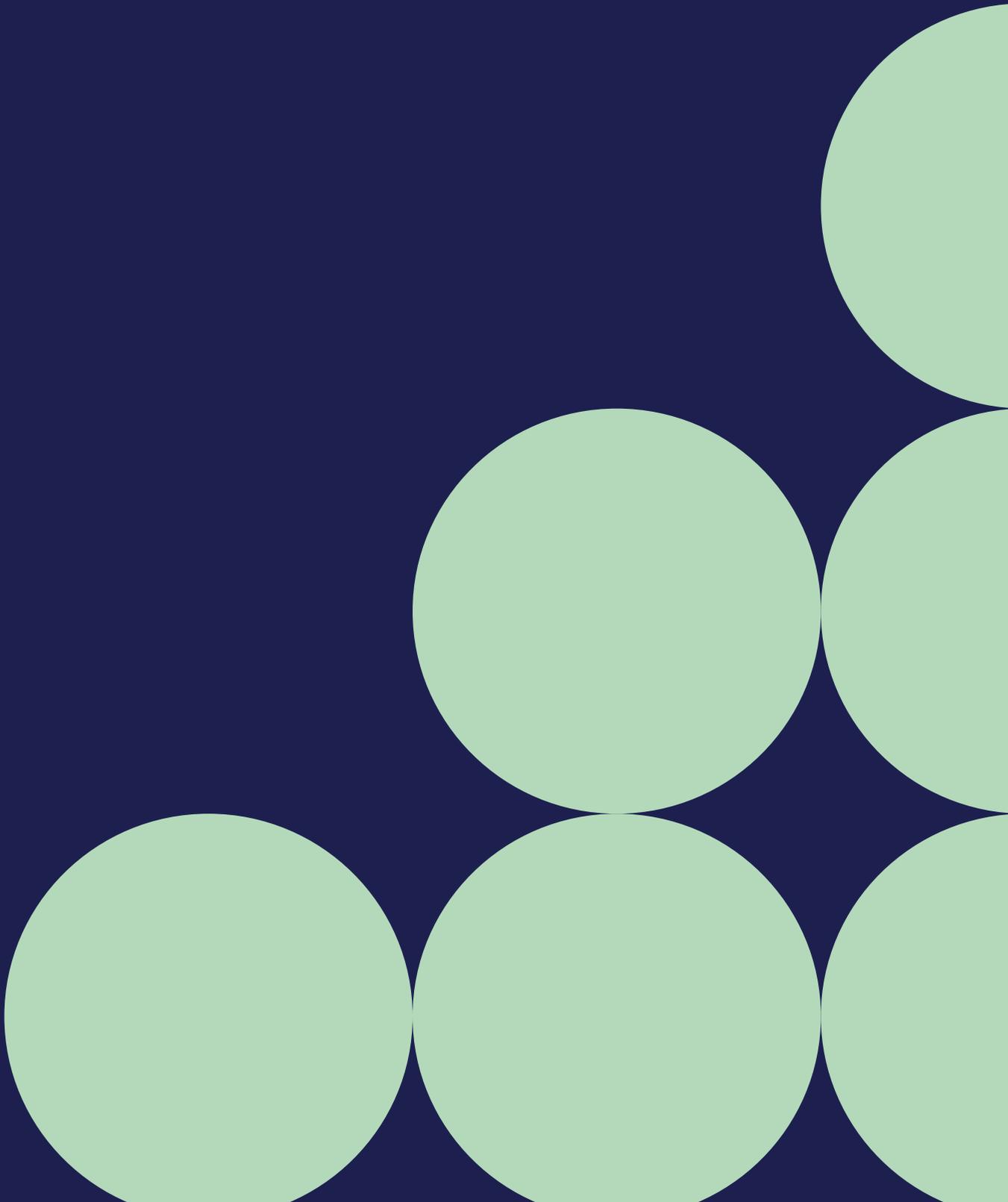
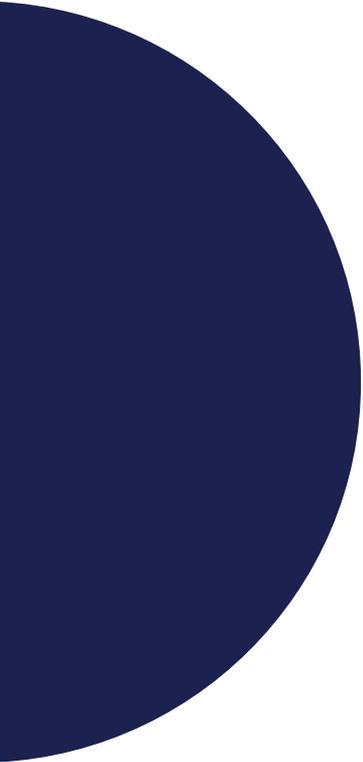




Future Entrepreneurs

The Step-by-Step Guide to the programme





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STOWARZYSZENIE PRZYJACIÓŁ
JEDLNI-LETNISKO I WRZOSOWA
KRS 0000254940

Introduction to the e-guide

Welcome to the Future Entrepreneurs Program - an initiative that aims to foster innovation, entrepreneurship, and collaboration among young minds.

This step-by-step guide will help you to replicate the success of Future Entrepreneurs of Denmark in your organisation, company, or school.



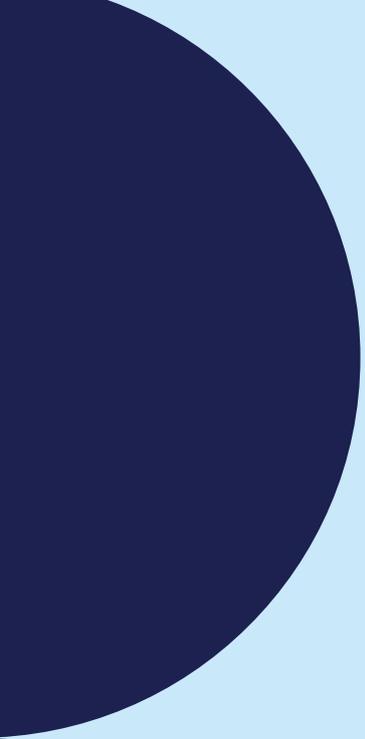
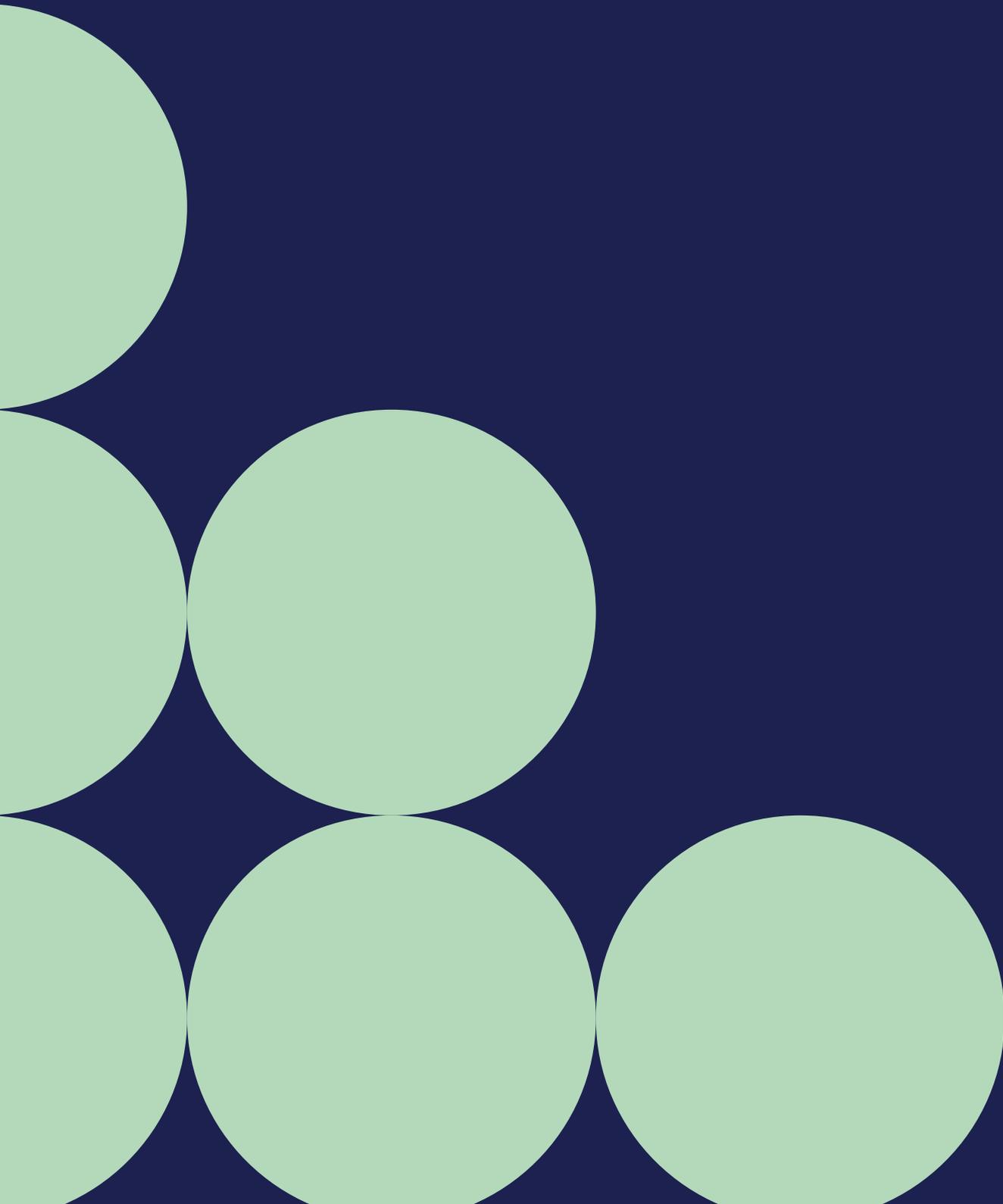


