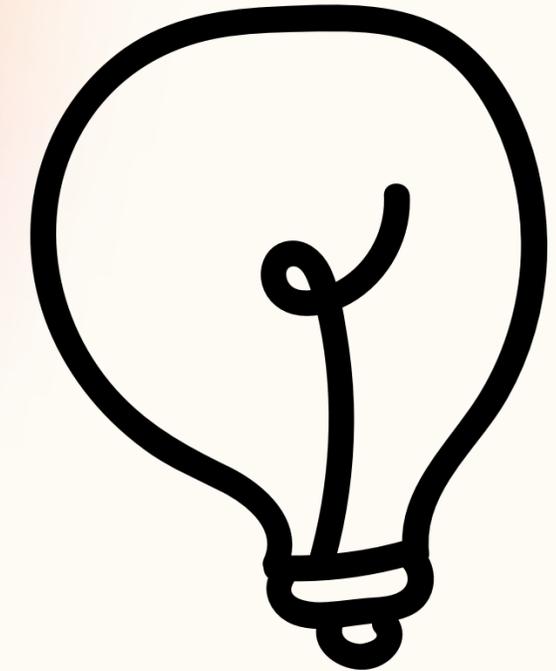


Co-funded by
the European Union

ENTREPRENEURSHIP TOOLKIT



YE Erasmus+ Kaunas - 6th-17th november 2025



ADVICE ON STARTING A BUSINESS

Starting a Business – Key Advice

- Identify a real problem that you are passionate about
- Don't wait for it to be perfect in the beginning: test your concept early and gather feedback
- Identify your target market and why they would choose you over competitors
- Outline your marketing and sales strategy
- Listen to customers and adapt quickly
- Manage your budget wisely
- Set short-term and long-term goals
- Stay consistent, patient, and open to learning

REAL-LIFE ENTREPRENEURSHIP SUCCESS STORIES



Unicorn
> One billion dollars



Italy

Payment app that lets you send money, pay in stores, and manage your expenses quickly and easily.



Lithuania

Vinted is a Lithuanian platform for buying, selling, and exchanging second-hand clothes and accessories.



Romania

Providing a platform to easily create, customize, and automate professional advertising content.



Poland

BLIK is a mobile payment system that allows users to make instant payments and transfer money using only a smartphone and a unique six-digital code. It offering fast and secure transactions without the need for physical cards.



Greece

Provides fully furnished apartments for flexible mid- to long-term stays, ready to move in.



HOW TO FIND YOUR IKIGAI



how to find your Ikigai a.k.a your life's purpose



1. BRAINSTORM THE THINGS YOU LOVE AND WHAT BRINGS YOU JOY
2. IDENTIFY YOUR NATURAL STRENGTHS, SKILLS AND TALENTS
3. EXPLORE HOW YOUR SKILLS CAN MEET THE NEEDS OF THE WORLD
4. LOOK INTO JOB OR WORK OPPORTUNITIES THAT ALIGN WITH YOUR PASSIONS AND SKILLS
5. FIND THE SWEET SPOT (YOUR IKIGAI) BETWEEN YOUR PASSION, PROFESSION, MISSION AND VOCATION

What to include in your business plan?

01

Executive Summary

02

Company Description

03

Market Analysis

04

Products & Services

05

Competitive Analysis

06

Sales & Marketing Strategy

07

Operations Plan

08

Management Team

09

Financial Projections

10

Appendix

TITLE PAGE

- Company name and contact information
- Website address
- Presented to: (Company or Individual Name)

TABLE OF CONTENTS

1. Executive Summary
2. Company Overview
3. Products and Service Offerings
4. Competitive and Market Analysis
5. Sales and Marketing Plan
6. Ownership Structure and Management Plan
7. Operating Plan
8. Financial Plan
9. Appendix

1: EXECUTIVE SUMMARY

- Company background and purpose
- Mission and vision Statement
- Management team
- Core product and service offerings
- Briefly describe target customers
- Describe the competition and how you will gain market share
- Define your unique value proposition
- Summarize financial projections for the first few years of business operations
- Describe your financing requirements, if applicable

2: COMPANY OVERVIEW

- Describe your business and how it operates in the industry.
- Explain the nature of the industry (e.g. trends, external influences, statistics).
- Historical timeline of your business

3: PRODUCT AND SERVICE OFFERINGS

- Describe your product or service and the problem it is solving
- List current alternatives
- Describe the competitive advantage (or unique value proposition) of your product in comparison to the alternatives

4: COMPETITIVE AND MARKET ANALYSIS

- Define the estimated size of the market
- Describe your target market segment(s)
- Outline how your offering provides a solution to your segment(s)
- Estimate the number of units of your product or service target buyers might purchase, and how the market might be affected by external changes (e.g. economic, political).
- Describe your projected volume and value of sales compared to competitors.
- Discuss how will you differentiate yourself from competitors

