

TRAINING MODULES OF THE EUROSTART PROJECT

The topics of the training modules have been defined and elaborated in the EuroSTART project.



PROJECT MANAGEMENT

Strategic planning is a disciplined effort to determine and realise the intermediate-term goals of the enterprise. Through the operative planning, the strategically wanted is being realised through action plans as well as controlled through monitoring. Strategic and operative planning usually take the form of a business plan, i.e. a formal statement of business goals, reasons they are attainable, and plans for reaching them. Projects, due to their temporary nature, are the tools meant to allow entrepreneurs to deal with complex and turbulent environments.



COOPERATION AND TEAMWORKING

Cooperation and Team working could be defined as the process of working collaboratively with a group of people in order to achieve a work-related goal. Teamwork is a crucial part of a business, as it is often necessary for colleagues to work well together, trying their best in any circumstance. Teamwork means that people will try to cooperate, using their individual skills and providing constructive feedback, despite any personal conflict between individuals. Teamwork is not something that can be quickly developed or enforced; it takes time for a real team to be created.



LEADERSHIP & INITIATIVE

Some people are born leaders while others must work extremely hard to gain some of these traits and skills. Leadership is something very hard to define, however, it is sometimes described as the ability to motivate others to improve as well as having the ability to adapt to every situation and adjusting. Initiative is described as those who initiate something and is usually used in business terms to describe someone who is capable of deciding what to do, when to do it, completely independently. Leadership and initiative are extremely important and are applied throughout a business.

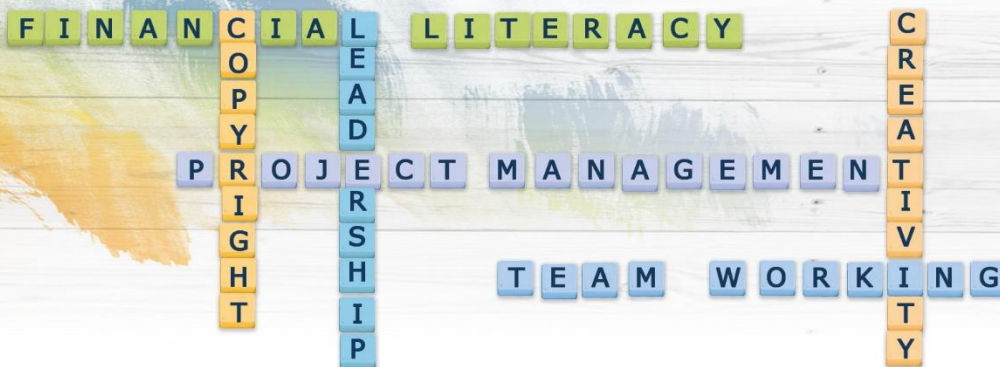


Strategic partnership project on sustainable entrepreneurship competence for managing Start Ups.

The content of this publication is the sole responsibility of the publisher.



Supported by  Erasmus+



FINANCE AND ECONOMIC LITERACY

Good financial management is critical to the success of any business. How efficiently a business is at sourcing funds at the lowest cost, controlling the company's cost of capital and speed of its cash conversion cycle will impact on firm's overall profitability. Financial management is one of the most important responsibilities of owners and business managers.



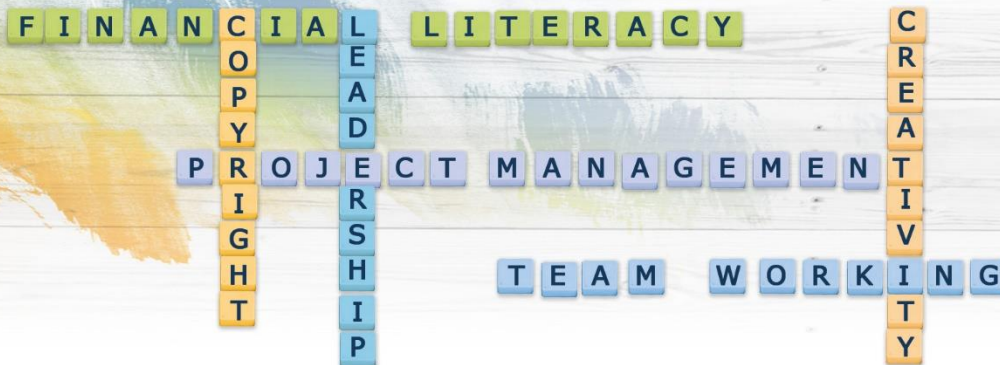
IPR

Intellectual property (or „IP“) is a category of property that includes intangible creations of the human intellect, and primarily encompasses copyrights, patents, and trademarks, also including other types of rights, such as trade secrets, publicity rights, moral rights, and rights against unfair competition, artistic works like music and literature, as well as some discoveries, inventions, words, phrases, symbols, and designs. When IP is legally protected and there is demand for the IP-protected products and/or services in the marketplace, IP can become a valuable business asset.



CREATIVITY

Creativity is the ability to develop new ideas and to discover new ways of looking at problems and opportunities. Stimulating creativity and exploring completely new and unknown before territories lead as result to increasing the productivity of the business. Creativity in entrepreneurship can also embody in new and useful solutions to business problems, creative business strategies, or creative changes in entrepreneurial process. Startups and small businesses rely on creative minds, not only to find creative solutions, but also to think ahead about potential problems that might arise.



THE THIRD MEETING

The EuroSTART project's third project meeting was organized on the 4-5th of December 2018 in Stuttgart, Germany. The host of this third meeting was the German partner BWCON.



bwcon is an integrated innovation service provider and supports companies in the transformation process along the entire value chain. With its approximately 600 members since 1997, the main goal is to foster key-technologies in order to strengthen the region's economic development. The focus is on information and communication technologies (ICT) as drivers of innovation in the fields of mobility, production, health and energy. bwcon creates a unique platform for cross-sector collaboration between developers, users and investors. Therefore bwcon can be seen as a service provider offering support to companies in the digital transformation process by managing ideas, designing new business models and making innovation processes more flexible. The company offers methodological knowledge in moderation of innovation processes and subsequent consultation on business process development including financing. Another central activity of bwcon is therefore participation in publicly funded projects, which receive their funding from state, federal or EU level.

TRAINING EVENT

The LTTA – Learning Teaching Training Activity (Startup management course) will be held in June between 10-14, 2019 in Valencia, Spain. The complex program will include a training in the University Polytechnic Valencia with special focus on the modules in an interactive way involving participant startups from all Partner countries, meetings with various organizations such as startups and incubators. Registration will start soon, stay tuned!



Strategic partnership project on sustainable entrepreneurship competence for managing Start Ups.

The content of this publication is the sole responsibility of the publisher.



Supported by Erasmus+