to pivot business strategies. - Agile as concept: Implementing agile methodologies for business development and management.
28/3/2024	Unit 14: Legal and Regulatory Compliance			- Business structure and legal considerations: Types of business structures and legal obligations. - Intellectual property protection and contracts: Safeguarding intellectual assets. - Navigating local and international regulations: Compliance with laws and regulations.

## Data and time of the training

### 12 days training

- 21/2/2024 Meeting
- 27/2/2024 Face to face
- 29/2/2024 Face to face
- 3/3/2024 Face to face





- 5/3/2024 Face to face
- 7/3/2024 Face to face
- 9/3/2024 Face to face
- 11/3/2024 Face to face

In addition of conducting 14 – 19 – 20 – 25 / 03/ 2024

### Number of hours and sessions

Participants have completed a total of 33 additional hours, alongside the field visit.

During the 7-day face-to-face training, 9 participants were physically present, while 3 joined remotely from different governorates.(Nablus,Ramallah,Qalqila) form the rural areas

Throughout the training program, 21 sessions were conducted, covering various content materials.

### Location of the training

The face-to-face sessions were held at PCS, Jenin, 6th Floor, Al Bareq Building.

Additionally, we utilized the FCC Program.

### Collaborations

PCS forged collaborations at the local level with various institutions to ensure the participation of youth from rural areas in our training. These collaborations were built upon agreements with local organizations and institutions that not only provide venues for our activities but also assisted in outreach efforts. Notably, PCS boasts the IDEA Incubator and maintains numerous agreements with both the public and private sectors, amplifying its reach and impact in the community.

### Number of participants and profile

The program had a total of 12 participants, with 9 attending face-to-face sessions and 3 participating online. Participant profiles varied, encompassing individuals from diverse backgrounds, including students, graduates, and entrepreneurs



## Satisfaction with the Pilot training

With 53.8% participants found the activities to be in line with or even exceeding their expectations. This indicates a positive response from these participants, indicating that they felt the activities were well-designed, engaging, and effectively contributed to their learning experience. 69.2% majority of participants felt that the activities were well-matched to their level of competence. This suggests that the activities were appropriately tailored to accommodate the skills, knowledge, and abilities of the participants, ensuring that they were neither too challenging nor too basic. This alignment between the proposed activities and the participants' competence levels likely contributed to a more engaging and effective learning experience for the majority of participants.

53.8% of participants strongly agreed training complied with what was stated in the invitation; it indicates that a moderate portion of participants felt that the training program aligned well with the expectations set forth in the invitation.

61.5% of participants found the presentation of units and activities to be innovative and engaging. This suggests that the training program utilized creative approaches to deliver content, keeping participants interested and involved throughout the sessions.

76.9% participants felt valued and catered to during the training. This suggests that the training program took into account the diverse interests and capabilities of participants.

61.5% participants were motivated and able to engage actively in the training sessions. This suggests that participants were enthusiastic about their involvement in the training and were committed to actively participating in the learning process.

53.8% of participants felt inspired and encouraged by the activities to persist in their entrepreneurial endeavors. This indicates that the activities provided valuable insights, resources, or experiences that fueled participants' motivation and commitment to their entrepreneurial journey. While not unanimously agreed upon, the positive response from these participants highlights the effectiveness of the activities in fostering motivation and supporting participants in their entrepreneurial pursuits.

69.2% of participants strongly agreed to be satisfied with the trainers' performance. This suggests that participants found the trainers to be knowledgeable, experienced, and approachable, allowing for a positive learning experience. The high level of agreement with this statement reflects positively on the trainers' ability to effectively convey information, provide support, and establish rapport with the participants, contributing to the overall success of the training program.

53.8% of participants found the instructions provided during the activities to be clear and easy to follow. It's essential to address any areas where participants may have found the instructions unclear to improve the overall clarity and effectiveness of future activities.

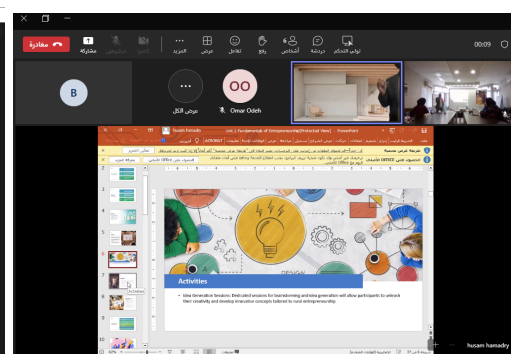
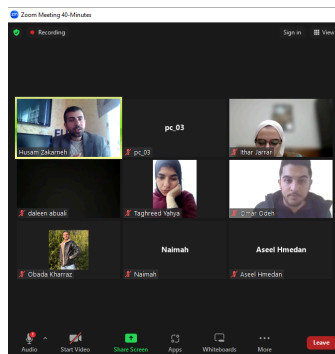
Finally 53.8% of participants perceived a beneficial effect from their engagement in the activities.



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## Pictures Piloting Palestine





## 5. Description of National Piloting in Tunisia

### Agenda

Date	Topics Covered	Trainer	Training tools and techniques	Content and Development
28/3/2024	Unit 1: Introduction to the project	Akrem Kachai	A warm welcome from the trainer or facilitator, highlighting the importance of the training and expressing appreciation for participants' attendance.	Throughout this unit, participants were introduced to the Yerame Project, receiving an in-depth overview covering its structure, timeline, and participating countries. They also gained valuable insights from a survey addressing the challenges and opportunities encountered by young entrepreneurs in rural areas, enhancing their understanding and engagement with the Youth Rural Entrepreneurship Ecosystem. By the conclusion of this unit, participants had developed a foundational understanding of the Yerame Project, including its Project ID, objectives, partner organizations, target demographic, and operational plan structure. Additionally, they were equipped with fundamental knowledge about entrepreneurship.
28/3/2024	Unit 2 ESSENTIAL ENTREPRENEURSHIP PRINCIPLES	Akrem Kachai	Interviews: One-on-one or group interviews with key stakeholders to understand	By the conclusion of this unit, participants had developed a foundational understanding of the Yerame Project, including its Project ID, objectives, partner organizations, target demographic, and operational plan structure. Additionally, they were equipped with fundamental knowledge about entrepreneurship.  The session commenced with an orientation to core objectives, paving the way for immersive idea-generation sessions and real-world illustrations of successful rural entrepreneurial ventures. Throughout the program, participants actively engaged in a myriad of dynamic activities, including workshops, case studies, idea-generation sessions, guest speaker presentations, simulation exercises, pitching sessions, field excursions, group projects, role-playing simulations, and reflective sessions, all aimed at reinforcing fundamental principles and nurturing practical proficiencies.
30/3/2024	Unit 3: SESSION ON MARKET SEARCH	Akrem Kachai	Activities, Videos	The session commenced with an orientation to core objectives, paving the way for immersive idea-generation sessions and real-world illustrations of successful rural entrepreneurial ventures. Throughout the program, participants actively engaged in a myriad of dynamic activities, including workshops, case studies, idea-generation sessions, guest speaker presentations, simulation exercises, pitching sessions, field excursions, group projects, role-playing simulations, and reflective sessions, all aimed at reinforcing fundamental principles and nurturing practical proficiencies.



