



Erasmus+



**21th - 29th March,
Aydın/TURKEY**



**You(th) can be
an Entrepreneur!**



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ERASMUS+ FOR EVERYONE

Erasmus+ is the EU's programme to support education, training, youth and sport in Europe. Its budget of €14.7 billion will provide opportunities for over 4 million Europeans to study, train, gain experience, and volunteer abroad.

Set to last until 2020, Erasmus+ doesn't just have opportunities for students. Merging seven prior programmes, it has opportunities for a wide variety of individuals and organisations. Detailed information on these opportunities, including eligibility criteria, is available in the Erasmus+ Programme Guide:

(http://ec.europa.eu/programmes/erasmus-plus/sites/erasmusplus2/files/files/resources/erasmus-plus-programme-guide_en.pdf)

An indicative funding guide for some centralised opportunities is also available

Aims

The aim of Erasmus+ is to contribute to the Europe 2020 strategy for growth, jobs, social equity and inclusion, as well as the aims of ET2020, the EU's strategic framework for education and training.

Erasmus+ also aims to promote the sustainable development of its partners in the field of higher education, and contribute to achieving the objectives of the EU Youth Strategy.

Specific issues tackled by the programme include:

- Reducing unemployment, especially among young people
- Promoting adult learning, especially for new skills and skills required by the labour market.
- Encouraging young people to take part in European democracy
- Supporting innovation, cooperation and reform
- Reducing early school leaving
- Promoting cooperation and mobility with the EU's partner countries

Students

Studying abroad is a central part of Erasmus+ and has been shown to have a positive effect on later job prospects. It is also an opportunity to improve language skills, gain self-confidence and independence and immerse yourself in a new culture. Erasmus+ also offers the chance to combine studying abroad with a traineeship.

Opportunities are available for students at Bachelor, Master or Doctoral levels.

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Teaching opportunities for staff

With Erasmus+, opportunities are available to spend time teaching at an education institution abroad. These opportunities are available to both staff working in the education sector and to individuals in businesses invited to share their knowledge of a given sector, subject or issue to students.

Opportunities to teach abroad with Erasmus+ are available in education institutions operating at all levels.

Training opportunities for staff

With Erasmus+, training opportunities are available to staff working in education, both in teaching and non-teaching capacities. Training periods abroad can consist of job shadowing, observation periods, professional development courses or specific competence-building events. Erasmus+ supports training both at education institutions and at relevant organisations operating outside the sector.

Opportunities to take part in professional development activities are available to staff working at all levels of education.

Trainees

Erasmus+ can help you gain valuable work experience by supporting traineeships (work placements, internships etc.) abroad. The cultural understanding and language skills you learn from working in another country can make it easier to find a job after your studies. Furthermore, working in a relevant organisation opens up perspectives on your studies that seminars and workshops may not provide.

These opportunities are open to people currently in education and recent graduates. Traineeships can be carried out in any relevant organisation.

Young people

Erasmus+ is open to all young people, not just those involved in education or training. With Erasmus+, you can volunteer in Europe or outside of Europe or participate in a youth exchange abroad.

- European Voluntary Service <http://ua.gov.tr>
 - Youth exchanges http://ec.europa.eu/programmes/erasmus-plus/node_en
 - Mobility of Youth workers https://europa.eu/youth/volunteering_en
- Other Links for Erasmus+ Program Opportunities:
<https://www.salto-youth.net> <https://www.etwinning.net/tr/pub/index.htm>

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SUMMARY OF OUR PROJECT

The Entrepreneurship Club is a voluntary group of young people who have participated in trainings organized by KOSGEB and who have studied or graduated from administrative and economic sciences faculties of different universities. This group has collaborated with universities since 2012.

The European Union is a global power that provides guidance to the world in various matters. Having great importance especially in economic and social terms, the European Union carries out restorative activities in order to improve its own structures.

Our city Aydın faces a serious unemployment problem although it is one of the biggest cities and has serious investments of Turkey. The fact that the unemployment of young people is only slightly lower than the average of Turkey increases the importance of the necessary steps that must be taken regarding to this situation. Turkey Statistics Institute January 2017 report that the youth unemployment rate in Turkey has reached 21.2%. This figure was announced as 19.2% in 2016. Main goals of our project were increasing the number of young people and young entrepreneurs who have developed key competences and to sustain it. However; the Project activities are based on creativity and learning.

Reducing the number of the unemployed people, eliminating poverty and marginalization are of vital importance according to the 2020 targets of the European Union. Increasing the business options and opportunities is a very significant point to achieve these goals. Because more business options would bring more worker needs. The key of this process needs more entrepreneurs. This is the main point of the project which we would like to organize.

We planned to organize our project between 21-29 March in Aydın. We have included all the creative and learning activities based on the project. In our project, we will have presentations, researches, reports and planning activities. We also used computer techniques. Besides, we planned to do physical activities, cultural activities and many more. We placed “young people” on the basis of the project and planned everything for them.

We determined the project partners according to their activities related to entrepreneurship and youth field. Our project partners will be from Estonia, Greece, Portugal, Bulgaria, Portugal and Slovakia. We used the entrepreneurial strategy report in Europe.

The result of the project that is expected will be that the young people will appear with more talents about entrepreneurship and understand the process of it. At the same time, the societies from Europe will understand the importance of entrepreneurship better.

