

Introduction

The development of the entrepreneurial capacity of European citizens and organizations is one of the Key points of the European policy and of its member states.

Entrecomp defines entrepreneurship as a multidimensional competence, which embraces different essential aspects from employment to self-realization. It could be the answer to the needs of social and economic inclusion.

That report represents the frame within the entrepreneurship skills and attitude that can be promoted and supported. It examines the fundamental competencies areas that need to be taken into account in order to evaluate the entrepreneurial capacities by dividing them into three areas.

Entrecomp's analysis has been used here as a framework for the analysis of the entrepreneurial skills that every entrepreneur must have or develop. Some of the entrepreneurial competences in the report will be analyzed and, on this basis, there will be a discussion in the workshops about the technical tools that are available as a support to migrant entrepreneurs. In particular, this project is aimed to migrant entrepreneurs who, in addition to the difficulties related to the start of a business, have several other obstacles, which were in part identified and analyzed in the previous workshop.

Those problems are language barrier, comparison of qualifications, the absence of a support network, the lack of knowledge of the legal bodies in charge, of the laws and policies of the country in which they intend to open their own business activity. All of those issues reveal critical issues related to the starting and increasing of a business activity and about the schemes and strategies currently used to support migrant entrepreneurs.

The labs are addressed to all people who joined the network carried out by the M-UP project. The network includes ASMES representatives, public institutions and organizations that support entrepreneurship with local or transnational actions.

WP 3.1 Specific aims:

- testing new education methods based on peer-to-peer learning,
- evaluate existing support schemes through comparative analysis,
- increase the skills of professionals in order to improve their services.

3.1 Evaluation Lab description:

The lab starts with the analysis of the competences that an entrepreneur should have in order to focus on the tool suited to support the entrepreneur. The Skype meetings will be facilitated by the coaches' support; they will follow the participants and will address the discussion through focused questions.

1st Meeting: Idea and opportunity (2h)

Identifying and Spotting opportunities

- Identify the opportunities to create value by exploring the social, cultural and economic landscape.
- Identify and seize opportunities to create value by exploring the market and the context,
- Identify the needs and challenges that have to be fulfilled,
- Analyze and establish new links and reunite the elements in order to create opportunities and value.

Evaluation tools and analysis of business opportunities for entrepreneurs.

Aim	Analysis field	Result expected
<i>Supporting the entrepreneur in identifying and searching for opportunities</i>	<i>Analysis of business idea</i>	<i>Tools for analyzing the idea</i>
	<i>Analysis of the demand and positioning on the market</i>	<i>Tools and key elements in the analysis and positioning on the market</i>
	<i>Analysis of needs and challenges to be solved</i>	<i>Tools and key elements in the analysis of need</i>

Analysis of business idea

What does it take to guide a business idea?

How is it possible to understand if the entrepreneur has a good business idea?

What are the main tools for analyzing a business idea? Which elements need to be considered?

Analysis of the demand and positioning on the market.

What are the main problems that migrant entrepreneurs face in order to analyze the context and market demand?

What are the factors to keep in mind to analyze the context and market?

How can the entrepreneur identify the target segments?

How do it's possible to understand the market position? What are the factors of analysis?

Which tools are used?

Analysis of needs and challenges to be solved

For the entrepreneur it is necessary to identify the need to which the business activity responds and to intercept the challenges to be solved. How are needs identified and analyzed?

Are there any factors supporting the choices of migrant entrepreneurs to expand or start their business?

2nd Meeting: Idea and opportunity (2h)

- Vision and sustainable thinking
- View of the future scenarios to guide choices, efforts and actions
- Analysis of strategic objectives over the medium-term to transform ideas into actions

Aim	Analysis field	Result expected
Supporting the entrepreneur in vision and ethical and sustainable thinking	<i>Analysis of objectives</i>	<i>Tools for analyzing the objectives</i>
	<i>Analysis of vision</i>	<i>Tools for the vision construction</i>
	<i>Analysis and construction of strategic plans in the medium and long term to achieve the objectives</i>	<i>Tools and key elements for strategic plan construction</i>

The importance of the construction of a future enterprise vision.

Analysis of business objectives to develop a strategic plan and transform the idea into business.

Why is it important for the entrepreneur to define objectives and future scenarios?

What tools are used to make this analysis?

Reflect strategic goals planning tools.

Clarify the entrepreneur's goals and vision of the future.

How is it possible to identify the necessary factors and resources to transform the idea into action?

What analysis tools are used?

Reflect on the sustainability of actions over the medium and long term.

Why is it important? How can it be done?

Having specific objectives and strategies increase motivation and self-efficacy to achieve the goals.

3rd Meeting: Resources (2h)

-Examine the financial economic section

-Develop financial and economic know-how

- Estimate the cost of transforming an idea into a business activity,

-Plan, implement and evaluate financial decisions over time.

Aim	Analysis field	Result expected
Support the entrepreneur in the development of financial management	Medium / long-term cost / revenue planning	Tools used for cost / revenue planning
	Management of economic flows	Instruments for managing economic flows

Analysis of planning and financial management tools for migrant entrepreneurs.

Work on cost planning and financial flow management.

Analysis of economic and financial instruments used. For Example - Software, spreadsheets, financial techniques and all the tools that allow the small and medium entrepreneur to predict or to manage the economic flows.

4th Meeting: turning the idea into action (2h)

Plan and manage

- Establish long, medium and short-term objectives,

- Define, and action plans,

- Adapt to unexpected changes.

Aim	Analysis field	Result expected
Support the entrepreneur in	Analysis planning of the activities in relation to the objectives	Tools used for the planning of the activity

the development strategies planning and management of the activities		
	Analysis in the management of the activities	Tools used for the management of the activity
	Analysis of management and strategies for coping to unexpected change	Tools used to copy unexpected change strategy

Evaluation of the processes for starting up the activity and managing critical issues.

- Which are the tools used to guide the entrepreneur towards planning and management?*
- What are the most common unforeseen problems that the entrepreneur could go against?*
- Which are the tools used to improve the critical issues that may occur?*
- Are there any proven strategies to deal with contingencies?*
- What could help them to better manage change?*

Conclusive considerations

The results collected by the coaches will be summarized in a single report for dissemination.