30/3/2024	Unit 4 EXPLORING THE BUSINESS MODEL CANVAS	Akrem Kachai	Cnvizers	<p>- Unit 4 ushered students into the realm of the Business Model Canvas, an essential instrument for shaping business blueprints. Equipped with an understanding of its framework and core components, students embarked on the journey of formulating their business plans utilizing this versatile tool.</p> <p>Upon completion of this segment, students not only comprehended the intricacies of the Business Model Canvas but also commenced the drafting phase of their business plans. The session delved into various facets pertaining to the Business Model Canvas, encompassing its definition, inherent advantages, the nine foundational elements, historical context, evolutionary trajectory, and its applicability across diverse business paradigms. Moreover, students explored adaptations such as the Social Business Model Canvas and the Sustainable Business Model Canvas, broadening their conceptual horizons.</p> <p>Central to the discourse was the recognition of the Business Model Canvas as a strategic instrument meticulously crafted to visually dissect and amalgamate business models, thereby enhancing the prospects of success. Comprising nine interconnected elements such as customer segments, value proposition, channels, and cost structure, the Canvas furnishes a succinct overview of the intended venture. Noteworthy attributes of the Canvas methodology include its practicality, visual appeal, capacity to foster collaboration, and adaptability to evolving project dynamics.</p> <p>The pivotal activity of Unit 4, titled "Rural Entrepreneurship Idea," drew inspiration from the EntreComp Guide's "Rural Entrepreneurship Business Plan." Participants harnessed the power of the Canvas model to initiate the articulation of their entrepreneurial concepts. Guided by their business characteristics, participants identified the most suitable model and received constructive feedback and recommendations to fortify their developmental journey.</p>
5/4/2024	Unit 5: Business Planning and Strategy	Akrem Kachai	We use Padlet as tool for this unit	<p>Unit 5 underscored the pivotal importance of cultivating a robust business plan and executing strategic planning methodologies to ensure sustained long-term success. Participants were imbued with the requisite knowledge and competencies vital for crafting persuasive business plans, delineating strategic objectives, conducting thorough competitive assessments, and formulating financial models alongside funding strategies.</p> <p>Throughout this session, participants were empowered to embark on the journey of entrepreneurial excellence armed with the tools necessary to navigate the complexities of business planning. Essential components included in-depth guidance on structuring comprehensive business plans, setting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) strategic goals, executing meticulous competitive analyses to glean actionable insights, and devising intricate financial models coupled with astute funding strategies.</p> <p>By embracing the ethos of strategic planning, participants were primed to navigate the entrepreneurial landscape with confidence and foresight, laying the groundwork for enduring success. Armed with a deep understanding of the nuances involved in crafting compelling business plans and implementing effective strategic planning methodologies, participants were poised to embark on their entrepreneurial journeys with clarity and conviction.</p>
5/4/2024	Unit 6: Building Your Product or Service	Akrem Kachai	Social Media Listening Tools	<p>Unit 6 marked the transition to the practical implementation phase of the projects, where students were divided into two groups—technology and non-technology—to delve into the realm of prototypes and Minimum Viable Products (MVPs). These indispensable tools enable the evaluation of customer needs and demands prior to full-scale development of products or services.</p> <p>As this unit drew to a close, participants had honed the ability to discern between MVPs and prototypes, harnessing technical platforms such as Figma, Adobe XD, Photoshop, and Illustrator for prototyping endeavors.</p>



				<p>Additionally, they adeptly utilized free resources like Bubble and WordPress for MVP creation and website development, alongside adeptly selecting domain names and structuring comprehensive business plans. Initial sketches of project prototypes were brought to life, initially conceptualized on paper.</p> <p>Crucially, the framework of a business plan was elucidated, encompassing essential sections including the Executive Summary, Company Description, Products and Services, Project Milestones, Marketing Plan, Management Team, and Financials.</p> <p>A salient takeaway from this unit was the recognition of MVPs and prototypes as potent instruments for economically and expeditiously testing business concepts. By facilitating the assessment of core ideas, technical capabilities, and market viability, these tools bolster the likelihood of success and provide invaluable insights to inform the developmental trajectory effectively.</p>
6/4/2024	Unit 7: Leadership and Team Building	Akrem Kachai	Team working	<p>The session underscored the pivotal role of leadership and team building as cornerstone elements of entrepreneurial triumph, steering ventures through dynamic landscapes towards enduring growth. As we navigate these fundamental principles in our entrepreneurial journey, we uncover the pathways to nurturing resilient teams, catalyzing innovation, and forging a trajectory towards success in the ever-evolving business milieu.</p> <p>The Leadership and Team Building session navigated the terrain of effective leadership and team dynamics, equipping entrepreneurs with the tools to inspire, guide, and make strategic decisions. Through immersive real-world case studies and interactive sessions, participants honed skills to lead with authenticity, adaptability, and strategic acumen. Team-building exercises and collaborative projects fostered the cultivation of cohesive, synergistic teams primed for collective achievement.</p> <p>Participants actively engaged in self-assessment activities to discern their leadership styles and explore the application of various models. Hands-on team-building exercises facilitated collaboration and trust-building, complemented by workshops focusing on effective communication and conflict resolution—practical tools for nurturing a positive team culture. The session emphasized the creation of a conducive organizational culture and delved into the dynamics of teamwork among co-founders, enhancing participants' practical team-building prowess for real-world business contexts.</p>
7/4/2024	Unit 8: Operations and Execution	Mohamed amine kouki		<p>The session underscored the pivotal role of leadership and team building as cornerstone elements of entrepreneurial triumph, steering ventures through dynamic landscapes towards enduring growth. As we navigate these fundamental principles in our entrepreneurial journey, we uncover the pathways to nurturing resilient teams, catalyzing innovation, and forging a trajectory towards success in the ever-evolving business milieu.</p> <p>The Leadership and Team Building session navigated the terrain of effective leadership and team dynamics, equipping entrepreneurs with the tools to inspire, guide, and make strategic decisions. Through immersive real-world case studies and interactive sessions, participants honed skills to lead with authenticity, adaptability, and strategic acumen. Team-building exercises and collaborative projects fostered the cultivation of cohesive, synergistic teams primed for collective achievement.</p> <p>Participants actively engaged in self-assessment activities to discern their leadership styles and explore the application of various models. Hands-on team-building exercises facilitated collaboration and trust-building, complemented by workshops focusing on effective communication and conflict resolution—practical tools for nurturing a positive team culture. The session emphasized the creation of a conducive organizational culture and delved into the dynamics of teamwork among co-founders, enhancing participants' practical team-building prowess for real-world business contexts.</p>



7/4/2024	Unit 9: Marketing and Branding	Mohamed amine kouki		<p>The session underscored the pivotal role of leadership and team building as cornerstone elements of entrepreneurial triumph, steering ventures through dynamic landscapes towards enduring growth. As we navigate these fundamental principles in our entrepreneurial journey, we uncover the pathways to nurturing resilient teams, catalyzing innovation, and forging a trajectory towards success in the ever-evolving business milieu.</p> <p>The Leadership and Team Building session navigated the terrain of effective leadership and team dynamics, equipping entrepreneurs with the tools to inspire, guide, and make strategic decisions. Through immersive real-world case studies and interactive sessions, participants honed skills to lead with authenticity, adaptability, and strategic acumen. Team-building exercises and collaborative projects fostered the cultivation of cohesive, synergistic teams primed for collective achievement.</p> <p>Participants actively engaged in self-assessment activities to discern their leadership styles and explore the application of various models. Hands-on team-building exercises facilitated collaboration and trust-building, complemented by workshops focusing on effective communication and conflict resolution—practical tools for nurturing a positive team culture. The session emphasized the creation of a conducive organizational culture and delved into the dynamics of teamwork among co-founders, enhancing participants' practical team-building prowess for real-world business contexts.</p>
7/4/2024	Unit 10: Finance	Mohamed amine kouki		<p>This session delved deep into the foundational aspects of financial management critical for aspiring entrepreneurs across diverse industries. It encompassed a comprehensive examination of cost structures, revenue projections, break-even analysis, and the comprehension of income and cash flow statements, all pivotal for fostering sustainability and growth in entrepreneurial ventures.</p> <p>As the session drew to a close, participants had gained proficiency in pricing strategies, calculation of establishment and operating costs, determination of break-even points, and comprehension of income statement, balance sheet, and cash flow statement formats. They also discerned the distinction between gross and net profit.</p> <p>Emphasis was placed on Cost Structure, elucidating the importance of categorizing all expenses incurred in initiating and operating a business, including fixed costs (such as rent) and variable costs (which fluctuate with production). This breakdown serves as a compass for decision-making.</p>
7/4/2024	Unit 11: Scaling and Growth Hacking Strategies	Akrem Kachai		<p>The unit on "Scaling and Growth Hacking Strategies" embarked on a transformative journey aimed at tackling the unique challenges encountered in rural areas. It equipped participants with a robust toolkit designed to propel businesses in rural regions to new heights through effective scaling and growth hacking, aligning seamlessly with the broader context of rural development. The exploration delved into strategies and techniques indispensable for fostering business expansion, divided into six modules encompassing critical aspects of scaling and growth hacking. Participants were immersed in a comprehensive learning experience, seamlessly blending theoretical knowledge with hands-on applications to drive tangible results.</p>
7/4/2024	Unit 12: Pitching and Investor Relations	Mohamed amine kouki		<p>The "Pitching and Investor Relations" workshop commenced with the facilitator outlining its purpose: to ignite creativity, prioritize ideas, and highlight the value of innovative concepts in rural entrepreneurship to gain investor confidence. Participants engaged in idea generation, followed by individual pitches and real-world examples of successful rural ventures. The "Idea Auction" activity encouraged participants to brainstorm and present entrepreneurial ideas related to rural communities. Using play money to "bid" on ideas fosters creativity and discussions on innovative concepts for rural entrepreneurship.</p>