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Chapter 1.

Introduction to Future Entrepreneurs



Why have the Future Entrepreneurs been developed?

The world is constantly changing and the teaching methods should follow along and be developing as well. The education should fit the demand of the job market, and allow future entrepreneurs and intrapreneurs to adapt to ever-changing environments. It is a fact that the focus of education must be much more practical and include more hands-on experiences, which recent graduates can use during their first jobs or opening their first start-ups. The education system often does not provide youth with an understanding of various professions and the skills required to pursue them.

What is more, **the focus of education must shift from so-called hard skills to soft skills**, as according to various research (Harvard Business Review, Quora, Indeed, and more), those are very important contributors to success in both- entrepreneur and intra-entrepreneur career paths.

Ken Robinson, one of the world's most influential voices in education, and the internationally recognized leader on creativity and human potential in his book "Creative Schools" argues for an end to the outmoded industrial educational system. He proposes a highly personalised, organic approach that draws on today's unprecedented technological and professional resources to engage all students, develop their love of learning, and enable them to face the real challenges of the twenty-first century. Many of Robinson's proposals of approaches are bottom-up initiatives developed by youth leaders in collaboration with managers and companies. This e-guide includes an example of one of the initiatives, which can **support the modernising of the training and education**.

The purpose of this Future Entrepreneurs Programme e-guide is to give youth leaders from organisations an introduction to how they, with the support of companies and managers, can contribute to very important, valuable change in how we grow entrepreneurial, and intrapreneurial soft skills. It also indicates how the youth leaders can contribute by non formal education to more practical education.

The guide presents non-formal, hands-on educational methods- workshop scenarios, and guides to organisational aspects, as well as a showcase of how to build learning experiences suited for today's youth and tomorrow's leaders.

The leaders of this project wish to thank all of the valuable contributors from the government, the community, corporations, and independent individuals for assisting in the process of creating the pilot project and this guide.

On behalf of the Association of Friends of Jedlnia-Letnisko and Wrzosów and Future Growth, we wish you all success in the journey of making a positive impact on future education.

Understanding Entrepreneurship vs. Intrapreneurship:

To grasp the essence of our program, it's crucial to differentiate between two key career paths it addresses.

Entrepreneurship is like planting the seed for a new idea and watching it grow into a thriving business. It's the journey of individuals, known as entrepreneurs, who take risks, use creativity, and work hard to start and build new ventures. Entrepreneurs are like the architects of innovation, shaping ideas into successful businesses that make a positive impact on the world.

Intrapreneurship is like having an entrepreneurial spirit within a big company. It's when employees, known as intrapreneurs, act like entrepreneurs, bringing fresh ideas, creativity, and innovation to their workplace. Intrapreneurs work within the existing structure of a company, exploring new opportunities and driving positive changes to help the organisation grow and stay competitive.

Current Problem in the Ecosystem: Career-Education Gap

To enhance knowledge transfer to young people, it's vital to recognize the gaps in traditional learning methods, especially the persistent issue of the career-education gap.

The career-education gap is an ongoing challenge. Often, individuals acquire skills that aren't utilised in the workplace or lack essential skills needed for their chosen field. Despite the familiar adage, "I hear and I forget, I see and I remember, I do and I understand," conventional teaching methods primarily revolve around passive listening. Graduates are left with limited exposure to diverse career paths, lacking contact with professionals and practical experiences. Moreover, many lack the soft skills necessary for entering the job market or succeeding with a startup.

Research, such as the Durham Commission on Creativity and Education, suggests that education is most effective when young people actively participate, take responsibility for their learning, and engage in the learning process. Creativity plays a pivotal role, fostering skills like questioning, curiosity, innovation, problem-solving, communication, collaboration, critical thinking, and reflection – essential for shaping a positive future and entering the job market successfully.

Companies increasingly value candidates with skills beyond the classroom. However, connecting with the younger generation at educational institutions poses challenges, such as a lack of diversity, dependency on institutional branding, and limited control of activities.

Soft Skills vs. Hard Skills

A significant gap in conventional learning methods lies in the insufficient emphasis on teaching soft skills. While hard skills receive primary focus, research indicates that soft skills are equally, if not more, critical in the learning process.

Hard skills, measurable abilities acquired through education, training, and experience, range from mastering specific software to emergency care knowledge. In contrast, soft skills, encompassing social and interpersonal skills, character traits, and professional attitudes, are harder to measure but play a crucial role in personal development.

Soft skills are sought after in all professions. Whether in a restaurant owner or as a tech CEO, skills like teamwork, patience, time management, and communication are decisive for success. Employers recognize the significance of soft skills, with 97% stating they are as important or more important than hard skills. The lack of soft skills is a common reason for employee failure within the first 18 months.

In 2022, the most in-demand soft skills include **time management, communication, adaptability, problem-solving, teamwork, creativity, leadership, interpersonal skills, work ethic, and attention to detail**. Traditional learning often falls short in identifying and developing these crucial skills, leading to a widening gap in graduate readiness for the workforce.

Chapter 2.

About the workshops

Target Group

The target group for the Future Entrepreneurs Program are young individuals from diverse educational backgrounds who have a passion for entrepreneurship and innovation. Here are some key characteristics to consider when defining the target audience:



Age Group:

Typically, the program focuses on individuals in the age range of 19 to 30. This age group is often at a stage where they are exploring career options and may be considering entrepreneurial or intrapreneurial ventures.

Educational Background:

Open the program to students or recent graduates from various educational backgrounds. This diversity can bring a range of perspectives and skills to entrepreneurial projects.

Interest in Entrepreneurship:

Target individuals who express a genuine interest in entrepreneurship, innovation, and creating their own ventures. This could include those who have participated in entrepreneurial activities in the past or have expressed a desire to do so.

Inclusivity:

Aim for inclusivity, ensuring that the program is accessible to individuals from different socioeconomic backgrounds, genders, and cultural perspectives. Encourage diversity to foster a rich and dynamic entrepreneurial environment.

Tech-Savvy and Digital Literacy:

Consider individuals who are comfortable with technology and have a level of digital literacy. In the modern entrepreneurial landscape, a basic understanding of digital tools and platforms is often essential.

Passion for Social Impact:

If the program has a focus on social entrepreneurship, target individuals who are passionate about making a positive impact on society and the environment through their entrepreneurial endeavours.