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Girisimcilik Kulubu
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The Entrepreneurship Club is a voluntary group of young people who have participated in trainings organized by KOSGEB and who have studied or graduated from administrative and economic sciences faculties of different universities. This group has collaborated with universities since 2012.

To have the management of FEAS (Faculty of Economics and Administrative Sciences). The entrepreneurship club is a club that prepares for personal development and united for business life. Thanks to entrepreneurship club, it is aimed to plan the future of the individual with his talents and interests and to gain the leadership qualification. It provides personal development and attitudes in terms of these expectations in the university life, while increasing awareness of the students about expectations of the business life. Personal development seminars must be a manager who is completely personal after graduation with regard to success, leadership, good speaking, diction, CV preparation conferences and the like. Having fun is our greatest prince. We are energetic; We are young! We are capturing the effort and effort to work together with the advantages of being young.

Our club's motto is: Forgotten; You love to work, success falls in love with you ...!

Edu Compass Foundation
Sofia – BULGARIA

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<https://www.edu-compass.com/>



EduCompass

The Edu Compass Foundation was founded as a private NGO in Bulgaria.

It is a team of professionals in the field of coaching, personal development and educational management. Their main activities include development of career orientation programs for youth and helping young individuals uncover their potential. We also participate in educational tech startup core teams. Edu Compass foundation is a team of highly committed to social change, equality and social integration individuals. They mainly do that through career orientation and coaching services and youth training. They also intensively work in collaboration with outside career consultants, career centers and HR organizations which hire young people.

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SARA

Hiumaa – ESTONIA

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SARA's approach to youth work is mostly individual, getting to know the youth and providing them the support they particularly need. Therefore, the organization focuses on the following areas: work with youngsters and children, culture management and improvement, publishing art, music, books, project management. They are involved in many youth initiatives trying to spread the culture of self-initiative, entrepreneurship and critical thinking. SARA has a valuable network of disadvantaged young people from rural areas and people with special needs in Estonia and intends to harness this network and make effective selection of right participants for this project who will bring in both experience and knowledge to ensure quality output and process. The organization's staff is made up of skilled project managers and youth workers who over the years managed and supervise different projects and gained much experience both from successes and failures.

AEGEE ATHINA

Athens – GREECE

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<http://www.aegee-athina.gr/>



European Students' Forum

AEGEE is a voluntary, politically independent and non-profit organization open to students of all faculties. It basically promotes a unified Europe and a cross-border cooperation and communication among students, striving to create an open and tolerant society of tomorrow. Nowadays, it is represented in 270 university cities, in 40 countries all around Europe and numbers about 17.000 members. AEGEE-Athina is one of the first and biggest antennas in Europe. Founded in 1986, it numbers, nowadays it has approximately 200 members. Aiming to bring European students closer and to strengthen the idea of students' mobility and communication, the local of Athina organises a wide range of events in European as well as in local level.

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Students' Organization PANEUROPA
Katowice – POLAND

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<http://paneuropa.com.pl/>



ORGANIZACJA STUDENCKA
Uniwersytetu Ekonomicznego
w Katowicach

PANEUROPA is a students' organization on the University of Economics in Katowice. They are creating opportunities for students to both develop their passions and to get to know the world of business since the first year of studies. In 18 years of experience they have organized more than 120 projects with approximately 1285 participants each year. Their actions are based on four values: openness, development, team and positive energy. Their mission is to be the star in a grey crowd. There are no words to describe the amazing people and relationships that the members have and last many years after their graduation. They collaborate with the biggest companies in Poland from the business field like ING, Jeronimo Martins, Coca-Cola, BCG and the number of their partners is rising year by year.

PASEC-PLATAFORMA DE ANIMADORES
SOCIOEDUCATIVOS E CULTURAIS ASSOCIACAO
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PASEC is a youth non-governmental platform that has main goals: the creation of informal groups of children, adolescents and youth, focusing on disadvantaged social contexts; the promotion of local development processes in disadvantaged communities. The PASEC has a network of hundreds of young educators, animators and teachers scattered by all Portugal. It has a technical-pedagogical team with 6 youth workers and over 1300 members between 14 and 35 years. PASEC grew from projects based on experiences of mobility, particularly from Actions 1.2 and 1.3 of the Program Youth in Action with actions to promote youth leadership among young people in particular risk situation.

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Youth for Equality
Trnava – Slovakia

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<https://www.facebook.com/yeslovakia/>