8/4/2024	Unit 13: Innovation and Adaptability	Akrem Kachai		The training session aimed to arm young rural entrepreneurs with the essential skills and tools necessary to adeptly navigate change, capitalize on opportunities, and cultivate innovation and adaptability within their businesses. Through a harmonious blend of theoretical learning and hands-on practical activities, participants were empowered to glean invaluable insights, thereby enriching their entrepreneurial journey and bolstering their capacity for success.
8/4/2024	Unit 14: Legal and Regulatory Compliance			Understanding different business structures and their legal implications. Exploring the formation process for various entities such as sole proprietorships, partnerships, corporations, and limited liability companies. Addressing legal obligations associated with each business structure.

## Data and time of the training

### Face-to-face:

- 28th March 14:00-20:00 (F2F)
- 30th March 14:00-20:00 (F2F)
- 5th April 10:00-18:00 (F2F)
- 7th April 10:00-18:00 (F2F)

### Online:

- 6th April 10:00-14:00
- 8th April 10:00-14:00

## Number of hours and sessions

In total FHIRD delivered 28 hours of synchronous training plus 8 hours in asynchronous training.

- Both training sessions lasted 5 days. In total 7 training days have been implemented between face-to-face participants (4 days) and online participants (1 day online).
- Sessions: 17 sessions per course distributed in 1 session for introduction of trainers, participants and basics of the course, 1 for training aims and expectations, 14 sessions (1 per unit) and 1 evaluation session.

## Location of the training

- Face-to-face: “Hotel Africa”, Tunis
- Online: Microsoft teams

## Collaborations

The face-to-face pilot sessions were conducted in the heart of Tunisia, in a centrally located area that serves as a hub for the surrounding regions. The training initiative benefitted from the collaboration of



local authorities and stakeholders, who facilitated the provision of training facilities and supported the promotion of the course within the community.

### Number of participants and profile

The program had a total of 15 participants, with 5 attending face-to-face. Participant profiles varied, encompassing individuals from diverse backgrounds, including students, graduates and Our communication strategy is designed to ensure effective dissemination of information and engagement with stakeholders throughout the training program. We employ a multi-faceted approach that encompasses various channels and tactics to reach our target audience and facilitate meaningful interaction.

Do you have experience in entrepreneurship?

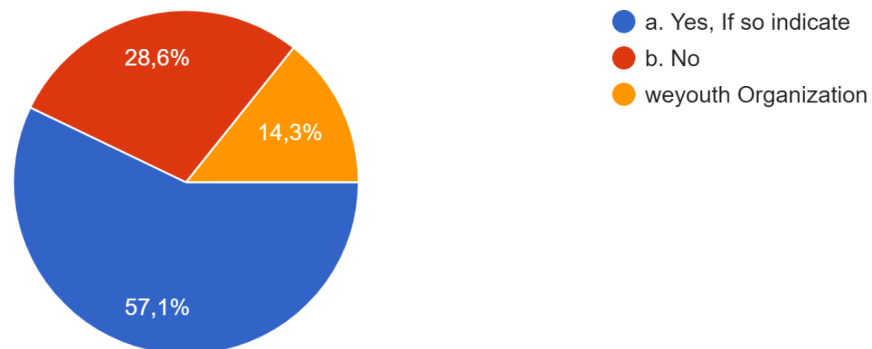
7 réponses



85.7% of participants have received entrepreneurial training before.

2. Have you received Entrepreneurial training before?

7 réponses

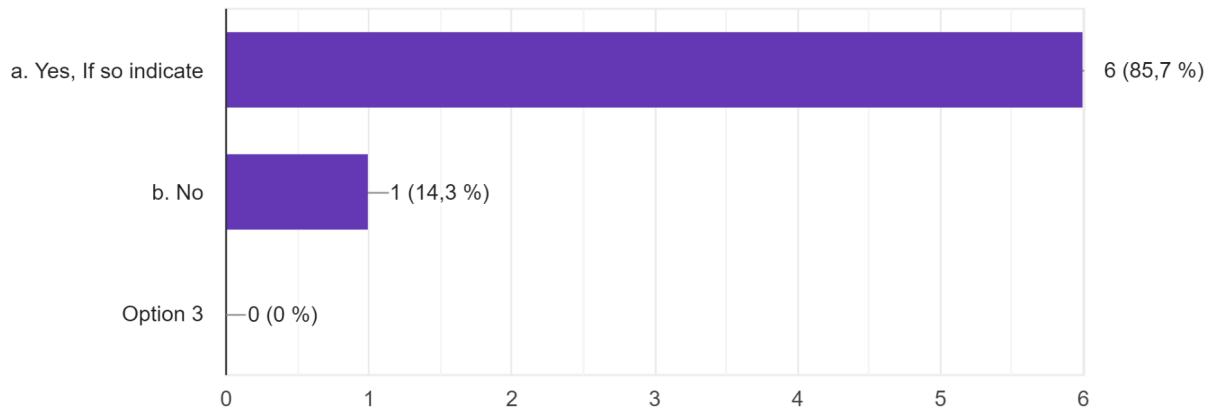


71.4% of participants have received financial support to establish a business before.



#### 4. Have you heard of EntreComp Framework?

7 réponses



### Satisfaction with the Pilot training

A significant 58.6% of participants expressed satisfaction, either meeting or exceeding their expectations regarding the training activities. This positive sentiment suggests that the activities were well-structured, engaging, and effectively enhanced their learning experience. Moreover, a substantial majority (72.4%) felt that the activities were appropriately aligned with their skill levels, indicating a tailored approach conducive to effective learning without being overly challenging or simplistic. This alignment likely contributed to heightened engagement and proficiency among the majority of participants.

Furthermore, a considerable portion (58.6%) strongly agreed that the training program aligned with the expectations outlined in the invitation. This indicates a moderate consensus regarding the program's fidelity to the initial promises, fostering a sense of reliability and trust among participants. Additionally, a majority (65.5%) found the presentation of units and activities to be innovative and captivating, implying that creative delivery methods were employed, sustaining participant interest and participation.

The feedback also highlights participants' sense of value and inclusion during the training, with 79.3% expressing feeling valued and accommodated. This acknowledgment suggests that the program recognized and catered to the diverse needs and interests of participants, enhancing their overall satisfaction and engagement. Moreover, 65.5% reported being motivated and actively engaged during sessions, indicating a high level of enthusiasm and commitment to the learning process.