Readiness to Learn:

Look for participants who are open to learning, adaptable, and willing to take on the challenges of entrepreneurship. This may involve overcoming setbacks, learning new skills, and continuously improving their entrepreneurial mindset.

Networking Potential:

Individuals who value networking and collaboration can benefit greatly from the program. Consider participants who see the value in building connections with mentors, industry professionals, and fellow entrepreneurs.

Soft Skills Development:

Target those who are interested in developing not only technical or hard skills but also soft skills such as communication, teamwork, leadership, and adaptability.

Global Perspective:

Depending on the program's scope, consider individuals with a global mindset. This could involve participants who are interested in international business, and global trends, or have a vision that extends beyond local markets.

By defining a target group with these characteristics, the Future Entrepreneurs Program can effectively tailor its activities, workshops, and mentorship opportunities to meet the specific needs and aspirations of the participants.

Mission

The Future Entrepreneurs Program is dedicated to equipping and empowering young individuals with essential life skills, and fostering social entrepreneurship and innovation. Our mission is to provide the knowledge, skills, and support necessary for youth to launch purpose-driven ventures. We strive to be more than just a program, aiming to create a dynamic network that prioritises youth development and unites various sectors in a shared vision. Grounded in the belief that empowering youth is foundational for sustainable economic development, we aspire to enable young people to lead purpose-driven lives and shape a positive future.

Vision

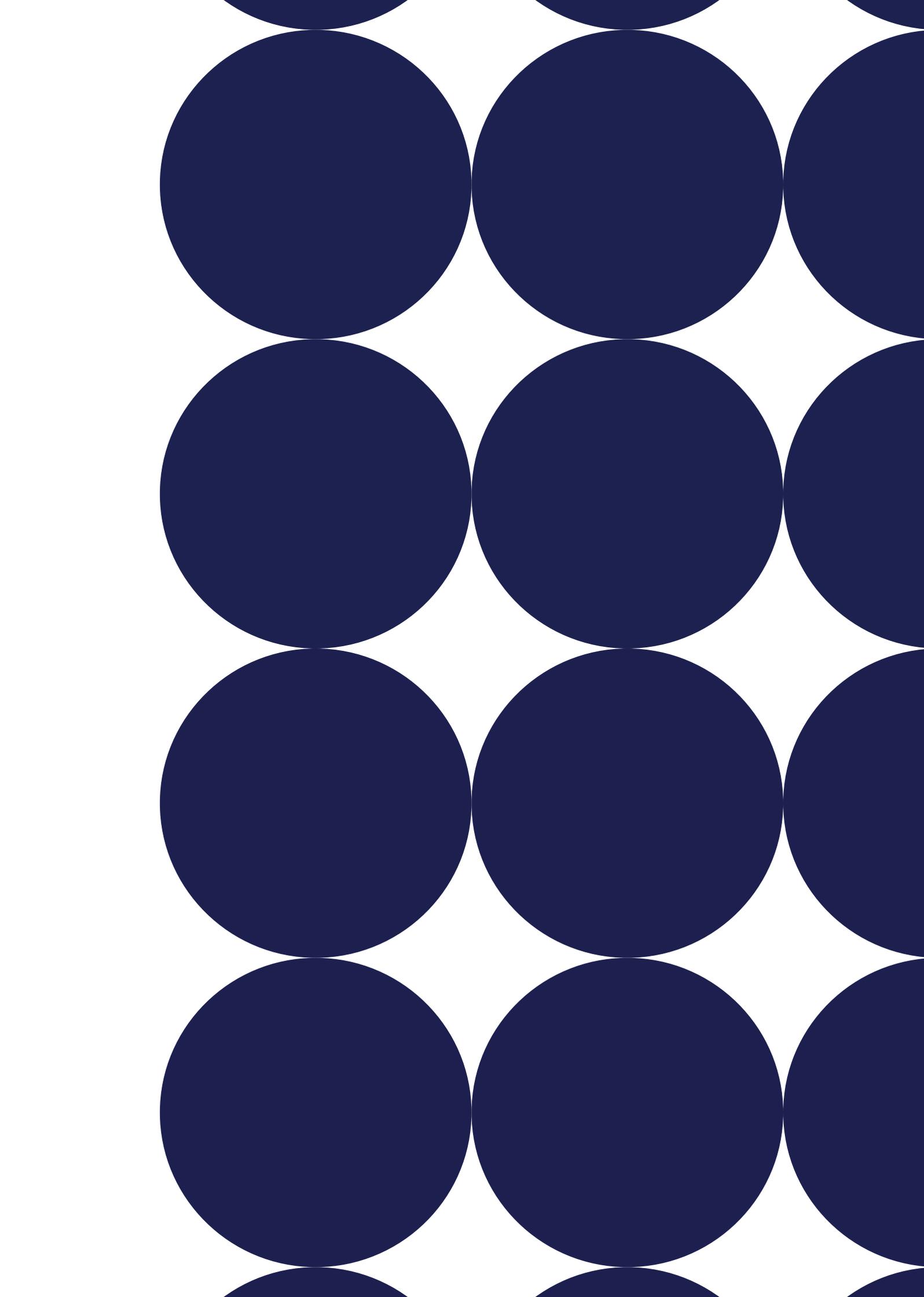
Future Entrepreneurs envision a world where the next generation, particularly Millennials and Generation Z, are empowered with technological savviness, entrepreneurial spirit, and a commitment to positive change. We aim to be a transformative force by focusing on three core goals: developing essential soft skills, building a like-minded network, and turning ideas into reality. Through innovative workshops and strategic partnerships with local entities, we provide a transformative two-month journey that not only imparts knowledge but fosters a sense of purpose. Our vision is to see young participants become architects of a brighter and more prosperous future, contributing to the advancement of innovation and entrepreneurship in society. Together, we embrace the journey of discovery, mindset transformation, and connection, realising the immense potential of today's youth as they shape tomorrow's world.

Core Goals and Outcomes

Developing Essential Soft Skills: Our commitment is to help youth cultivate a diverse range of soft skills essential for navigating the evolving job market and contributing effectively to society.

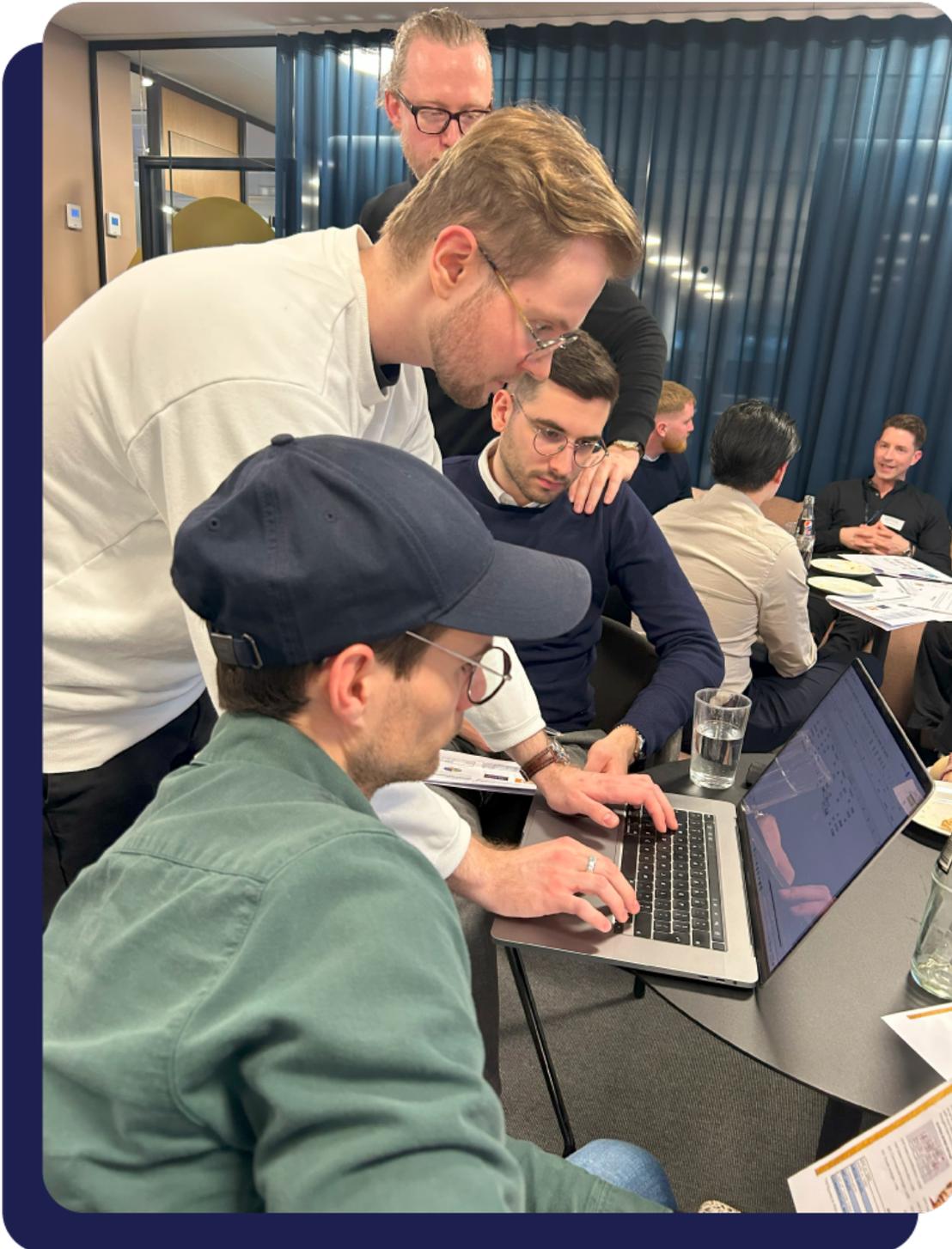
Building a Like-Minded Network: We recognize the power of connections and collaboration. Participants have the opportunity to build a strong network of like-minded individuals, fostering an environment of support and inspiration.