Youth for Equality

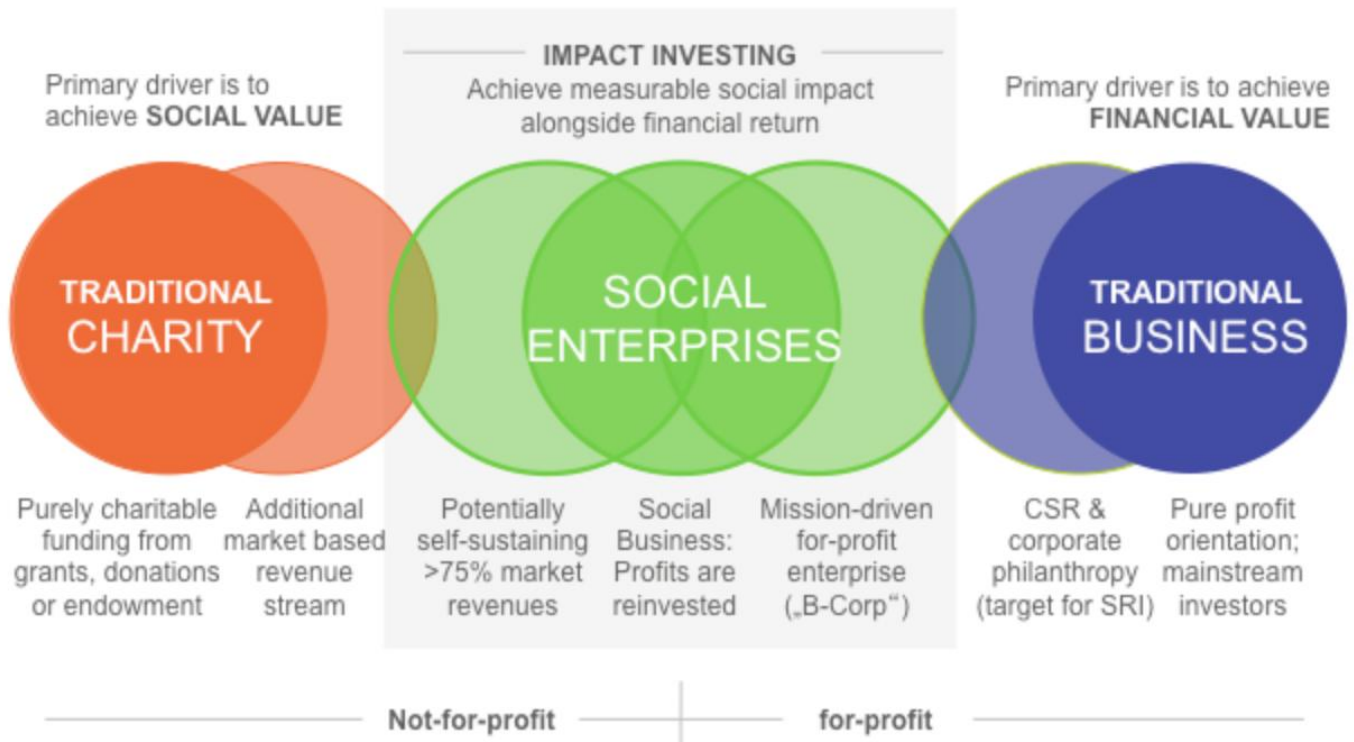
YE is an organization, founded in Slovakia as a local youth initiative with the aim to realise positive changes and develop activities on local but also international level in the field of education, labour market, protection of human rights and environment for personal and professional development of youth and their integration into society.

The organization arranges educational activities, events and workshops. They support social inclusion through labour integration of youth and disadvantaged people.

International activities and projects are based on contribution to the engagement of citizens at the democratic life of the European Union, promotion of Slovak culture and traditions in multicultural environment. With collaborations of the European associations they organise voluntary events about human rights refugee issues. Organised youth exchanges promote entrepreneurship issues, the entrepreneurial competences innovation, environmental issues for youth who is facing different economic, social or cultural obstacles and challenged by negative life situation.

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The business model spectrum revisited



The Importance Of Entrepreneurship (Importance)

An entrepreneur is the person who sees a problem in the world and immediately focuses on creating the solution. In the process of understanding what is entrepreneurship, let's look at why entrepreneurs are important in society.

Entrepreneurs create jobs: Their ambition to continue their business' growth eventually leads to the creation of new jobs. As their business continues to grow, even more jobs are created.

Entrepreneurs create change: They might create a new product that solves a burning problem or take on the challenge to explore something never explored before.

Entrepreneurs give to society: Entrepreneurs are some of the biggest donors to charities and nonprofits for various causes. Some seek to invest their money in creating solutions to help poorer communities have access to things we take for granted like clean drinking water and good health care.

Statistics about Entrepreneurship

Small and medium-sized enterprises (SMEs) are the backbone of Europe's economy, providing the majority of all new jobs. The European Commission aims to promote entrepreneurship and improve the business environment for SMEs to allow them to realise their full potential in today's global economy. COSME, the EU programme for the Competitiveness of Small and Medium-sized Enterprises is running from 2014 to 2020, with a planned budget of EUR 2.3 billion.

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In recognition of the importance of the issue, the OECD and Eurostat are collaborating in the joint Entrepreneurship Indicators Programme and, in this context, have taken steps to improve policy-relevant measurement of entrepreneurial activity.

In 2015, the EU-28's business economy was made up of more than 26 million active enterprises with some 144 million persons employed. The largest active enterprise population was registered in Italy (3.8 million), followed by France (3.5 million), Spain (3.0 million), Germany (2.8 million) and the United Kingdom (2.3 million). The services sector was dominant in every country, as measured by the highest proportion of active enterprises.

There were about 3.9 million jobs created from 2.6 million newly born enterprises, based on the final 2015 data, while the preliminary results show 3.4 million job losses as a consequence of 2.2 million business deaths. The proportion of newly-born enterprises in 2015 compared to 2014 decreased by 0.8 % or by some 20 000 enterprises. In 2014 there were more enterprise births than deaths, both at EU level and in the majority of Member States. The one-year survival rate for enterprises created in 2014 was more than 80 %. The highest shares of high-growth enterprises in 2015 were reported in Ireland, Malta and Hungary.