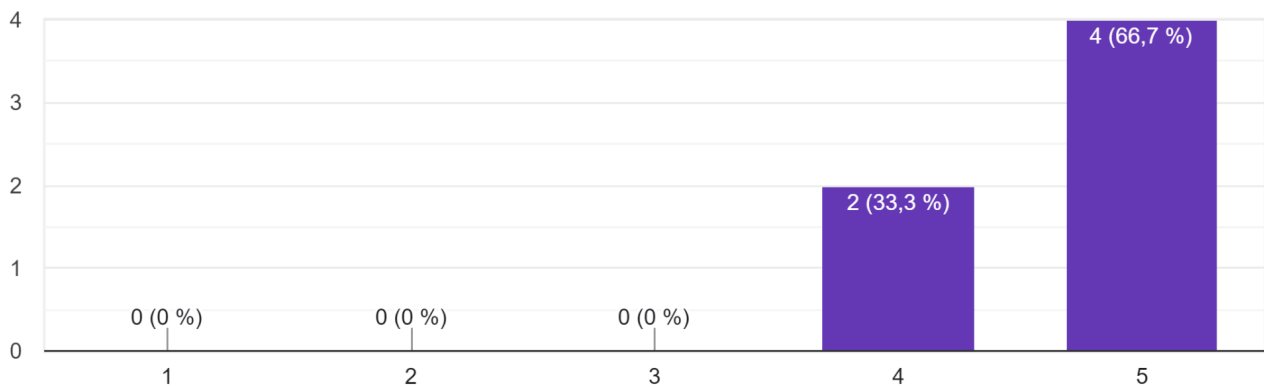
Regarding entrepreneurial endeavors, 58.6% felt inspired and encouraged by the activities to persist in their pursuits. This underscores the training's efficacy in providing valuable insights and resources that

bolster participants' motivation and dedication to their entrepreneurial journey. Similarly, a majority (72.4%) expressed strong satisfaction with the trainers' performance, affirming their competence, accessibility, and contribution to a positive learning environment.

Lastly, 58.6% found the instructions provided during activities clear and easy to follow. Addressing any areas of ambiguity in instructions is crucial to enhancing overall clarity and effectiveness in future activities. Overall, a significant proportion (58.6%) perceived a beneficial impact from their engagement in the activities, reflecting positively on the training program's efficacy and relevance.

1) The activities carried out met my expectations.

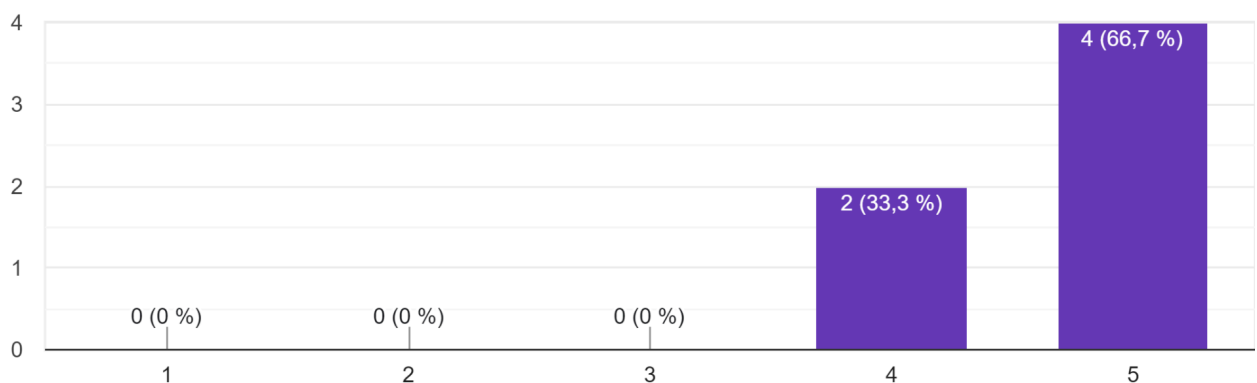
6 réponses



The participants found the activities to be in line with or even exceeding their expectations.

11) Participation in the activities and sessions has had a positive impact on my training.

6 réponses



66.7% majority of participants felt that the activities were well-matched to their level of competence.



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## Pictures Piloting Tunisia





## 6. Description of National Piloting in Italy

### Agenda

Giorno 1 17 aprile 2024	
Tempo	Argomento
9.00-9.15	Presentazioni
9.15-10.15	Unità 1 – Introduzione al progetto
10.15-11.15	Unità 2- Fondamenti di imprenditorialità
11.15-11.30	Pausa
11.30-12.30	Unità 3 – Ricerche di mercato
12.30-13.30	Unità 4 – Canvas del modello di business
13.30-14.30	Pranzo
14.30-15.30	Unità 5 – Pianificazione e strategia aziendale
15.30-16.30	Unità 6 – Costruire il tuo prodotto o servizio
16.30 – 17.30	Unità 7 – Leadership e Team Building

Agenda Day 1

Giorno 2 18 aprile 2024	
Tempo	Argomento
9.00-10.00	Unità 8 – Operazioni ed esecuzioni
10.00-11.00	Unità 9 – Marketing e marchio
11.00-11.15	Pausa
11.15-12.15	Unità 10 – Finanza
12.15-13.15	Unità 11 – Strategie di scalabilità e growth hacking
13.15 – 14.15	Pranzo
14.15-15.15	Unità 12 – Presentazione e relazioni con gli investitori
15.15-16.15	Unità 13 – Innovazione e adattabilità
16.15-17.15	Unità 14 – Conformità legale e normativa
17.15 – 17.30	Conclusioni

Agenda Day 2

### Data and time of the training

17 - 18 April 2024, 9 AM - 5.30 PM

### Number of hours and sessions

Number of hours: 16 Sessions: 14

### Location of the training

Online

### Collaborations

For the purpose of this pilot training, CEIPES has contacted local organizations working in the domain of youth and rural business as well as Councils of rural areas.

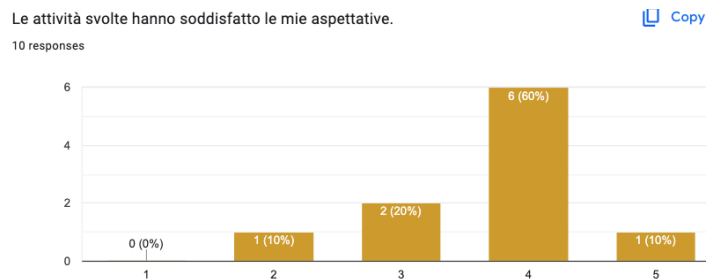
### Number of participants and profile

17 people registered to the training predominantly aged 26 -30. Their level of education was mainly the high secondary school diploma.

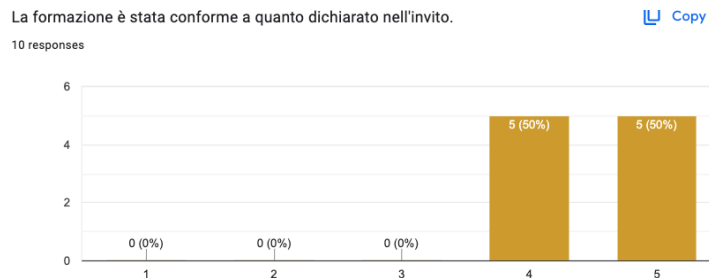


## Satisfaction with the Pilot training

The expectations of participants have been mainly met and the level of satisfaction can be rated as good, placing the majority of answers between 3,4 and 5:



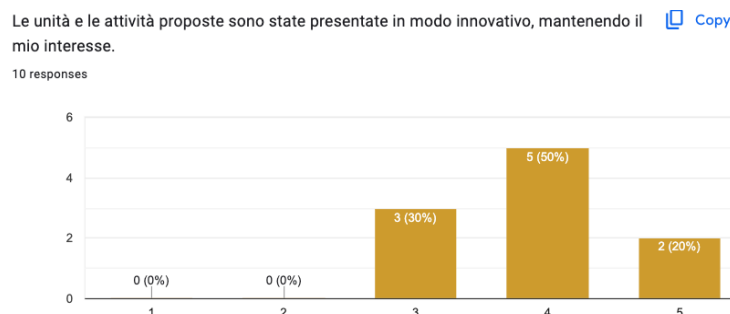
Participants also found that the training was coherent with what was advertised:



The majority of participants was satisfied in terms of correspondence to their personal interest and needs on the domain of entrepreneurship:



The methodology used and the trainer have been evaluated as good:





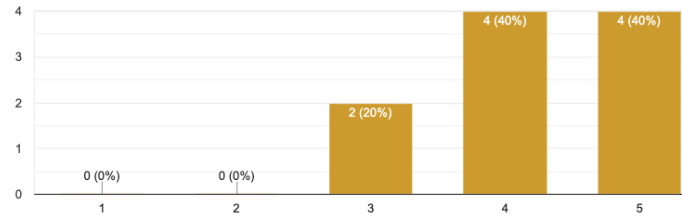
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I formatori hanno soddisfatto le mie aspettative in termini di esperienza e vicinanza trasmessa.

