

# TRAINING PROGRAMME FOR YOUNG ENTREPRENEURS BRIEF

The training programme is one of the project's activities and is envisioned as a six days training programme for young people from Western Balkans countries (Bosnia and Herzegovina, Kosovo, Montenegro, Macedonia and Serbia). The first four days shall be focused on NESTA's Creative Enterprise toolkit, which will involve Business Model Development and Customer vs. Product Development. The last two days shall be dedicated to Digital promotion and Elevator Pitch daily workshops.

## Training programme objectives

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

## Participants' profile and selection criteria

- **Young creative entrepreneurs<sup>1</sup>** between 21 and 30 years of age with a creative idea\product\service with **no established business yet OR trading up to 24 months**
- Living and working in **Western Balkan countries: Bosnia and Herzegovina, Kosovo, Macedonia, Montenegro and Serbia.**
- Speaking fluent English (level B2)

Specific selection criteria and Application form will be provided by the NESTA trainers who will make the final selection of participants. All participants should be fluent in English.

## Important notes

- The number of participants is limited to 60 people (12 per participating country).
- All participants must be available for all 6 days of training
- The working language of the program is English.

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<sup>1</sup> Advertising; Architecture; Art and antiques market; Crafts; Design; Designer fashion; Film and video; Interactive leisure and software; Music; Performing arts; Publishing; Software and computer services; Television and radio. [http://creativeskillset.org/assets/0000/9395/Classifying\\_and\\_measuring\\_the\\_Creative\\_Industries.pdf](http://creativeskillset.org/assets/0000/9395/Classifying_and_measuring_the_Creative_Industries.pdf)

## Content of the training programme

The programme involves three workshops:

1. National Endowment for Science, Technology and the Arts (NESTA) four-day training programme “Creative Enterprise Workshop focusing on Business Model Development and Customer vs. Product Development.
2. Digital promotion half-day workshop and
3. Presentation Skills (Elevator Pitch) half-day workshop

The Nesta creative enterprise training programme will be delivered by three trainers in three separate groups, each of them facilitating her group of 20 participants.

The half-day Digital promotion and Presentation skills (Elevator Pitch) workshops will be delivered by two trainers. These two workshops will take place on Day 5 and Day 6, and the whole group will be divided in two groups of 30 participants each. Each group will attend one day Digital promotion and one day Presentation skills, switching between trainers between fifth and sixth day.

### CREATIVE ENTERPRISE TOOLS

### DIGITAL PROMOTION

### ELEVATOR PITCH

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

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

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

#### Dates

December 7 – 12, 2015 (NESTA: Dec 7 – 10 and Digital Promotion and Presentation Skills: Dec 11 – 12)

#### Venue

Holiday Inn hotel, Skopje

#### Working hours

9 am – 6 pm