Support for young entrepreneurs in Europe

The European Commission's objective is to encourage more people to become entrepreneurs, set up their own companies and create jobs in the EU. To help them do so, the Commission runs an exchange programme Erasmus for Young Entrepreneurs and supports introduction of entrepreneurship education in schools in all EU countries.

- Erasmus for Young Entrepreneurs Program

Erasmus for Young Entrepreneurs is a cross-border programme facilitating the exchange of entrepreneurial and management experience. The exchange sees a newly established or potential entrepreneur make a one to six month visit to an experienced entrepreneur running an SME in another country. In the last five years, more than 2 500 pairs of entrepreneurs have benefitted from the programme.

(<https://www.erasmus-entrepreneurs.eu/index.php?lan=el>)

- Entrepreneurship education

As Europe needs more entrepreneurs creating jobs, it's necessary to support the entrepreneurship education in all EU countries. The main objective of the Commission is to promote entrepreneurship education and stress its importance at all levels from primary school to university and beyond.

- The Entrepreneurship 2020 Action Plan

To bring Europe back to growth and create new jobs, we need more entrepreneurs. The Entrepreneurship 2020 Action Plan is the Commission's answer to challenges brought by the gravest economic crisis in the last 50 years. It is a blueprint for action to unleash Europe's entrepreneurial potential, remove existing obstacles and revolutionize the culture of entrepreneurship in the EU. It aims to ease the creation of new businesses and to create a much more supportive environment for existing entrepreneurs to thrive and grow.

(https://ec.europa.eu/growth/smes/promoting-entrepreneurship/action-plan_el)

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SUPPORTS FOR ENTREPRENEURS

The EU has several different funding programmes that you may be able to apply for, depending on the nature of your business or project. There are two different types: direct funding and indirect funding.

- Direct funding
The allocation of direct funding capital is managed by the European Institutions. There are two types of funding available: grants and contracts.
 - a) Grants are given to specific projects that relate to EU policies, usually following a public announcement known as a **call for proposals**.

Who is eligible?

You may apply for a grant if you run a business or a related organisation (business associations, business support providers, consultants, etc.) that runs projects that further the interests of the EU, or if you contribute to the implementation of an EU programme or policy.

- b) Contracts
Contracts are issued by EU institutions to buy services, goods or works that they need for their operations – such as studies, training, conference organisation or IT equipment. Contracts are awarded through calls for tender.
- Indirect funding
Indirect funding is managed by national and regional authorities and comprises nearly 80% of the EU budget, mainly through 5 big funds that come under the umbrella of the European Structural and Investment Funds.

The funds are:

- European Regional Development Fund – regional and urban development
http://ec.europa.eu/regional_policy/en/funding/erdf/
- European Social Fund – social inclusion and good governance
<http://ec.europa.eu/esf/home.jsp>
- Cohesion Fund – economic convergence by less-developed region
http://ec.europa.eu/regional_policy/en/funding/cohesion-fund/

European Agricultural Fund for Rural Development

http://ec.europa.eu/regional_policy/en/policy/what/glossary/e/european-agricultural-fund-for-rural-development

- European Maritime and Fisheries Fund
<https://ec.europa.eu/easme/en/european-maritime-and-fisheries-fund>

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ERASMUS FOR YOUNG ENTREPRENEURS

The European exchange programme for Entrepreneurs

Erasmus for Young Entrepreneurs helps provide aspiring European entrepreneurs with the skills necessary to start and/or successfully run a small business in Europe. New entrepreneurs gather and exchange knowledge and business ideas with an experienced entrepreneur, with whom they stay and collaborate for a period of 1 to 6 months.

The stay is partly financed by the European Commission.

Benefits

As a **new entrepreneur**, you will benefit from on-the-job training in a small or medium-sized enterprise in another Participating Country. This will ease the successful start of your business or strengthen your new enterprise. You can also benefit from access to new markets, international cooperation and potential possibilities for collaboration with business partners abroad.

As a **host entrepreneur**, you can benefit from fresh ideas from a motivated new entrepreneur on your business. He may have specialized skills or knowledge in an area you do not master, which could also complement yours. Most host entrepreneurs enjoyed the experience so much that they decide to host other new entrepreneurs afterwards.

It is really a **win-win collaboration** whereby both of you can also discover new European markets or business partners, different ways of doing business.

On the longer-term, you will benefit from wide networking opportunities, and, possibly, decide to continue your collaboration, possibly as long-term business partners (e.g. joint ventures, sub-contracting activities, contractor-supplier relationships, etc.).

"Erasmus for Young Entrepreneurs" is financed by the European Commission and operates across the Participating Countries with the help of the local contact points, competent in business support (e.g. Chambers of Commerce, start-up centres, incubators etc.). Their activities are coordinated at European level by the Support Office of the Programme.

Please read the program guide for more information on conditions of participation.