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10 responses

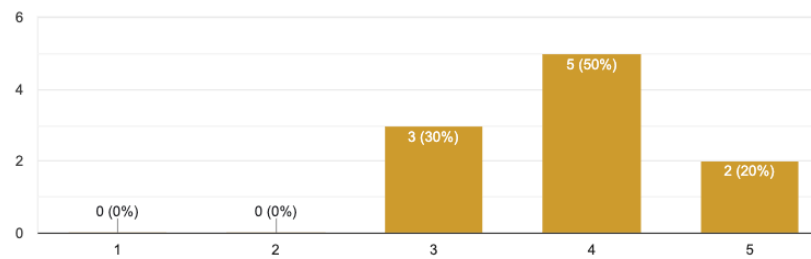


Finally in terms of impact all participants answered in a positive way:

La partecipazione alle attività e alle sessioni ha avuto un impatto positivo sulla mia formazione.

[Copy](#)

10 responses



## Pictures Piloting in Italy





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DP GS MM MM LP F ML

Daniela Pa... Giorgia Sa... Maria Pia... maria clar... Loredana... Fausto (U... Malia Lup...

ActivityView - Protected - Saved to My PC

Key Activities: fare, vendere e supportare

Il blocco delle **Key Activities** comprende tutte le **attività necessarie per la creazione di una proposta di valore**.

A queste, si affiancano i processi più efficienti per raggiungere il target, mantenere le relazioni con i clienti e, ovviamente, generare ricavi. Le attività chiave possono essere distinte in tre tipologie: produttive, di problem solving, di manutenzione o sviluppo.

**Key Partners, le alleanze strategiche**

A popolare il blocco dei Key Partners è la **rete di fornitori e partners con cui l'azienda collabora** per creare valore da offrire al cliente. Un'impresa, infatti, non è una struttura autosufficiente, quanto piuttosto un sistema che agisce all'interno di un contesto più ampio, supportato da attori esterni. Stringere alleanze strategiche risponde alle necessità aziendali di ridurre i costi, diminuire i rischi della concorrenza e acquisire particolari risorse ed attività.

CEIPES

Claudia Blu

Maria Pia Di Marco (Unverified)

GS

Giorgia Saccheri (Unverified)

F

Fausto (Unverified)

Gabriela Ursò

Loredana Pace (Unverified)

Daniela Pace (Unverified)

Malia Lupo (External)

Stefania Pulvino (Unverified)





## 7. Description of National Piloting in Spain

### Agenda

#### Day 1: Friday 22nd March

Time	Content and development
5'	Arrival of participants
5'	Introductions of the training team
10'	Presentations of the group of participants
5'	<b>Unit 1: Presentation of the project</b>
10'	EntreCOMP framework + explanation of competencies
5'	Group needs
5'	Session contents and division of labor
25'	Needs analysis of rural areas: <ul style="list-style-type: none"> <li>• Joint needs analysis in groups, Market niches</li> <li>• Sharing of information and magnifying glass activity</li> </ul>
25'	<b>Unit 2 - Introduction</b> <ul style="list-style-type: none"> <li>• Difference between businessman and entrepreneur <ul style="list-style-type: none"> <li>◦ Individual drawing time, Presentation of characteristics Definition according to the framework</li> </ul> </li> </ul>
10'	<ul style="list-style-type: none"> <li>• Types of entrepreneurship - brief explanation of them</li> <li>• Design Thinking + Entrepreneurial mindset <ul style="list-style-type: none"> <li>◦ Talk about lateral thinking for solution proposals</li> </ul> </li> </ul>
30'	<ul style="list-style-type: none"> <li>• Ecosystem mapping + practical exercise <ul style="list-style-type: none"> <li>◦ Case studies of successful and unsuccessful businesses: apply design thinking</li> </ul> </li> </ul>
10'	Conclusions, Q&A and closing

#### Day 1. Asynchronous activities: (2 hours):

- Expectations in more detail.
- Research and analysis of success stories in your area - (identification of success factors, added value proposition). and justification of why.
- Reflection on your magnifying glass / business idea (reflect on competences, factors).
- Content reading



## Day 2: Monday 25th March

Time	Content and development
	Arrival of participants
10-15'	Comments and resolution of doubts with the asynchronous exercises
45'	Presentation of business ideas to the team (LUPA)
5'-1h	<b>Unit 3 - Market research (10')</b> <ul style="list-style-type: none"> <li>● SWOT analysis: Market analysis</li> <li>● Types of analysis: customers - Buyer Person + practical exercise: identifying my Buyer Person</li> <li>● SMART objectives: Competitive analysis</li> <li>● IA in Business - adding value</li> </ul>
BREAK	
30'	<b>Unit 4 - Business Model Canvas</b> <ul style="list-style-type: none"> <li>● Explanation of the Business Model Canvas</li> <li>● Adding sustainability focus + SDGs - Scoping strategy</li> <li>● Template analysis (example)</li> </ul>
30' 10'	<b>Unit 5 - Business planning and strategy</b> <ul style="list-style-type: none"> <li>● Business plan + group practice</li> <li>● Short presentation and questions</li> </ul>
10' 20'	<b>Unit 6 - Building your product or service</b> <ul style="list-style-type: none"> <li>● MVP explanation + success stories</li> <li>● Prototype vs. MVP</li> <li>● Practice - designing an MVP</li> </ul>
10'	Conclusions, Q&A and closing

Day 2. Asynchronous activities: (2 hours):

- Business idea with SMART objectives
- Practical Business Model Canvas exercise



### Day 3: 26 March

Time	Content and development
5'	Arrivals
30'	Presentation of the Canvas Model and feedback
15'	<b>Unit 7 - Leadership</b> <ul style="list-style-type: none"> <li>• The good leader, paint a muppet with all the relevant characteristics + group explanation.</li> <li>• Leadership - definition + characteristics according to the manual</li> <li>• Group creation and conflict resolution. Problems that we think may occur and how we would solve them + Case studies of how to solve situations - Role Play</li> </ul>
15'	
20'	
5'	<b>Unit 8 - Operations</b> <ul style="list-style-type: none"> <li>• Brief introduction</li> <li>• Effectiveness game (Girona) + presentation of conclusions</li> <li>• Explanation of efficiency - KPI</li> <li>• Agile &amp; Lean and Six Sigma Methodology</li> <li>• Why leadership is important in this unit</li> </ul>
15'	
10'	
20'	
10'	
BREAK 10'	
10'	<b>Unit 9 - Marketing</b> <ul style="list-style-type: none"> <li>• YG presentation on Branding and Corporate Identity</li> <li>• Marketing Strategy vs. Marketing Plan + examples</li> <li>• Buyer Person + exercise: identifying my Buyer persona</li> <li>• Storytelling in Marketing (Amazon Poland video)</li> <li>• Marketing strategies and Digital Marketing</li> <li>• Explaining the 4c's and 9p's of marketing</li> </ul>
5'	
15'	
10'	
10'	
5'	
	<b>Unit 10 - Finance</b> <ul style="list-style-type: none"> <li>• Cost structure</li> <li>• Revenue projection and break-even point</li> <li>• Profit and loss account and Cash flow statement</li> </ul>
10'	Conclusions, Q&A and closing

Day 3. Asynchronous activities: (1 hour):

- Design name/ logo
- Finance (estimate start-up costs)