Turning Ideas into Reality: Our program facilitates learning from top enterprises, offering insights into transforming ideas into tangible ventures. We empower young entrepreneurs with the necessary tools and resources to bring their innovative visions to life.



Value Proposition for participants

The Future Entrepreneurs Program offers an unparalleled opportunity for you to equip yourself with the essential life skills needed to thrive as an entrepreneur or intrapreneur in our ever-changing society.



Discover Your Full Potential:

Unleash your true potential through our transformative 2 months program. By participating in our seven innovative workshops, you will gain invaluable insights into your strengths, passions, and unique talents. Discover who you truly are and unlock the key to a purpose-driven life.

Cultivate Essential Soft Skills:

In today's dynamic job market, possessing soft skills is crucial for success. Our program is dedicated to developing a diverse range of soft skills, including communication, critical thinking, problem-solving, leadership, and adaptability. These skills will empower you to navigate any professional challenge with confidence and finesse.

Network with Like-Minded Innovators:

Join a vibrant community of like-minded individuals, all aspiring to create meaningful change in the world. Connect with fellow visionaries, industry experts, and mentors who are ready to support you on your entrepreneurial journey. Forge lifelong connections that will enrich your personal and professional growth.

Transform Ideas into Reality:

Turn your innovative ideas or dreams into tangible ventures! Our program provides exclusive access to top enterprises and scale-ups, offering invaluable mentorship and insights into transforming your ideas into successful businesses. Learn from the best and make your mark in the world of entrepreneurship.

Be a part of fun and Collaborative Environment:

At the Future Entrepreneurs learning is anything but dull. Engage in a fun, safe, and collaborative environment where creativity and teamwork thrive. Immerse yourself in interactive activities and hands-on learning experiences that will broaden your horizons.

Get the Guidance Beyond the Program:

We are committed to your success even after the program ends. Benefit from our strategic partnerships with local companies, pre-incubators, incubators, and enterprises. Access ongoing support and resources to continue refining your ideas and skills, ensuring your entrepreneurial journey continues on a path of growth.

Shape Your Future with Purpose:

Embrace your role as an architect of your future. Armed with newfound soft skills, a strong network, and the experience of turning ideas into reality, you will have the power to create a purpose-driven life. Shape a world that aligns with your values and aspirations, making a lasting impact on your community and beyond.

In summary, the Future Entrepreneurs is not just a program; it's a life-changing journey of self-discovery, growth, and empowerment. Join us as we unlock the potential of today's youth to shape a brighter and more prosperous tomorrow. Together, we'll create a future that resonates with purpose and meaningful success.

Value Proposition for partners

Access to Emerging Talent:

Engage with the next generation of entrepreneurs and innovators, gaining access to a pool of motivated and talented individuals who bring fresh perspectives and ideas to the table.

Brand Visibility and Recognition:

Position your organisation as a champion of entrepreneurship and youth development. As a host, your brand will be associated with fostering innovation, creating positive change, and supporting the growth of future leaders.

Networking Opportunities:

Connect with a diverse group of participants, mentors, and fellow partners within the program. This network provides valuable opportunities for collaboration, idea exchange, and potential business partnerships.

Contribution to Skill Development:

Contribute to the development of essential soft skills in the future workforce. By providing mentorship, workshops, and support, hosts actively participate in shaping the skill sets of aspiring entrepreneurs, enhancing their employability.

Innovation Insights:

Gain firsthand insights into innovative ideas and projects. By hosting workshops or sharing industry expertise, hosts have the chance to stay informed about emerging trends, technologies, and entrepreneurial ventures.

Corporate Social Responsibility (CSR):

Demonstrate a commitment to social responsibility by supporting a program that focuses on empowering youth, fostering entrepreneurship, and contributing to the sustainable development of communities.

Potential for Talent Recruitment:

Identify and connect with potential future employees. By engaging with program participants, hosts can spot talent early, potentially leading to recruitment opportunities for internships or full-time positions.

Alignment with Future Vision:

Align your organisation with a shared vision of empowering youth to become architects of positive change. By participating in the Future Entrepreneurs Program, hosts contribute to a collective effort in shaping a brighter and more prosperous future.

Ecosystem Building:

Be part of a collaborative ecosystem that includes other like-minded hosts, companies, and organisations. Contribute to building a supportive environment for entrepreneurship, fostering an atmosphere of innovation and growth.

Customised Partnership Opportunities:

Tailor your involvement based on your organisation's objectives. The Future Entrepreneurs Program offers flexibility in partnership arrangements, allowing hosts to engage in ways that align with their specific goals and preferences.

In summary, hosting the Future Entrepreneurs Program offers partners a unique opportunity to contribute to youth development, innovation, and community building. By aligning with the program's mission, hosts position themselves as key players in shaping the future entrepreneurial landscape while enjoying numerous benefits that positively impact their brand and organisational goals.



Value Proposition for Universities

Exposure to Real-World Entrepreneurship:

Students gain practical insights into entrepreneurship and innovation through hands-on workshops hosted by leading companies.

Diverse Learning Experience:

Students from various educational backgrounds collaborate, bringing diverse perspectives to the workshops.

Networking Opportunities:

Access to a dynamic network of like-minded individuals, industry professionals, and fellow students.

Soft Skills Development:

Emphasis on developing essential soft skills crucial for personal and professional growth.

Promotion of Social Entrepreneurship:

Encouragement of a mindset committed to positive change and social impact.

Integration of Technology and Innovation:

Exposure to cutting-edge technologies and innovative practices in various industries.

Comprehensive Program:

A holistic approach with eight events, a start-up weekend, and a grand finale.

Alumni Network Opportunities:

Continued engagement and networking opportunities through the creation of an Alumni network.

Positive Impact on University Reputation:

Contribution to the university's reputation by participating in a program dedicated to youth empowerment and entrepreneurship.

In summary, partnering with the Future Entrepreneurs Program provides universities with a unique opportunity to actively contribute to their students' personal and professional development. The collaboration aligns with the university's commitment to providing a well-rounded education, preparing students for success in a rapidly evolving global landscape.



Project partnerships approach

When searching for partners for the Future Entrepreneurs program, the focus should be shifted to identifying organisations and entities that align with the program's mission, values, and goals. The target groups for potential partners can include:

Startups and Scale-ups: Partnering with startups or scale-up companies can provide valuable insights, resources, and mentoring for aspiring entrepreneurs in the program. We advise having 2-3 Startups and Scale-ups as partners for the program.