For more information about Erasmus for young entrepreneurs: <https://www.erasmus-entrepreneurs.eu/upload/Programme%20Guide%20EN%20May%202015.pdf>

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STORY OF OUR PROJECT

DAY 1

On the 21th of March 2018 youth from seven countries met in the charming city Kuşadası. *They were all chosen to be part of Erasmus+ program “You(th) can be an Entrepreneur!”.* All the participants have different backgrounds with different possibilities, education and system. We were told about the aims of this youth exchange and given some basic information. Each participant got his secret friend, whose responsibility is to make his days sweeter (with candy or cute note). The main task of the day was to arrive to the hotel, unpack and rest.

DAY 2

Our sessions start at 10:00 in the morning every day. The day 2 began with get to know each other games. The first activity we had was supposed to make us closer and more open. We found out a lot of interesting information about others, for example one participant is a snail owner and the other one is the theatre teacher. We continued with the most basic thing – fears, expectations and contributions. The most common were fear of communication in English, fear of bad weather, hope to find new friends and to learn something about the entrepreneurship.

As a next, we were divided into six groups and got one really hard task – the city game. Our goal was to find the answers to the hardest questions about Turkish culture, local traditions and the most importantly information about Kuşadası *and its wonders. We went to expedition, talked to locals (which was pretty complicated as they do not speak English at all) and visited Kuşadası castle and Pigeon Island. One of the tasks was to take a picture with a real horse, which was impossible as the closest horses are 20 km away on a private farm.*

After the most delicious lunch facilitator introduced us the basic information about Erasmus+. Some of us are having the first experience in the Erasmus+ field so it was new for them. It was explained in a clear way and we talked about Erasmus+ programs in detail. It was really educational activity.

Everyday we had an evaluation form to fill. Before going to dinner we were separated small groups and fill these forms. It was very useful reflection way for the activity days.

We finished the day with exploring Turkish culture and traditions. Turkish group taught us the basic expressions in Turkish language and they talked about Turkey in general. We tasted the best of Turkish food including Baklava and Turkish Delights. The cherry on the cake was learning how to dance Tunak Tunak Tun and Penguin dance.

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DAY 3

In the beginning of the day we had hard topic – discussion about unemployment. In groups we talked about different aspects of unemployment. We had groups responsible for statistics about unemployment rate, successful applications, EU Policy 2020, causes of unemployment from both the companies' and individuals' perspective.

After talking about unemployment facilitator showed us Europass system and explained us how should good CV look. We were given some time to think about our future plans and create career plan and our own CV. We shared our creations in small groups. The group discussion was really supportive and others encouraged ideas we had.

The day number three was also the day of Greek and Portuguese culture. Both countries prepared language course full of funny games. We all learned some basics and phrases from each of the languages. In the evening groups presented their countries – history, places, cuisine, traditions. We had an opportunity to try their national food and drinks and after our stomachs were full we started dancing national dances from both countries.

DAY 4

To wake us up facilitator prepared energizer and name game in one, where we had to use all the creativity we have when it comes to gestures and come up with unique moves. One of our

preparation tasks before the project was to find out information about support and possibilities of entrepreneurship in our countries. Each team explained what options does an individual have when he wants to start an entrepreneurship in particular country. We also discussed taxation system, fees and financial conditions in each country.

We created five groups and each of the groups was responsible for different topics about entrepreneurship. Groups were extremely creative and prepared quite enjoyable performances. To explain the Types of entrepreneurship participants wrote rap song and showed us some of the hip-hop moves. Groups responsible for Character of entrepreneur and EU support created short drama. Unfortunately, Importance and benefits as well as Statistics groups were not creative enough to write a lyrics about the topic.

We were able to visit Bulgaria and Poland for a while. They even taught us their language and they were so hospitable that they gave us their meals and tasty drinks. Women were given aromatic rose perfumes made in Bulgaria. It would not be intercultural night without traditional dances (even the Belgian one).

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DAY 5

As this is an international event, we should know something more about the problems we have in EU and in the world in general. That is why we discussed the main issues worrying our communities such as poverty, child work, gender equality, water scarcity and refugee crisis. The groups tried to describe the problems by showing us videos and presenting interesting facts. We discussed the situation that we have in our countries and tried to understand what is happening all around the world.

After talking about such a depressing things we changed our mood by having creative problem solving. In different mixed groups we had a really hard task to do. As future young entrepreneurs we were supposed to create our own business ideas. At the beginning of the discussion we had a brain storming to come up with some interesting ideas and we chose the best one. Next step was to make a presentation describing what exactly are we doing, what are we offering, who is our target group and how will we manage it all. We used our amazing artistic skills and created very catchy posters.

To be fair, we gave space also to Estonia and Slovakia to share their amazing countries with us. The groups played us some representative and interesting videos about their homeland. We learned some new facts and continued with tasting their delicious food and drinks, including Slovak special Tatrtea with 72% alcohol. Heart-warming.

DAY 6

Day number six was a bit different. We spend our time exploring amazing places near us. First stop was Ephesus city, which is ancient city built by Roman Empire in 129 BCE. We walked

through the ruins, took some group photos and had a chance to shout from the stage of amphitheatre. The next places we visited were examples of small entrepreneurial business. We stopped in city called Selçuk, where we went to traditional ceramic shop Firça. We were shown how their ceramics is created and one participant was even given possibility to try and create his own “pot”. After the presentation we had a chance to wander around the shop and buy hand-made ceramic souvenirs. We also got detailed information how they started their business and improved it. We moved to city of Şirince, where we visited small local wine shop and tasted some of their high-quality wines. Thanks to good timing we had enough time to take a walk around and visit local market with mostly home-made and hand-made low price products. Here we also had presentation about young entrepreneur which is owner a special traditional cafe.