**Day 4: 27 March**

<b>Time</b>	<b>Content and development</b>
5'	Arrivals
20'	Comments and doubts resolution of asynchronous exercises Presentation of Task day 3
10' 20'	<b>Unit 11- Growth Strategy</b> <ul style="list-style-type: none"> <li>● Strategic Execution Plan</li> <li>● Performance Measurement (KPIs) Case study analysis.</li> <li>● Mentoring assignment: Developing a comprehensive scaling and growth hacking plan</li> </ul>
5' 10' 10' 30'	<b>Unit 12- Pitching and investor relations</b> <ul style="list-style-type: none"> <li>● Theory: Elevator Pitch (key elements)</li> <li>● Generate your pitch</li> <li>● Speed dating and reflection</li> <li>● Practical activity: Auction of ideas</li> </ul>
	BREAK
20' 15' 20'	<b>Unit 13- Innovation and adaptability</b> <ul style="list-style-type: none"> <li>● Navigating change and uncertainty + practice</li> <li>● Strategies to foster innovation</li> <li>● Agile change management + practice</li> <li>● Dealing with "failure"</li> </ul>
10' 20' 10'	<b>Unit 14- Legal and regulatory compliance</b> <ul style="list-style-type: none"> <li>● Steps to set up a company</li> <li>● National support networks</li> <li>● PAE and CIRCE</li> </ul>
10'	Conclusions, Q&A
20'	Evaluation and closure

Day 4. Asynchronous activities: (3 hour):

- Review, complete and submit all course assignments (those you have already completed and those you have not yet started/completed).
- Define 2 or 3 scaling strategies you want to use.
- Improve the Elevator Pitch
- Read the contents of Unit 11, 12, 13 and 14.



## Data and time of the training

Face-to-face training course:

- 7th March 16:00-20:00 (F2F)
- 8 th March 16:00-19:00 (F2F)
- 14th March 16:00-20:00 (F2F)
- 27th March\* 10:00-14.00 (Online)

Online training course:

- 22, 25, 26 and 27th March\* 10:00-14.00 (Online)

\*On the 27th March we brought together participants from the face to face and online courses.

## Number of hours and sessions

In total DEFOIN delivered 27 hours of synchronous training plus 8 hours in asynchronous training.

- Face to face training course: 15 hours synchronous plus 8 asynchronous
- Online training course: 16 hours synchronous plus 8 asynchronous.

Both training (the face to face training and the online one) have lasted 4 days. In total 7 training days have been implemented between face-to-face participants (3 days plus 1 online) and online participants (4 days online).

Sessions: 17 sessions per course distributed in 1 session for introduction of trainers, participants and basics of the course, 1 for training aims and expectations, 14 sessions (1 per unit) and 1 evaluation session.

## Location of the training

Face-to-face: “The house of the Sea” in San Juan de la Arena, Asturias

Online: Microsoft teams

## Collaborations

DEFOIN provided the Pilot face-to-face in San Juan de la Arena, a rural town (considered in high risk of depopulation in Asturias) and had a collaboration with the municipality of Soto del Barco (the one that San Juan de la Arena depends on).

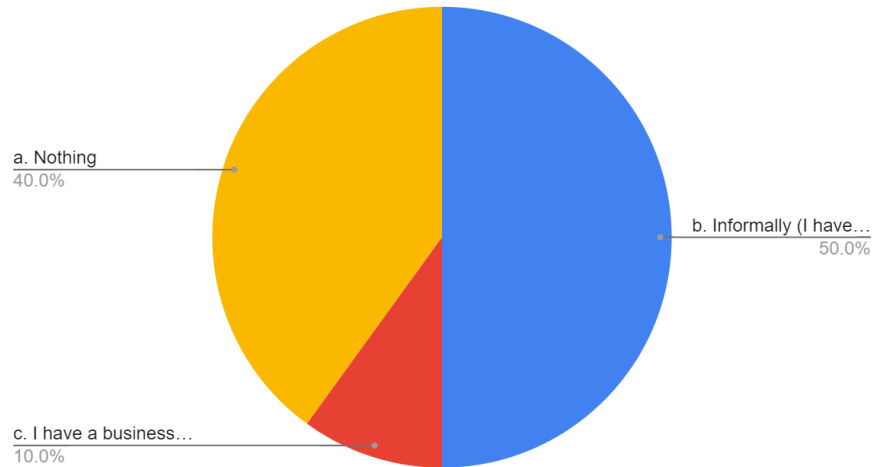
The training space was provided from the town hall and also the councilors and some other stakeholders supported the dissemination of the training course.

## Number of participants and profile

In total there were 10 participants (4 face-to-face and 6 online).

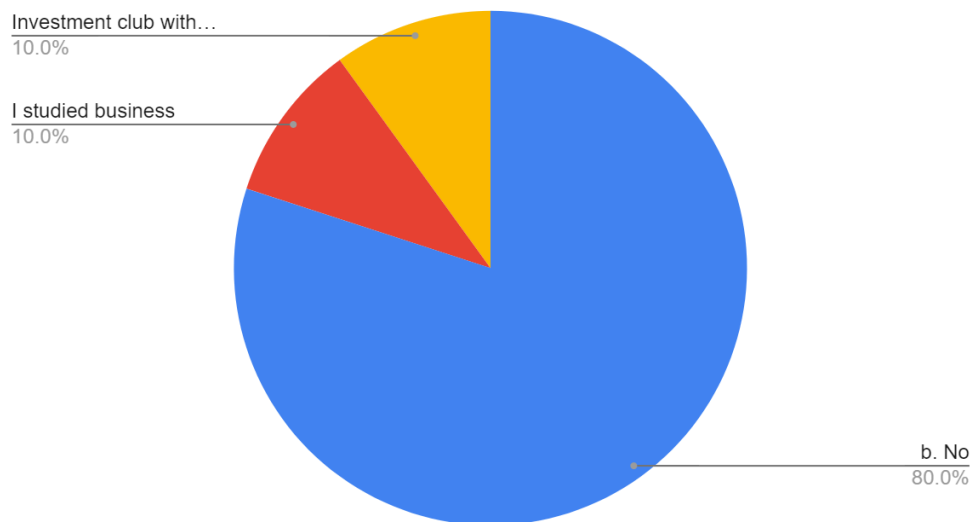


Do you have entrepreneurial experience?



Only 1 participant out of 10 had experience before and even got a business plan developed. 5 participants had informal experience and 4 of them none.

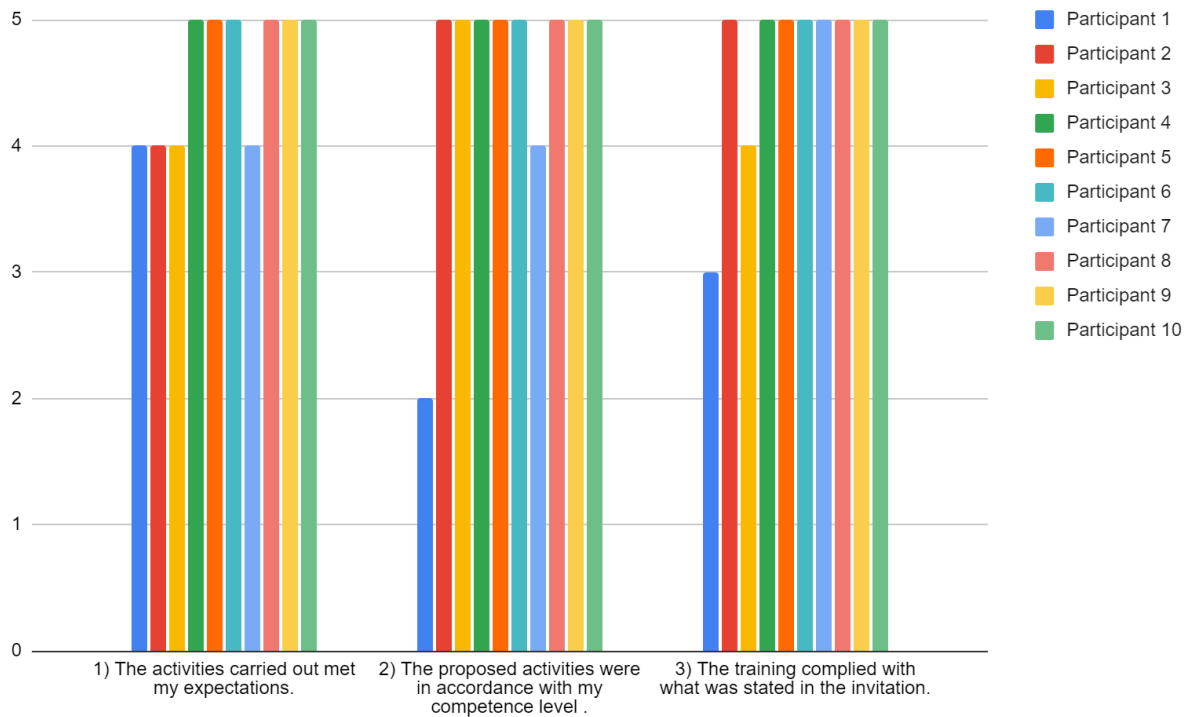
Have you received business training before?