Established Corporations: Collaborating with established companies can offer access to industry expertise, mentorship, and potential funding opportunities for program execution. We advise having 4-5 Established Corporations as partners for the program.

Entrepreneurship Departments: Partnering with universities that have strong entrepreneurship programs can provide access to academic resources, mentorship, and potential startup talent.

Incubators and Accelerators: Collaborating with university-affiliated incubators or accelerators can help participants further develop their ideas after completion of the program.

Innovation Hubs and Co-working Spaces

Co-working Spaces: Partnering with co-working spaces can offer a physical location for program events, workshops, and networking activities. We advise having 2-3 partnerships for the program.

Innovation Hubs: Collaborating with innovation hubs provides access to a community of like-minded entrepreneurs, startups, and industry experts.

Government and Non-Governmental Organisations (NGOs)

Economic Development Agencies: Partnering with government agencies focused on economic development can lead to potential funding opportunities and policy support for the program.

NGOs Supporting Entrepreneurship: Collaborating with NGOs dedicated to fostering entrepreneurship can provide additional resources and support for program participants.

Industry Associations and Trade Organizations

Relevant Industry Associations: Partnering with industry-specific associations can provide access to industry knowledge, networking opportunities, and potential mentors for program participants.

Venture Capital Firms and Angel Investors

Venture Capital Firms: Collaborating with venture capital firms can open avenues for potential funding/price for the Grand Finale for participants that have promising business ideas.

Angel Investors: Partnering with angel investors offers an opportunity for participants to connect with individual investors who may be interested in supporting early-stage ventures. Additionally, those are the main target group for the judging panel.

Technology Providers and Service Companies

Technology Providers: Partnering with technology companies can offer access to cutting-edge tools and solutions that can benefit in the administration of the program as well as during the workshops for participants to experience (Canva, E-conomics).

Product Companies /Sponsorships: Collaborating with product providers, such as RAW, Carlsberg, catering companies can significantly decrease the costs of running the program.

When approaching potential partners, it's crucial to showcase the benefits of collaboration and emphasise how the Future Entrepreneurs program can complement and enhance their existing initiatives or contribute to their corporate social responsibility (CSR) efforts. Demonstrating the potential for mutual growth, knowledge sharing, and positive impact can be compelling factors in attracting the right partners to the program.

For the project purposes the templates for cold outreach/communication with potential partners are included in the shared drive.

The Future Entrepreneurs programme structure and agenda

The below program has been developed within a pilot project in Copenhagen, Denmark and Radom, Poland together with industry experts from several different companies. Based on feedback from participants supporting companies, and professionals the below structure and agenda has been presented in this e-guide. The program can be adjusted if selected workshop hosts find better fit or industry standards would change. It can be also executed within the different age groups, with keeping in mind adjustment of the content. While developing Future Entrepreneurs in different countries cultural aspects shall be taken into consideration.



The structured program is crafted to guide participants through the fundamental stages of startup creation, fostering a supportive ecosystem for exploration and innovation.

Introduction event

WEEK 1

Why should you care about your team

Entrepreneurial roles in a team and characteristics

Important team-qualities for investors

Entrepreneurial roller coaster rides

Ideation workshop

WEEK 2

The strategic design process

Research and opportunities

Directions and experience concept

Business transformation roadmap and future customer journeys

Prototyping workshop

WEEK 3

Concept prototyping through rapid prototyping

Prioritisation of idea and initiative

Prototype of ideation

Product market fit

Test of value proposition and initial target group

Business strategy workshop

WEEK 4

The art of business sizing and business model

Identifying the market size

Revenue streams

Creating your business model

Investment

Sales and marketing workshop

WEEK 5

The art of selling

Product knowledge

Sales methodology

CRM proficiency

Social selling

Remote selling

Legal and funding workshop

WEEK 6

Start-up funding: how it works and how to raise it

How startup funding works

Ways to get funding

Start-up funding rounds

Get ready to raise

Start up weekend

WEEK 7

Create your start-up

Build your dream team

Choose an idea

Work on the idea

Get ready for the final weekend

Grand Finale

WEEK 8

Presentations

Final pitch in front of our judges

Feedback session

Discussion about future plans

Announcement of the winners

PLEASE NOTE THAT EVENTS 1-6 ARE FROM 16:30-21:45; startup weekend from Friday 16:30 to Sunday midnight, and Grand Finale from 16:30-21:30

*All of the events will take place in THE CITY AND SUBURBS AREA (Locations will be announced via email

**THE DATES MIGHT SLIGHTLY CHANGE DUE TO PARTNERS AND LOCATIONS AVAILABILITY

Introduction

The Introduction Event serves as the grand inauguration of the Future Entrepreneurs Programme, a vibrant and insightful gathering scheduled from 16:30 to 21:30. This event is meticulously designed to kickstart the entrepreneurial journey of participants with a mix of informative sessions, engaging activities, and valuable networking opportunities.



The Introduction Event is crafted to inspire, inform, and connect participants, setting the stage for a transformative 7-week journey. With a blend of expert insights, real-world experiences, and interactive elements, participants leave the event motivated, informed, and ready to embark on their entrepreneurial adventure.

The examples of Future Entrepreneurs introduction and samples of the speakers' presentations can be found in the appendix.

Event Schedule

16:30 - 17:00: Registration and Welcome

- Participants arrive, register, and receive a warm welcome from the Future Entrepreneurs (FE) team.

17:00 - 17:30: Introduction from FE Team

- Opening address by the FE team, providing an overview of the program's mission, vision, and key objectives.
- Introduction to team members, rules of the programme and agenda for the upcoming 7 weeks.

17:30 - 18:00: Icebreaker Game

- Energising icebreaker activities facilitated by engagement specialists to foster camaraderie and create a positive atmosphere.
- Icebreakers designed to encourage networking and break down initial barriers.

18:00 - 18:30: Presentation from Investor

- Insightful presentation from an experienced investor, shedding light on crucial aspects to consider while creating a startup.
- Key insights into funding, investment trends, and factors that investors value in entrepreneurial ventures.

18:30 -19:15 Dinner break

- Dinner and drinks provided by venue partner or arranged by the FE team

19:15 - 20:15: Startup Owners' Journey and Failures

- Two engaging presentations from successful startup owners sharing their entrepreneurial journeys, challenges, and failures.
- Real-world experiences to inspire and provide valuable lessons for the participants.

20:15-20:30 Break

20:30 - 21:00: Networking Session

- Formal networking session providing participants with the opportunity to connect with speakers, mentors, and fellow participants.
- Networking aimed at building connections, exchanging ideas, and fostering collaboration.

21:00 - 21:30: Q&A Session and Closing Remarks, Socialising

- Closing remarks from the FE team, summarising key takeaways and expressing excitement for the weeks ahead.
- Informal socialising and networking, allowing participants to continue conversations and build relationships.

Ideation

The Ideation Workshop, a pivotal session hosted by one of our esteemed partners, is an integral part of the Future Entrepreneurs Programme. This workshop is dedicated to nurturing creativity, exploring innovative ideas, and laying the foundation for the participants' entrepreneurial ventures. The event is scheduled for the second week Thursday or Friday and promises to be a dynamic and collaborative experience from 16:30 to 21:30.



The Ideation Workshop is not only a catalyst for creative thinking but also a collaborative space where participants can transform ideas into actionable concepts. By partnering with experts in strategic design, this workshop aims to equip participants with the tools and methodologies necessary for the ideation phase of their entrepreneurial journey.

Event Schedule

16:30 - 17:00: Registration and Welcome

Participants gather, register, and are welcomed by representatives from the FE and partner hosting the event
Networking opportunities to facilitate interaction among participants.

17:00 - 17:30: Intro by FE and Icebreaker Activity

Engaging icebreakers facilitated by the partner organisation to energise participants and stimulate creative thinking.
Icebreaker designed to encourage collaboration and innovative thought.
Opening presentation by the FE, providing insights into the significance of ideation in the entrepreneurial journey, Introduction to hosts - partner.

17:30 - 18:30: Introduction and the The Strategic Design Process

Introduction to the company, speakers, topic.
Workshop session on the strategic design process, led by experts from the partner organisation.
Exploring the importance of design thinking, problem-solving, and envisioning solutions.