As this day was really tiring, we had a free evening to take a rest and have one long good sleep.

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DAY 7

Day number seven started with an activity about importance of communication. We had some roles to play and they were based on mostly about communication in business, marketing or working areas. During we perform our tasks, participants had a right to clap and change our attitudes. It was funny and interactive activity.

Afternoon we present our tasks which we prepared before our project start. Every country explained which kind of supports they have in their countries for entrepreneurs. After that facilitator also explained us European youth entrepreneurs program and EU possibilities for entrepreneurs.

We also started to prepare our business plan. We got presentation about canvas plan and divided to groups. Then we had brain storm which business idea we must great. To be honest, it was hard to decide our business plans. But we searched, discuss and started to create our plans.

As this day was really tiring, we had little bit extra working on business plans and have one long good sleep.

DAY 8

In the morning we had an energizer called Kiss the rabbit. It was really funny and it made us connected. Then we continued in remaking our business ideas into real business plans. We were given Business Model Canvas table and in our groups we tried to think about every possible detail and fill the table properly. For most of us this was the first experience with business plan. It was a hard task that took us a long time and a lot of energy and it is the most important outcome of this whole youth exchange. After that we present our plans to each other and make discussions about them. After that we had evaluation forms to fill about project. We made reflection in evaluation process and had chance to checked what we did all week. Our project is over with youthpass ceremony and wishes about future.

The Business Model Canvas

Company Name:
Anti Cafe

Date:
03/21-29/18



Primary Canvas



Alternative Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<p><i>1. Product Partners</i></p> <ul style="list-style-type: none"> • Coffee and Tea Suppliers <ul style="list-style-type: none"> - We will partner with big coffee and tea suppliers for discounts and better prices • Snack Suppliers <ul style="list-style-type: none"> - Cooperation with small, local, bio bakeries focusing on healthy snacks – we will get discounts and special products • Extra food suppliers <ul style="list-style-type: none"> - Eco-friendly sugar and other foods suppliers <p><i>2. Marketing Partners</i></p> <ul style="list-style-type: none"> • Co-working spaces • Universities • StartUp Grind and other organizations 	<ul style="list-style-type: none"> • Choosing the product with the highest quality in proper price (coffee, tea and the snacks) and managing it to satisfy customers in changing environment, • Give the opportunity to study, communicate, make art, work and just spending the leisure time (relaxing) • Proper adaptation of the place and employees training • Managing the contact with the partners 	<p><i>Problems:</i></p> <ul style="list-style-type: none"> • Feeling pushed to buy another drink in coffee place or restaurants after consuming the first one with will to stay longer, • Lack of quiet place to work for uni or another projects, when there is no noise and proper tools <p><i>Value proposition:</i></p> <ul style="list-style-type: none"> • Well equipped work space: projector, whiteboard, fast WiFi connection • Nice place to stay and just enjoy the atmosphere (books and board games) • Not feel obliged to 	<ul style="list-style-type: none"> • Creating the friendly but also professional atmosphere • Making the working or studying place as cosy as home • Emphasizes the opportunities and the benefits that are coming with our business • Fluent communication with the customers – asking for feedback • Building loyalty: discount for permanent customers or students or unemployed people 	<ul style="list-style-type: none"> • Freelancers • Digital Nomads • Travelers • Entrepreneurs • Organizations wanting to make events there • Students

<p>doing events for entrepreneurs, freelancers, digital nomads etc.</p> <ul style="list-style-type: none"> - We would provide discount of the space for promoting us • Travel Clubs <ul style="list-style-type: none"> - As for the other organizations but for travelers target group 	<p><i>Key resources:</i></p> <ul style="list-style-type: none"> • Our business will be financed by loan or dotation (from country government or local budgets) • Key resources in our Anti- Café is a space: we have to managed to have right equipment like furniture, electronic devices and pottery. • Food: coffee, snack etc. 	<p>buy things that we do not want to consume</p> <ul style="list-style-type: none"> • Possibility of renting the place for bigger events (lack of such places in many cities) 	<p><i>Channels</i></p> <ul style="list-style-type: none"> • Social media (FB, Instagram, Pinterest) to promote our business • Promotion via students organization or conversation clubs • Posters, leafleats – in the cities and co-spaces 	
<p><i>Cost Structure</i></p> <p>The most important cost of our business is proper adaptation of the place, including purchase of high quality tools (projector etc.), furniture and proper advertisement. The most expensive resource is the renting the estate and the facilities. Coffee and the snack, which mostly are the most cost full part of the coffee, here are in the background. The most expensive activity is proper advertisement, we have to found right channels to reach the entrepreneurs and free lancers.</p>			<p><i>Revenue Streams</i></p> <p>The main revenue stream will be generated by the customers who are willing to rent the space with monthly fee. The second biggest stream is the whole space renting for the company's events or project meetings. It is possible to have one hour payment: 5 euro, or the daily payment: 24 euro, or the monthly fee: 240. We offer the students discount and the discount for unemployed.</p>	