Only 2 participants had received training before one from a degree in business and another one from a specific club on entrepreneurship and investment. However 80% had received no training at all before.



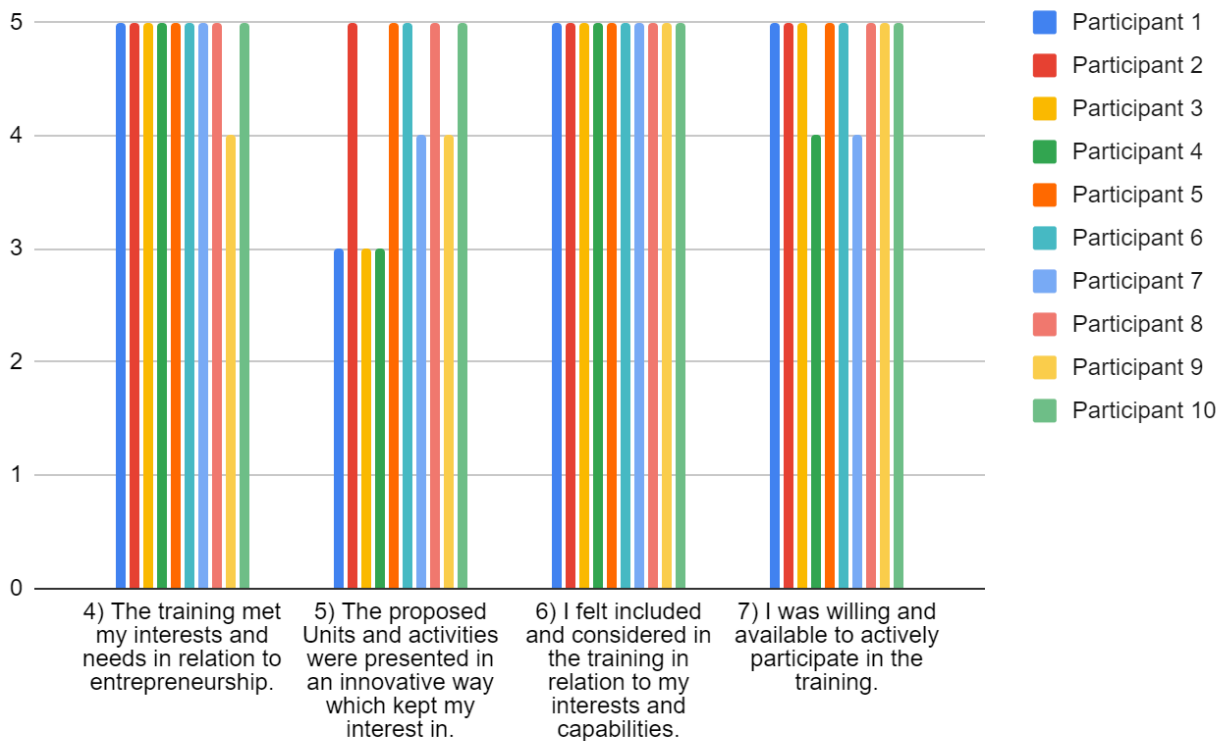
### Satisfaction with the Pilot training:



Expectations: 100 % mentioned their expectations were met/ highly met with a score of 4 participants agreeing and 6 strongly agreeing.

According to the evaluation 90 % confirmed the content was in line with their competence level, probably the person that didn't agree is the one with experience and a business plan draft already developed. We tried to adapt to all level but the majority was in beginner level and one person was in advance so probably was a bit simple

The training complied with what was stated in the invitation. 90% fully agreed.



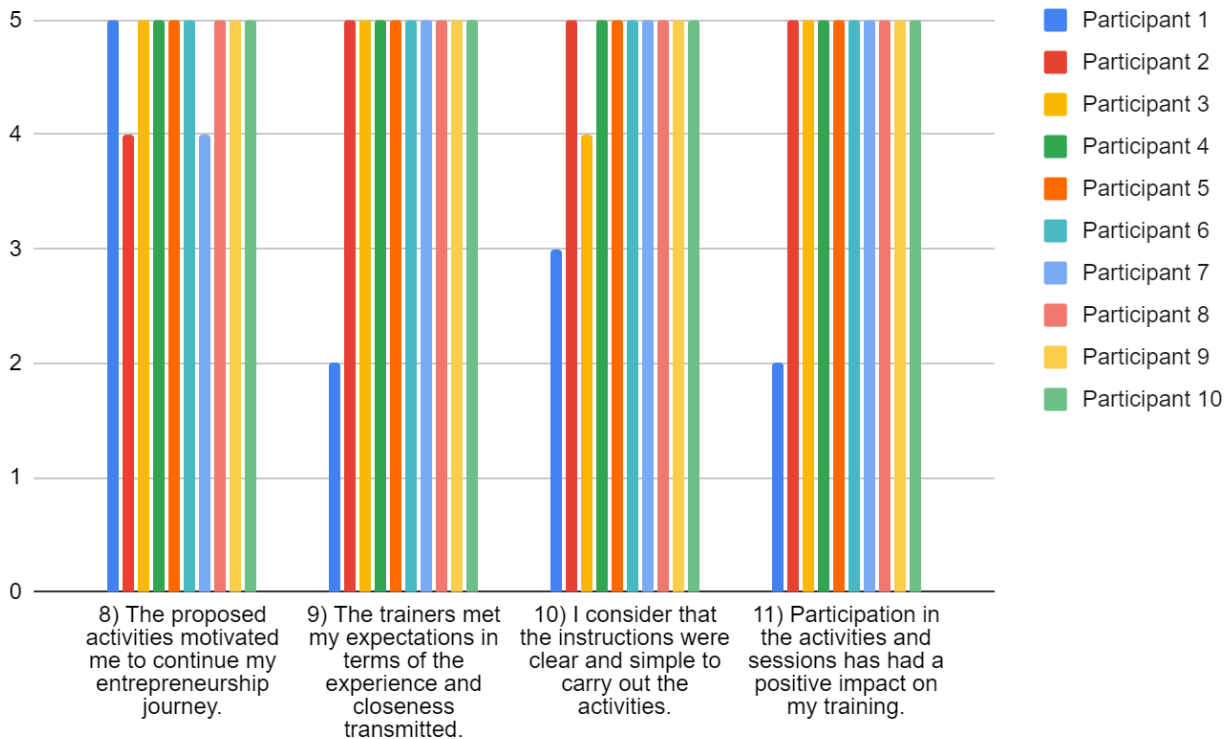
Interest and needs: 100 % of participants felt the training fully met their interests and needs.

Innovation of training material: regarding the innovation we have a bit more variety even though 70 % of participants felt the training content was presented in an innovative way. 30 % of participants scored a 3 to this question so we can read that it wasn't so innovative for them. There would have been a space for improvement from our side here.

Inclusion: 100 % of participants felt their interest and capabilities were included and considered during the training. This is interesting because even for the person who's competences were higher than the average of the course, the participant felt considered in this sense.

Participation: 20 % agreed and 80 % strongly agreed that their aptitude and willingness to participate actively was there.





Motivation: all participants felt the training program and activities have motivated them to continue their entrepreneurship journey, 80% of them feel strongly motivated.

Trainers: 90 % of the participants were strongly satisfied with the trainers experience and closeness transmitted.

Clarity: 90 % of participants felt instructions were clear and simple to carry out the activities.