5: SALES AND MARKETING PLAN

- Describe your pricing strategy for your offerings
- List the various methods you will use to get your message to prospects (marketing channels)
- Detail the market materials will you use to promote your product, including an approximate budget
- Describe how you will distribute your offerings to customers (distribution methods)

6: OWNERSHIP STRUCTURE AND MANAGEMENT PLAN

- Describe the legal structure of your business
- List the names of founders, owners, advisors, etc.
- Detail the management team's roles, relevant experience, and compensation plan
- List out the staffing requirements of your business, including if external resources or services are needed
- Detail any training plans you will put in place for employees and management

7: OPERATING PLAN

- Describe the physical location(s) of your business
- Detail any additional physical requirements (e.g. warehouse, specialized equipment, facilities)
- Describe the production workflow
- Describe materials needed to produce your product or service, and how you plan to source them

8: FINANCIAL PLAN

- Demonstrate the potential growth and profitability of your business
- Create a projected income statement
- Create a projected cash flow statement
- Create a projected balance sheet
- Provide a breakeven analysis

9: APPENDIX

- Attach supporting documentation, which can include:
 - Charts and graphs
 - Market research and competitive analysis
 - Information about your industry
 - Information about your offerings
 - Samples of marketing materials
 - Professional references



ONE PAGE BUSINESS PLAN FOR START UP BUSINESSES

BUSINESS OVERVIEW

THE PROBLEM	
OUR SOLUTION	
OUR PRODUCT/SERVICE	

MARKET ANALYSIS

WHO WILL BUY OUR PRODUCT/SERVICE	
HOW WILL THEY BENEFIT	
ALTERNATIVES THEY USE	
WHY WE ARE BETTER	

MARKETING AND SALES PLAN

HOW OUR CUSTOMERS WILL LEARN ABOUT US	
HOW WE'LL ENCOURAGE THEM TO TELL OTHERS ABOUT US	
WHAT WE'LL CHANGE FOR OUR PRODUCT/SERVICE	
HOW WE'LL GET OUR PRODUCT/SERVICE TO OUR CUSTOMERS	
HOW WE'LL GET PAID	
HOW WE'LL BE PROFITABLE	