The Business Model Canvas

Team or Company Name:
COMPANY NAME: Easy Clean

Date:
07/23/19

☒ Primary Canvas
☐ Alternative Canvas

<p><i>Key Partners</i></p> <ul style="list-style-type: none"> • Vendors who are necessary for producing our product • Distribution • Marketing • Supermarkets 	<p><i>Key Activities</i></p> <ul style="list-style-type: none"> • Sales • Supermarket • Webpage • Amazon • Hotels <p><i>Key Resources</i></p> <ul style="list-style-type: none"> • Survey is needed, so we can evaluate their experience. • Feedback is really important for us, so we can improve. • We stand up for our customer's opinion. We are always ready to listen to them. 	<p><i>Value Proposition</i></p> <ul style="list-style-type: none"> • Possibility of washing clothes everywhere • Time saving • Practical • Cheap • Providing free shipping, if you get more than 10 products. • Coupons and discounts • The customers can always keep their clothes clean 	<p><i>Customer Relationships</i></p> <ul style="list-style-type: none"> • Really Good customer service • Fast response • Coupons for complains <p><i>Channels</i></p> <ul style="list-style-type: none"> • Facebook, Instagram, Reddit, Forums, Google 	<p><i>Customer Segments</i></p> <ul style="list-style-type: none"> • Target group – all people (specially women 15+) • Travelers
<p><i>Cost Structure</i></p> <ul style="list-style-type: none"> • Overall we would need like 10000 Euro to start • We would need like 4000 Euro only for Logistics for start • We would need 2000 Euro for Marketing for advertisements • We would need 4000 Euro for producing the products 		<p><i>Revenue Streams</i></p> <ul style="list-style-type: none"> • Stay clean • No smell after spraying and no trails • Time saving • Practical • Accepting all kind of payments (Credit cards, Crypto currency and Cash) • Estimated profit 60 percent online sales 40 percent via supermarkets 		

The Business Model Canvas

Team or Company Name:

TINDELDER

Date:

27/03/2018



Primary Canvas



Alternative Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> • Municipalities that have the aim to fight with social disadvantages of elders (ex. Braga, Portugal). [Supplier of contact with target group]. • Governmental organizations, which strive for improving the conditions of elders. [Supplier of funds, unemployed young people to help manage the application and phone line]. • IT companies that can prepare all the technology [Supplier our product, application codes, graphics design, etc.]. • Students/youth 	<ul style="list-style-type: none"> • Creating the application and managing the phone line • Internet: Social Media, Youtube, Websites; Television: take advantage of where is free for social meanings (RTP); Press: Newspapers, magazines; Post-box: flyers; Radio. • We want to build a long run relationship with our costumers providing the best service we can (our mission). • We will earn revenue from our services (phone line) and we will use it to pay for employees (youth). 	<ul style="list-style-type: none"> • IT service which is based on helping the elders with their daily lives. It is going to be an application and phone line. • We want to deliver help in all aspects of life of elders. [Ex. Advices and doubts; doctor appointments; groceries; be a companion; help when they are disable; do some chores]. • We are helping two target groups: elders to fight loneliness and 	<ul style="list-style-type: none"> • Our customers, who mostly are older people, they may expect lots of different advantages from us (Ex. Reliability, trust, positive attitude, acceptance of their situation and their needs). • We established positive attitude towards elders and willingness to help them in difficult situation, they are the pillars on which our company is based. • They are integrated really well into the business model, because without them our company would fail, if we are not nice we will have negative feedback and black PR. 	<ul style="list-style-type: none"> • We are creating the value for elderly people, who struggle with their basic needs or do not want to feel alone or excluded in their lives. • The most important customers for us are older people, who are our target. Their situation can be really different in