18:30 - 19:15: Networking Break, Dinner and Refreshments

Informal networking session, allowing participants to discuss insights from the workshop and connect with representatives from the partner organisation.
Dinner and refreshments provided by partner

19:15 - 20:00 Ideation session

Practical session on defining directions and conceptualising the user experience, introduction to framework
Introduction to case study

20:00 : 20:45 Group work

In-depth exploration of research and opportunities in the ideation phase based on the framework presented by the hosting organisation.

20:45 - 21:15: Wrap-Up and Feedback

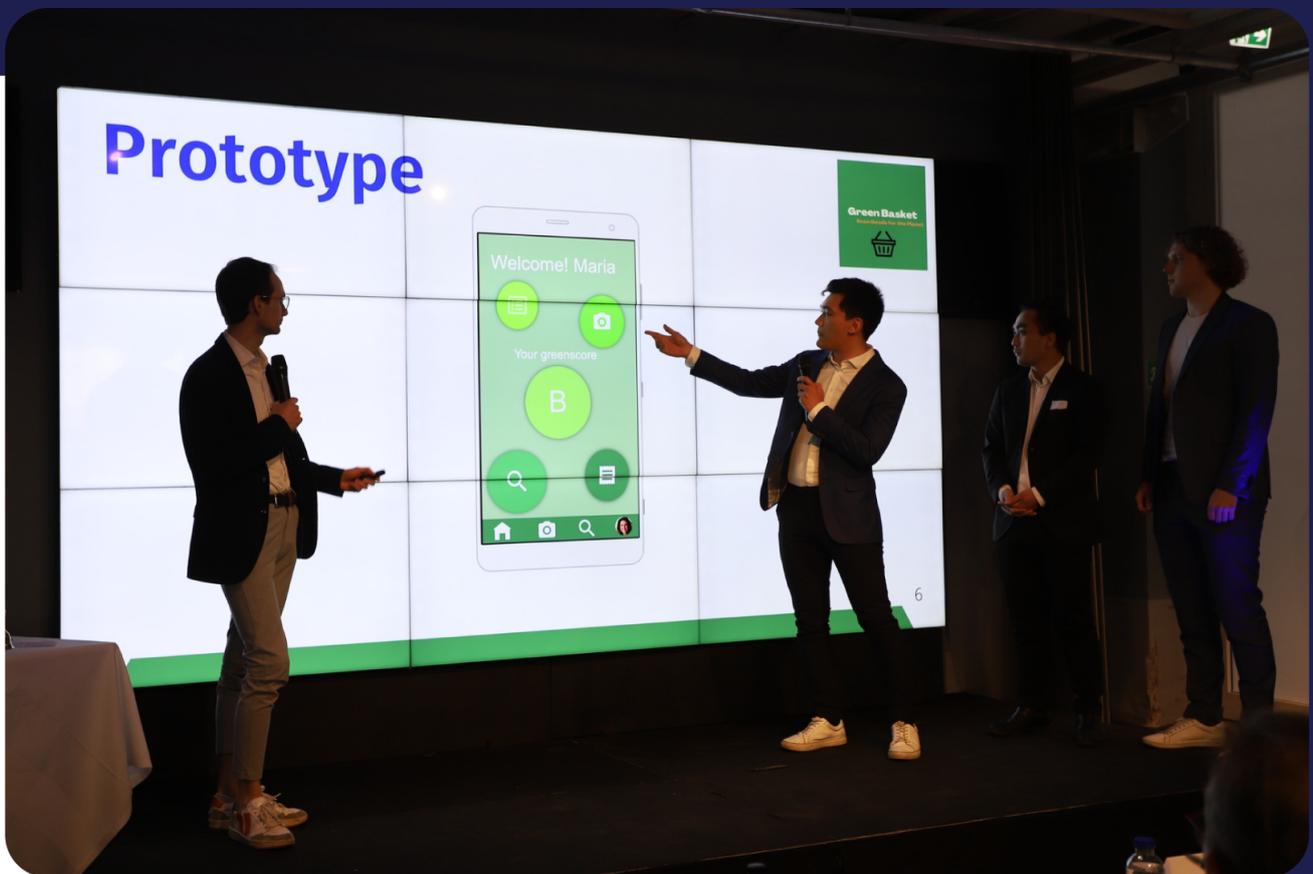
Presentation by participants of their key findings
Feedback from industry experts to participants
Recap of key learnings and insights from the workshop by hosting organisation

21:15 - 21:30: Closing Remarks and Next Steps

Closing remarks from the partner Future Entrepreneurs team.
Feedback survey session
Overview of the upcoming workshop

Prototyping

The Prototyping Workshop, a crucial milestone within the Future Entrepreneurs Programme, is a hands-on session hosted by a partner. This workshop, scheduled for the second week of the programme on Thursday or Friday, focuses on translating ideated concepts into tangible prototypes, emphasising the practical application of innovative ideas. The event spans from 16:30 to 21:30.



The Prototyping Workshop serves as a pivotal moment where theoretical ideas take shape, providing participants with invaluable practical experience in translating concepts into prototypes. The collaborative environment encourages creative thinking, problem-solving, and the application of learned methodologies to real-world scenarios.

Event Schedule

16:30 - 17:00: Registration and Welcome

- Participants gather, register, and receive a warm welcome from representatives of Future Entrepreneurs (FE) and the hosting partner.
- Networking opportunities to foster interaction among participants.

17:00 - 17:30: Introduction by FE and Icebreaker Activity

- Engaging icebreakers facilitated by the partner organisation to energise participants and stimulate creative thinking.
- Introduction by FE, providing insights into the significance of prototyping in the entrepreneurial journey.
- Opening presentation by FE, introducing hosts and setting the stage for the workshop.

17:30 - 18:30: Introduction and Prototyping Framework

- Introduction to the hosting company, speakers, and the core topic of prototyping.
- Workshop session on the prototyping process, led by experts from the partner organisation.
- Exploration of the importance of turning ideas into tangible prototypes and refining them.

18:30 - 19:15: Networking Break, Dinner, and Refreshments

- Informal networking session, allowing participants to discuss insights from the workshop and connect with representatives from the partner organisation.
- Dinner and refreshments provided by the partner to facilitate continued engagement.

19:15 - 20:00: Prototyping Session

- Practical session on prototyping, introducing the framework and methodology.
- Introduction to a case study to provide practical context.

20:00 - 20:45: Group Work: In-Depth Prototyping

- In-depth exploration of prototyping, with participants engaging in hands-on group activities.
- Application of the presented framework to create prototypes based on the case study.