KEY OBJECTIVES AND SUCCESS METRICS

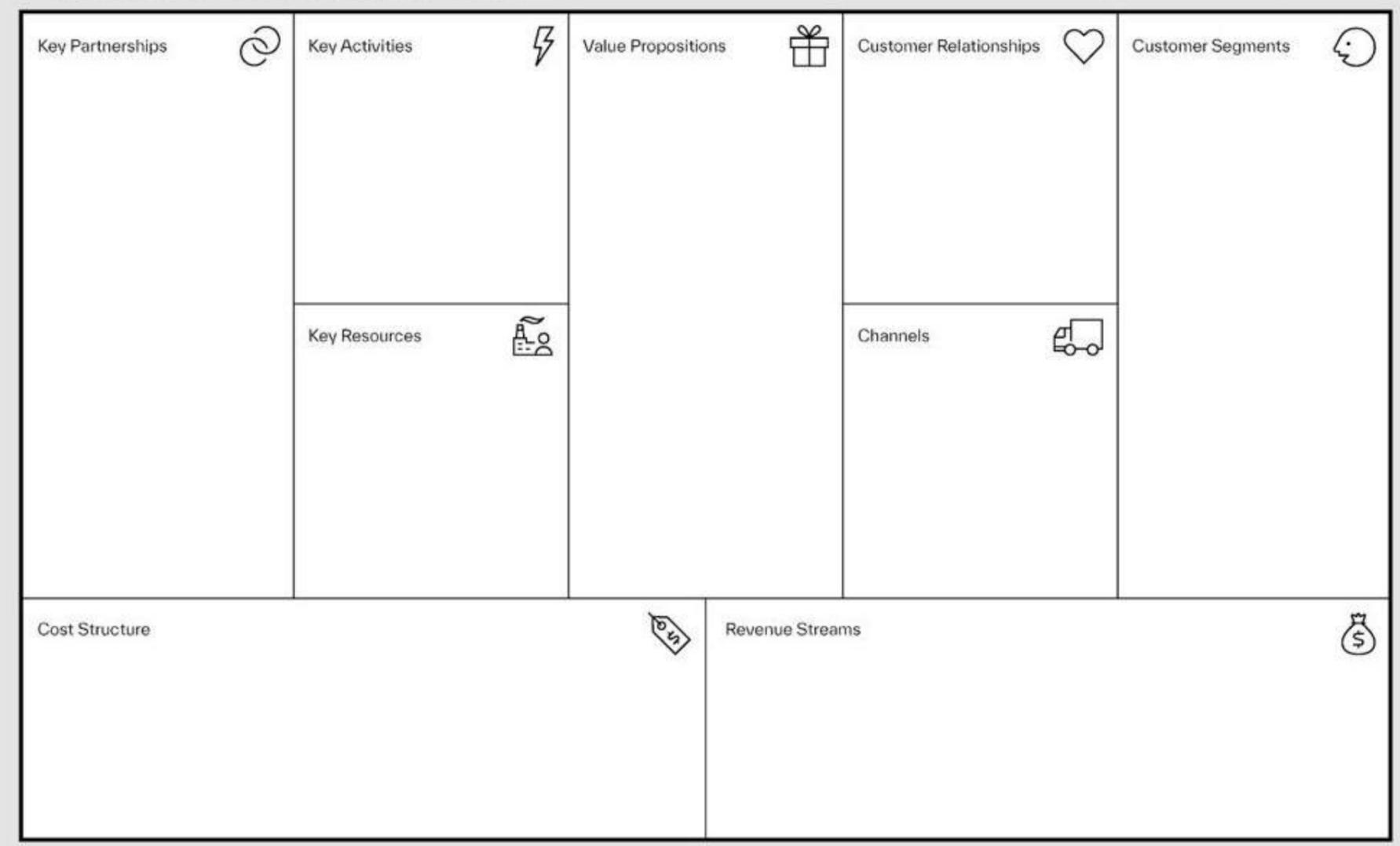
OBJECTIVE	SUCCESS METRIC	GOAL DATE

FINANCIAL PLAN

SOURCE OF FUNDING	USE OF FUNDING

The Business Model Canvas

Designed for: Designed by: Date: Version:



IMPORTANCE OF SUSTAINABLE BUSINESS

Example: 4ocean



Is a company that funds ocean cleanup by selling bracelets made from recycled materials. For every product purchased, they remove one pound of trash from the ocean. Their business model shows how sustainability can drive profit, build a strong brand, and attract eco-conscious customers and investors while making a positive environmental



Importance of Sustainable Business

- Environmental Protection
- Minimizes pollution and carbon footprint
- Conserves energy, water, and natural resources
- Supports ecosystem health and reduces climate risks



Long-Term Profitability

- Lowers operating costs through efficiency
- Encourages innovation in products and processes
- Builds long-term stability in changing markets



Stronger Brand & Reputation

- Improves public trust and customer loyalty
- Differentiates the company in competitive markets
- Increases overall brand value and credibility



Attracting Talent & Investors

- Appeals to employees who want purpose-driven work
- Draws investors focused on ESG performance
- Helps build a motivated, future-ready workforce



HOW TO FIND FUNDING AND GRANTS

Grants (No Repayment)

- Government: SBA, economic development, workforce/training programs
- Underrepresented Groups: Women, minority, veteran, youth, disability grants
- Corporate: FedEx, Walmart, Visa, Hello Alice, Comcas RISE

Loans (Low Interest)

- SBA Loans: 7(a), Microloans, 504
- Banks/Credit Unions
- Microfinance: Kiva, Accion, Grameen America

Equity Funding

- Angel Investors
- Venture Capital
- Incubators/Accelerators: YC, Techstars, 500 Global

Crowdfunding

- Rewards: Kickstarter, Indiegogo
- Equity: WeFunder, StartEngine, Republic
- Donation: GoFundMe

Personal Funding

- Savings, friends/family, credit options

Competitions & Pitch Contests

- Like "Shark Tank" TV show

Local Resource

- SBDCs, Chambers of Commerce, CDFIs



EMERGING BUSSINES TRENDS

AI

- AI-powered tutoring for school subjects
- Smart home setup services (installing devices, automations)

Sustainability & Eco-friendly Product

- Upcycled fashion brands (clothes from scraps, old fabrics, plastics)
- Plastic-free packaging businesses
- Solar panel installation & maintenance services

Health, Fitness & Well-Being

- Virtual fitness classes with personalized plans
- Nutrition apps with custom meal guides
- Mental health & stress-relief apps

Travel & Lifestyle

- Micro-adventure services (quick day/weekend nature trips)
- Travel planning businesses for Gen Z (low cost, aesthetic, unique spots)
- Digital nomad support services (housing, coworking, visas)

Education & Skill Building

- Short-form online learning courses (10–20 min lessons)
- Teen/young adult financial literacy coaching
- Language tutoring via video calls

Digital Services

- Social media content editing services
- Aesthetic cafe/restaurant photography services
- UGC (user-generated content) creator business
- Small business branding studios

Niche Subscription Businesses

- Self-care boxes
- Healthy snack boxes





YE Erasmus+ Kaunas - 6th-17th november 2025

From Passion to Profession



Co-funded by
the European Union