<p>organizations that can provide the employees [Supplier of manpower, helping us to get young people].</p> <ul style="list-style-type: none"> • Incubator of start-up [Supplies physical support – office, postbox, start point, accounting services]. • Phone operators [splitting the costs of fees for a call]. • Printing services (they can provide us our materials to distribute, so we can create a special relationship with them in a long run, they may give us a discount) 	<p><i>Key Resources</i></p> <ul style="list-style-type: none"> • Our most important resource is manpower, we think that the more people we will have to help, the bigger chain of customers we will have. We want to expand our company digitally, without a need for more offices or other services. We will do it efficiently. 	<p>felling of exclusion. The final target group to create a connection between generations.</p> <ul style="list-style-type: none"> • Helping to satisfy the basic needs of elders need that because of age and health cannot do it by themselves. 	<p><i>Channels</i></p> <ul style="list-style-type: none"> • We want to reach our customers through lots of different channels, we mentioned: Social Media, Websites, YouTube, Press, Billboards, Posters, Television, Radio, Post-box. • Our channels are mostly well integrated through the similar graphics and logo, we want to keep them very up to date and show true information about our services. • For those, who want to reach us through the application, we will present the offer through the social media, websites and YouTube, but for those who want to use our phone line service, we want to reach them mostly through the traditional media outlets. We want mention our both services equally, so they reach all types of customers. • The internet promotion is based on different approach: <ul style="list-style-type: none"> - Facebook commercials can cost €16 per day for reaching 200.000 people, so we can air our commercial for 3 weeks = €336 for Facebook commercials - YouTube commercials can cost €0,08 for a view, so reaching 10.000 viewers = €800 for 	<p>lots of situation, but we must be always ready to meet their needs.</p>
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			<p>YouTube Ads</p> <ul style="list-style-type: none"> - Start-up websites would promote our idea though barter cooperation, we would promote them in the future. <p>The traditional promotion in press or in media would depend on the scale and the particular press:</p> <ul style="list-style-type: none"> - Airing a TV advertisement, which regards social topic in Portugal in RTP (Portuguese Radio and Television) is for free, so we would apply for airing it, without expecting any additional costs. - Press, publishing an advertisement in Portuguese newspaper (daily edition) may cost €100, so publishing our advertisement for two weeks = €1.400 - Billboards, posters and leaflets may be printed by the same provider, to lower the costs: Billboards: Renting the space for billboard in Lisbon would be €250 per 3 months Posters: €3,95 x 100 = €395 Leaflets: for 10,000 = €887,78 • Customers would integrate them in their daily lives by watching TV, reading newspapers and using internet, so it would bring the value to them. 	
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<p><i>Cost Structure</i></p> <p>What are the most important costs inherent in our business model?</p> <p>Which Key Resources are most expensive?</p> <p>Which Key Activities are most expensive?</p> <ul style="list-style-type: none"> • Our most important costs would be costs for promotion and paying youngsters for their services. We counted the costs for promotion for at least 3 months (€4.068,78). It would be primarily founded by our key partners such municipalities and EU grants. The cost of creating IT application for (iOS and Android) and phone line maintenance would be approximately €12.500 and managing the phone line would be €30. The 30 sec. spot for RTP may cost €1.500. Other external costs may be about €1.000. • In total the cost structure will be about €19.098,78 initially, but we will strive for discounts due to the face that our project is aimed to fight social problems as well. • The most expensive is creating the application and costs of promotion. • The costs of manpower are hard to estimate, because we are not able to say how much people do we need, the more people we will have, the more services we are able to provide. We think that after the month, we can reach 200 customers and have a web of 20 employees, provided that each of the customers will leave us €5, the revenue may be around €30.000, so each of them can earn around €1.000, but other portion of revenue would be for maintenance mainly for the application and paying bills or accounting service. 	<p><i>Revenue Streams</i></p> <ul style="list-style-type: none"> • Our customers are willing to pay for quality of our services and doing everything on time without any obstacles. • Our business is based on paying fees for services, so they pay for a call to us, like €0,10 for a minute (in their phone bill) and we charge 10% for doing service, like €35 for shopping and €3,50 for service. We do not charge users for downloading application, it is for free. • Users may pay for calls in their phone bills or pay the fees using bank account, PayPal or cash (it depends on a situation). • It may be the most important source of revenue for us, but we would also be financed through the extra grants and founds (provided that we apply for them)
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The Business Model Canvas

<p><i>Key Partners</i></p> <ul style="list-style-type: none"> • We need a software developer to create the app and maintain it • We need an accountant • We need lawyers • We need marketing partnership • Angels to invest \$\$ • NGOs to help us dealing with donations and refugees matter 	<p><i>Key Activities</i></p> <ul style="list-style-type: none"> • Partnerships with companies • software development • finding lawyers and accounting company <p><i>Key Resources</i></p> <ul style="list-style-type: none"> • Investors' money 	<p><i>Value Proposition</i></p> <ul style="list-style-type: none"> • Improving company's image: they're open-minded, caring, making the job finding process easier. • Another channel of finding employees • Reducing expenses • • Making the job finding process easier, quicker and more targeted, personalized • Saving your 	<p><i>Customer Relationships</i></p> <ul style="list-style-type: none"> • Building relations with employees by making the app free • building relation with the companies by making the subscription inexpensive • possibility to send us feedback <p><i>Channels</i></p> <ul style="list-style-type: none"> • Social media • government job agencies • job fairs 	<p><i>Customer Segments</i></p> <ul style="list-style-type: none"> • Companies • people searching for the job • government to decrease the unemployment
<p><i>Cost Structure</i></p> <ul style="list-style-type: none"> • IT • Marketing • Accounting • Sallaries 			<p><i>Revenue Streams</i></p> <ul style="list-style-type: none"> • Governemt grants • EU grants • Investors • substripcion • advertisements 	



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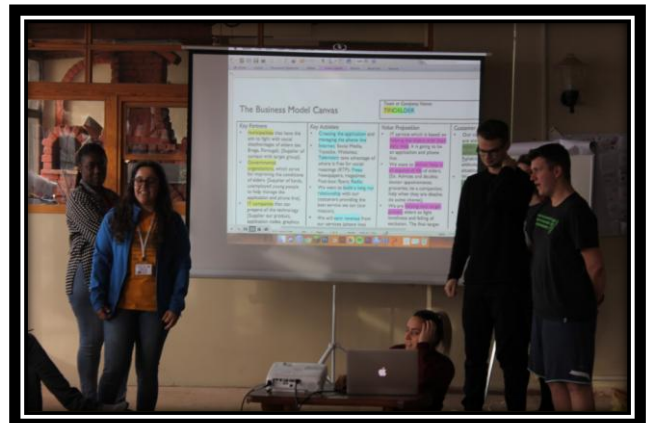




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