20:45 - 21:15: Wrap-Up and Feedback

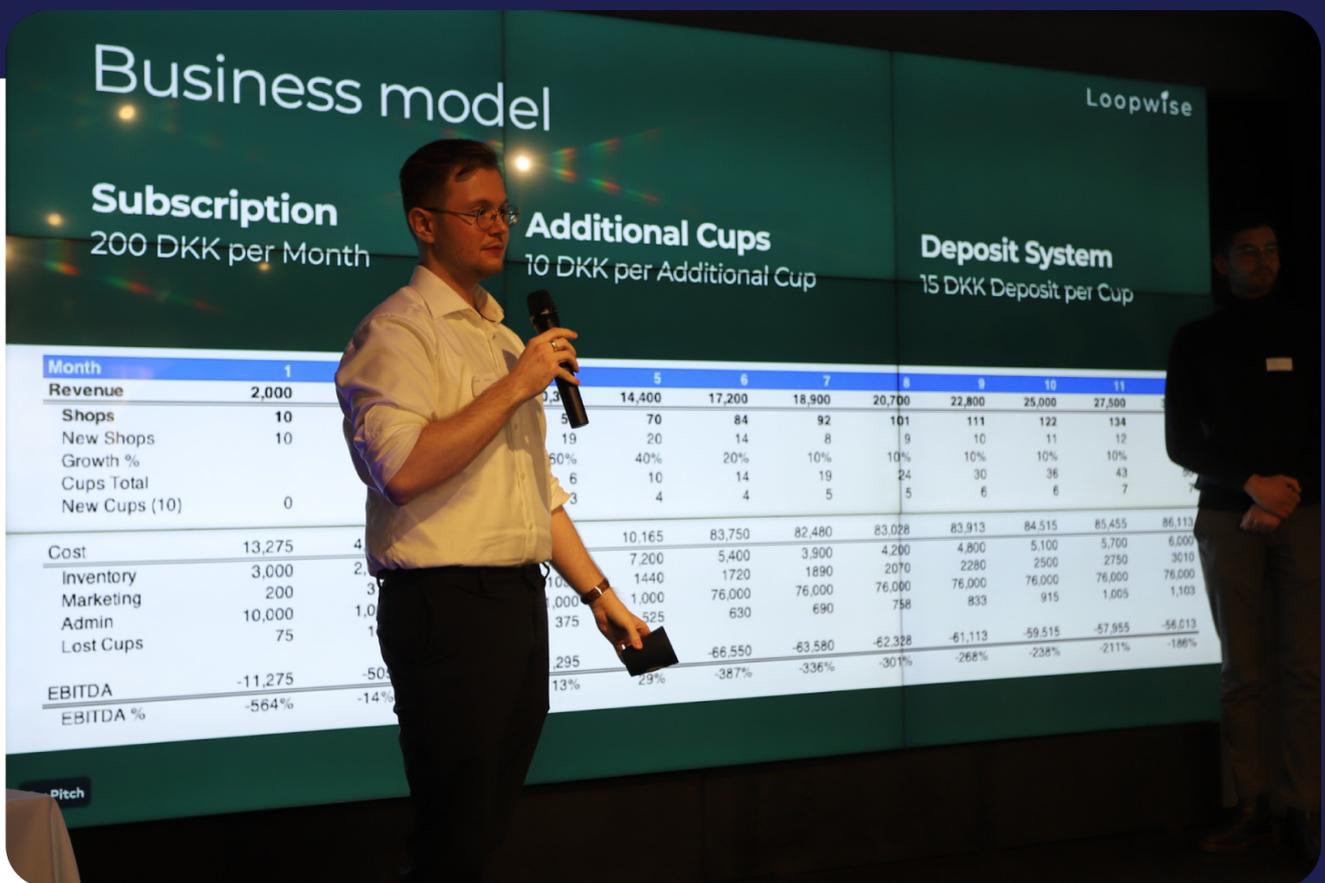
- Presentation by participant groups, showcasing their prototyped solutions.
- Feedback from industry experts to participants, offering valuable insights.
- Recap of key learnings and insights from the workshop by the hosting organisation.

21:15 - 21:30: Closing Remarks and Next Steps

- Closing remarks from the FE and the hosting partner.
- Feedback survey session for continuous improvement.
- Overview of the upcoming workshop, fostering anticipation and engagement.

Business Strategy

The Business Strategy Workshop, a key component of the Future Entrepreneurs Programme, is a comprehensive session hosted by partners. This workshop, scheduled for the 4th week Thursday or Friday, delves into the intricacies of crafting effective business strategies, with a focus on essential topics such as business sizing, revenue streams, business models, and investment. The event spans from 16:30 to 21:45.



The Business Strategy Workshop serves as a crucial juncture where participants refine their understanding of business concepts and apply it to shape effective strategies. The collaborative and interactive nature of the workshop encourages practical learning, equipping participants with the tools necessary to navigate the complexities of business strategy in the entrepreneurial landscape.

Event Schedule

16:30 - 17:00: Registration and Welcome

- Participants gather, register, and receive a warm welcome from representatives of Future Entrepreneurs (FE) and the hosting partner.
- Networking opportunities to facilitate interaction among participants.

17:00 - 17:30: Introduction by FE and Icebreaker Activity

- Engaging icebreakers facilitated by the partner organisation to energise participants and stimulate creative thinking.
- Introduction by FE, providing insights into the significance of business strategy in the entrepreneurial journey.
- Opening presentation by FE, introducing hosts and setting the stage for the workshop.

17:30 - 18:30: Introduction and The Art of Business Sizing

- Introduction to the hosting company, speakers, and the core topic of business strategy.
- Workshop session on business sizing, exploring methods to effectively assess and understand market size.

18:30 - 19:15: Networking Break, Dinner, and Refreshments

- Informal networking session, allowing participants to discuss insights from the workshop and connect with representatives from the partner organisation.
- Dinner and refreshments provided by the partner to facilitate continued engagement.

19:15 - 20:00: Creating Your Business Model

- In-depth exploration of business models, with a focus on identifying revenue streams and creating a sustainable and effective business model.
- Practical insights into crafting business models that align with market demands and opportunities.

20:00 - 20:45: Investment Strategies

- Workshop session on investment strategies for startups, exploring different avenues and considerations for securing funding.
- Insights into the importance of investment in scaling and growing a business.

20:45 - 21:15: Group Work: Applying Business Strategy Concepts

- Application of the presented concepts through group activities.
- Participants engage in hands-on exercises to apply business sizing, model creation, and investment strategies to real-world scenarios.

21:15 - 21:30: Feedback

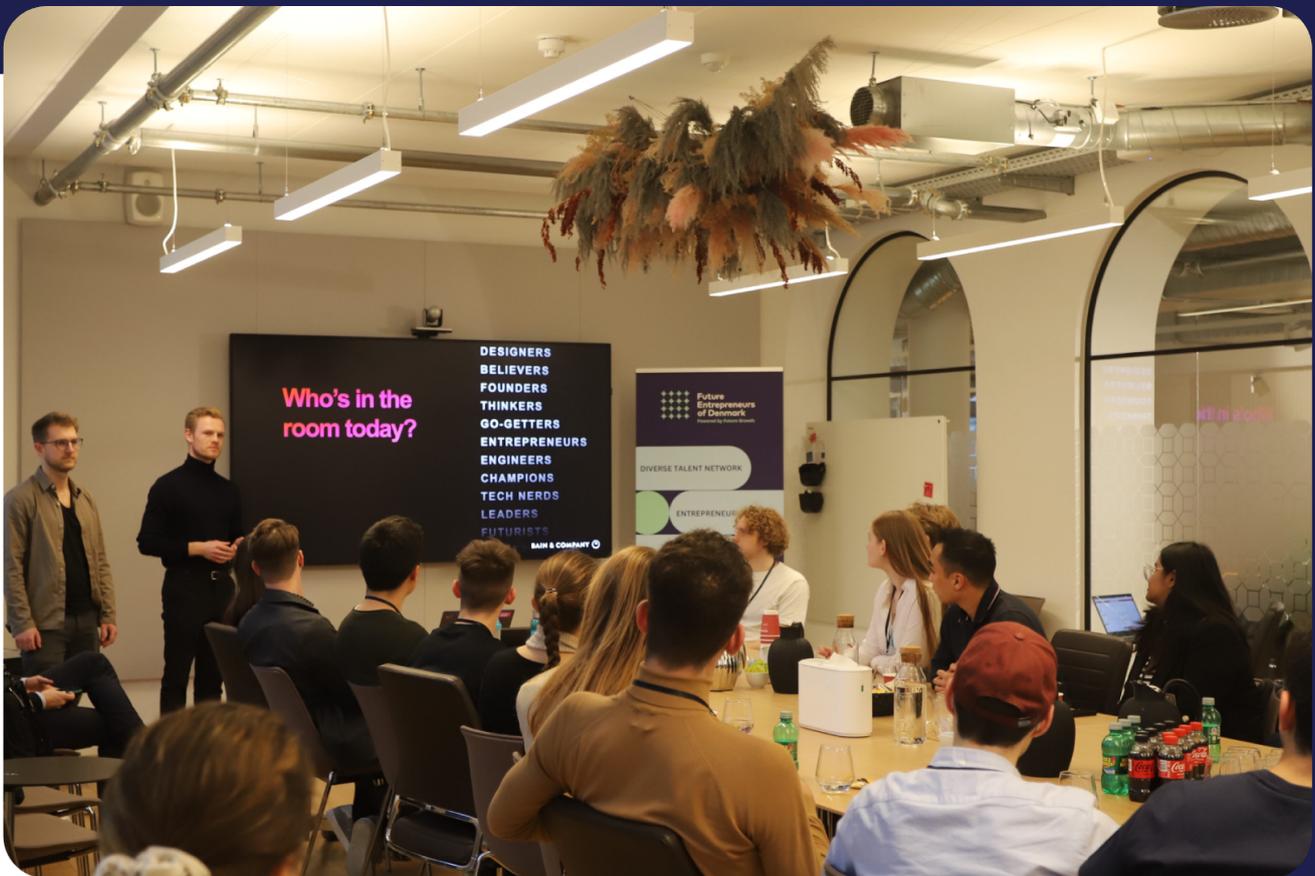
- Presentation by participant groups, showcasing their application of business strategy concepts.
- Feedback from industry experts to participants, offering valuable insights.
- Recap of key learnings and insights from the workshop by the hosting organisation.

