

 **Title: Business start ideas**

 **Annotation:**

A business starts with an idea. A good business idea is based on an understanding of people's needs and the development of solutions that fit those needs. In this process, it is important to identify characteristics and elements that others may overlook. Identifying products, activities and situations that could be made in a simpler, friendlier or more efficient way and recording these observations is a useful practice for idea finding, when trying to solve a specific problem.

 **Key Competence:**

- Competence to understand the essence and principles of entrepreneurship
- Competence to identify opportunities

 **Expected Output:**



- Ideas on business

 **Keywords:**

Business idea, creativity

 **Objective of the course:**

The objective is to encourage young people explore the basics of entrepreneurship and considerations to take when starting an enterprise.

 **Duration:** 50 min.;  **Hand-out**

 **Theoretical part – explanation of the content:**

Preliminary Steps for Starting a Business:

There are many steps in successfully starting a business. You usually first have an idea. Initially, it is important to evaluate the business idea, because not every idea is actually a good business idea. Sometimes, a similar concept compared to yours exists already, there is no need for your product or service. Elaborating and evaluating the business idea are therefore recommended steps.¹

¹ Def. adapted from: Debbie Dragon. <http://www.businessdictionary.com/article/495/where-do-i-begin-preliminary-steps-for-starting-a-business/>

Useful links:

“Beer Distribution Game”: <http://www.beergame.org/the-game>

App (free): <https://beergameapp.firebaseio.com/>

Course on Marketing: https://saylordotorg.github.io/text_principles-of-marketing-v2.0/index.html

Useful website with entrepreneurial contents: <http://youthbusinessseurope.org>

References:

<http://www.businessdictionary.com/article/518/sources-of-inspiration-entrepreneur-success-stories/>

<http://www.businessdictionary.com/article/495/where-do-i-begin-preliminary-steps-for-starting-a-business/>

<http://www.businessdictionary.com/article/632/using-swot-analysis-to-develop-a-marketing-strategy/>

<http://www.businessdictionary.com/definition/creativity.html>

<http://www.businessdictionary.com/definition/market-orientation.html>

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<https://www.iconfinder.com/becris>

UNESCO (2006): Starting my own small business. A training module on entrepreneurship for learners in a non-formal setting. Facilitator’s guide.

Retrieved from: <http://unesdoc.unesco.org/images/0014/001449/144935e.pdf>

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