Impact: 9 participants felt this training course had a very positive impact on their training, scoring the maximum points. 1 participant did not feel positively impacted.

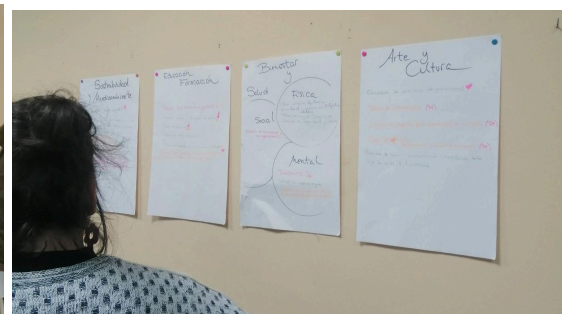


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## Pictures Piloting in Spain

Face to face training at “The house of the Sea” in San Juan de la Arena, Asturias



### Online training through Microsoft teams

**PROGRAMA CURSO**

- Unidad 8: Operaciones y ejecuciones
- Unidad 9: Marketing y marca
- Unidad 10: Finanzas
- Unidad 11: Estrategias de escalado y crecimiento
- Unidad 12: Pitching y relaciones con los inversores
- Unidad 13: Innovación y adaptabilidad
- Unidad 14: Cumplimiento legal y reglamentario

**FACTORES DE EXITO**

- Modelo de negocio
- Innovación

**ACTORES CLAVE**

- COMUNIDAD
- Partners
- Clientes
- Proveedores
- Competidores

**METODOLOGIA**

- Visión de futuro
- Dinámico / flexible cercano
- Proyecto iterativo y colaborativo
- Desarrollar actividad

**FINANCIACION**

- Capital humano
- Capital financiero
- Capital intelectual
- Capital social
- Capital tecnológico
- Capital ambiental
- Capital cultural
- Capital político
- Capital legal
- Capital de reputación
- Capital de influencia
- Capital de poder
- Capital de conocimiento
- Capital de experiencia
- Capital de habilidades
- Capital de creatividad
- Capital de innovación
- Capital de emprendimiento
- Capital de liderazgo
- Capital de gestión
- Capital de organización
- Capital de estructura
- Capital de procesos
- Capital de cultura
- Capital de valores
- Capital de ética
- Capital de responsabilidad social
- Capital de sostenibilidad
- Capital de resiliencia
- Capital de adaptabilidad
- Capital de flexibilidad
- Capital de agilidad
- Capital de digitalización
- Capital de transformación digital
- Capital de inteligencia artificial
- Capital de big data
- Capital de cloud computing
- Capital de ciberseguridad
- Capital de privacidad
- Capital de inclusión digital
- Capital de alfabetización digital
- Capital de competencias digitales
- Capital de habilidades digitales
- Capital de conocimientos digitales
- Capital de actitudes digitales
- Capital de valores digitales
- Capital de ética digital
- Capital de responsabilidad digital
- Capital de sostenibilidad digital
- Capital de resiliencia digital
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- Capital de responsabilidad digital
- Capital de sostenibilidad digital
- Capital de resiliencia digital
- Capital de adaptabilidad digital
- Capital de flexibilidad digital
- Capital de agilidad digital

**CULTURA**

- Perseverancia
- Cultura emprendedora

**EQUIPO**

- VALENTIA Y DECISIONES (ver independencia y confianza)
- VISION (Emprendimiento de éxito)

**Muchos pueden ejecutar, Solo unos pocos cambiar el mundo**

**casos que nos tenemos**

- Relacion con el auto - padre
- caso de mi hijo - superhéroe
- Relacion con otros: colegio y abuelos
- caso de donde conseguir - padre de mi hijo
- padre de mi hijo



## Conclusion

“The pilot sessions evaluated positively from the participants and they are looking forward to the mentoring program. After the presentation of the unit for the business canvas they prepared first drafts of their ideas and the next step is to focus more on each idea and analyze every aspect. Last but not least, according to the participants they also prefer face to face sessions in order to be able to have more interaction activities. “ INNOHIVE

“The training program has achieved its objectives of enhancing participants' competencies and fostering their growth as entrepreneurs and the participants have benefited significantly from the program, demonstrating improvements in various key areas such as skills development, confidence building, and networking.

Overall, participants have expressed high levels of engagement and satisfaction with the program, citing its relevance, effectiveness, and impact on their entrepreneurial journeys.

Trainers have played a crucial role in the success of the program, delivering impactful instruction, providing valuable guidance, and fostering a supportive learning environment.

The training program has positively impacted the organization's reputation and credibility, positioning it as a leader in entrepreneurship education and capacity-building initiatives.” FHIRD

According to CEPES Feedback “The Pilot Training in Italy has revealed that in the rural areas, European notions such as the EntreComp Framework might not be part of the daily glossary. Participants found the EntreComp Framework a very useful tool also for self- assessment and professional growth monitoring. From the answers reported in the questionnaires, the training has definitely helped in increasing their entrepreneurial competencies and provided them with new useful knowledge. Three participants verbally expressed an interest to keep on joining the next YERAME’s activities (Mentoring programme and participation in the Final Contest).

The training team of DEFOIN considered that It has been a challenge to implement the Pilot training in rural areas since there are few young people living in rural areas with time and motivation to enroll in an entrepreneurial journey. We have realized there's a perception that there are not many opportunities and it is not a secure professional journey. There are more young adults over 30s with education and work experience that are more willing to take on this option as a career. However we can conclude the training course was useful for the participants, it motivated and upskill all of them. The training content and activities are adequate, there is still room for improvements of course and the length of the course should be extended for better results.

Participants highlighted the very good relationship between participants, the extensive knowledge of the trainers, clear and well-structured presentations, the practical activities and the great amount of



tools provided including and to be able to access the training content asynchronously as the main positive aspects.

“In conclusion, the entrepreneurship training program has been a significant success, yielding positive outcomes for participants, trainers, and the organization alike. Participants emerged with enhanced entrepreneurial skills, increased confidence, expanded networks, and access to valuable resources, positioning them for success in their entrepreneurial endeavors. Trainers demonstrated excellence in facilitating impactful learning experiences, contributing to participants' growth and development as entrepreneurs. For the organization, the program has not only empowered a new generation of rural entrepreneurs but also enhanced its reputation and credibility as a leader in entrepreneurship education and community development. Moving forward, the program's sustainable impact and ongoing commitment to supporting rural entrepreneurship will continue to drive economic growth and improve livelihoods in rural communities.” PCS

“To sum up, both trainers and participants really enjoyed and benefited from the training but they needed more engagement in the process through active and practical involvement in entrepreneurship, with successful entrepreneurs who have their own businesses on the ground, and probably through having next trainings and the following further steps implemented in open places and different field visits”. MYF



# Annexes

## Annex 1: Participants List template



### YOUTH ENTREPRENEURSHIP IN RURAL AREAS OF MEDITERRANEAN COUNTRIES (YERAME)

Entrepreneurship Piloting for Young People. **COUNTRY DATE PARTNER** Project number: 101093212

Based on the GDPR (Regulation (EU) 2016/679 of the European Parliament and Council from 27 April 2016 on protection of individuals in relation to processing of personal data and free circulation of such data, and on revocation of Directive 95/46/EEZ) by which I undersigned below, give my voluntary and explicit consent to YERAME partners, as the leaders of processing, to collect and process personal data with the purpose of publishing on: (1) official internet site of the project, organization and on the sites of the project, (2) social media of the project and the project partners and (3) in digital publications of the project partners. For the above purposes, the organization collects: name and surname, e-mail, photograph, audio and video recordings and author's texts.

Num	Name and Surname	Institution	E-mail	(1) internet sites	(2) social media	(3) digital publications	Signature <input type="text"/>
1.							
2.							
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## Annex 2: Certificate template

# Certificate of Completion



YOUTH ENTREPRENEURSHIP IN RURAL AREAS AND MEDITERRANEAN COUNTRIES

This certifies that

**Participant Name**

has successfully completed the YERAME Entrepreneurship Training in **CITY, COUNTRY, DATES**

WEBSITE LINK <https://yera.me/infoproject.eu>



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