21:30 - 21:45: Closing Remarks and Next Steps

- Closing remarks from the FE and the hosting partner.
- Feedback survey session for continuous improvement.
- Overview of the upcoming workshop, fostering anticipation and engagement.

Marketing and Sales

The Marketing and Sales Workshop, a cornerstone of the Future Entrepreneurs Programme, is a dynamic session hosted by partners. Scheduled for 5th week on Thursday or Friday, this workshop delves into the intricacies of marketing and sales, covering essential topics such as the product knowledge, sales methodology, CRM proficiency, social selling, and remote selling. The event spans from 16:30 to 21:30.



The Marketing and Sales Workshop aims to equip participants with a holistic understanding of sales strategies, emphasising the importance of customer-centric approaches and adaptability in the ever-evolving marketing landscape. Through practical exercises and industry insights, participants gain valuable skills to drive successful marketing and sales initiatives for their ventures.

Event Schedule

16:30 - 17:00: Registration and Welcome

- Participants gather, register, and are welcomed by representatives of Future Entrepreneurs (FE) and the hosting partner.
- Networking opportunities to facilitate interaction among participants.

17:00 - 17:30: Introduction by FE and Icebreaker Activity

- Engaging icebreakers facilitated by the partner organisation to energise participants and stimulate creative thinking.
- Introduction by FE, providing insights into the significance of marketing and sales in the entrepreneurial journey.
- Opening presentation by FE, introducing hosts and setting the stage for the workshop.

17:30 - 18:30: The Art of Selling and Product Knowledge

- Workshop session on the art of selling, exploring effective sales techniques and strategies.
- In-depth exploration of product knowledge, emphasising the importance of understanding the product or service being offered.

18:30 - 19:15: Networking Break, Dinner, and Refreshments

- Informal networking session, allowing participants to discuss insights from the workshop and connect with representatives from the partner organisation.
- Dinner and refreshments provided by the partner to facilitate continued engagement.

19:15 - 20:00: Sales Methodology and CRM Proficiency

- Workshop session on sales methodology, covering different approaches and frameworks for successful sales.
- Insight into Customer Relationship Management (CRM) proficiency and its role in optimising sales processes.

20:00 - 20:45: Group Work: Applying Sales Concepts

- Application of the presented concepts through group activities.
- Participants engage in hands-on exercises to apply sales methodologies, CRM proficiency, social selling, and remote selling to real-world scenarios.

20:45 - 21:15: Wrap-Up and Feedback

- Presentation by participant groups, showcasing their application of sales concepts.
- Feedback from industry experts to participants, offering valuable insights.
- Recap of key learnings and insights from the workshop by the hosting organisation.

21:15 - 21:30: Closing Remarks and Next Steps

- Closing remarks from the FE and the hosting partner.
- Feedback survey session for continuous improvement.
- Overview of the upcoming workshop, fostering anticipation and engagement.

Legal and Funding

The Legal and Funding Workshop, a pivotal element within the Future Entrepreneurs Programme, is a comprehensive session hosted by our distinguished partner. Scheduled for [Date], this workshop explores the intricacies of legal aspects and startup funding, covering essential topics such as understanding the startup funding landscape, ways to secure funding, startup funding rounds, and preparing to raise capital. The event spans from 16:30 to 21:30.



The Legal and Funding Workshop serves as a crucial juncture where participants refine their understanding of legal considerations and funding strategies. Through practical exercises and industry insights, participants gain valuable skills to navigate the legal landscape and successfully secure funding for their entrepreneurial ventures.

Event Schedule

16:30 - 17:00: Registration and Welcome

- Participants gather, register, and are welcomed by representatives of Future Entrepreneurs (FE) and the hosting partner.
- Networking opportunities to facilitate interaction among participants.

17:00 - 17:30: Introduction by FE and Icebreaker Activity

- Engaging icebreakers facilitated by the partner organisation to energise participants and stimulate creative thinking.
- Introduction by FE, providing insights into the significance of legal and funding aspects in the entrepreneurial journey.
- Opening presentation by FE, introducing hosts and setting the stage for the workshop.

17:30 - 18:30: Understanding Startup Funding Landscape

- Workshop session on how startup funding works, including an exploration of various funding sources and mechanisms.
- Insights into the ways to secure funding for startup ventures.

18:30 - 19:15: Networking Break, Dinner, and Refreshments

- Informal networking session, allowing participants to discuss insights from the workshop and connect with representatives from the partner organisation.
- Dinner and refreshments provided by the partner to facilitate continued engagement.

19:15 - 20:00: Startup Funding Rounds

- Exploration of different startup funding rounds, understanding their characteristics and implications.
- Insights into the key considerations during each funding round.

20:00 - 20:45: Get Ready to Raise: Preparation for Funding

- Workshop session on preparing to raise capital, covering essential steps and strategies.
- Practical insights into creating a compelling pitch and attracting potential investors.

20:45 - 21:15: Group Work: Applying Funding Concepts

- Application of the presented concepts through group activities.
- Participants engage in hands-on exercises to apply funding strategies to real-world scenarios.

21:15 - 21:30: Wrap-Up and Feedback

- Presentation by participant groups, showcasing their application of funding concepts.
- Feedback from industry experts to participants, offering valuable insights.
- Recap of key learnings and insights from the workshop by the hosting organisation.

Future Entrepreneurs Startup Weekend

The Future Entrepreneurs Startup Weekend provides a dynamic and intensive environment for participants to ideate, collaborate, and transform their ideas into tangible concepts with the guidance of experienced mentors.



Friday

16:30 - 17:00: Registration and Welcome

- Participants gather, register, and are welcomed by representatives from Future Entrepreneurs (FE) and hosting partners.
- Distribution of event materials and overview of the weekend.

17:00 - 17:30: Icebreaker and Idea Pitching

- Engaging icebreaker activity to facilitate networking.
- Participants pitch their startup ideas in a brief format (1-2 minutes per pitch).

17:30 - 18:00: Voting and Team Formation

- Participants vote for their favourite ideas.
- Teams are formed based on the highest-voted ideas, ensuring diverse skill sets within each team.

18:00 - 18:30: Team Introductions and Initial Planning

- Teams gather, introduce themselves, and begin initial planning.
- Discussion on business models, target markets, and value propositions.

18:30 - 19:30: Ideation and Validation Session

- Teams focus on validating their business concepts and refining ideas.
- Access to mentors for initial guidance on market research and idea validation.

19:30 - 20:00: Team Check-ins

- Teams provide brief updates on their progress.
- Mentors offer guidance and address initial challenges.

20:00 - 21:00: Working Session

- Teams continue refining their ideas and preparing for the next day.
- Access to mentors for additional guidance.

21:00 - 22:00: Venue Closes

- Participants are encouraged to rest and recharge for the intense day ahead.

Saturday

09:00 - 09:30: Breakfast and Networking

- Participants arrive and kickstart the day with breakfast and networking.

09:30 - 10:00: Morning Energizer

- Brief energising activity to prepare teams for the day.

10:00 - 12:00: Team Workshops and Collaboration

- Teams engage in workshops focused on key startup development areas.
- Collaboration and brainstorming sessions within teams.

12:00 - 13:00: Lunch Break and Networking

- Informal lunch session to encourage networking among participants.

13:00 - 14:00: Mentoring Session 1

- One-hour mentoring session for each team.
- Mentors provide guidance on business model refinement and strategy.

14:00 - 17:00: Working Session and Rehearsals

- Teams utilise the afternoon to refine their business models and strategies.
- Rehearsals for the final pitch.
- Access to mentors for additional guidance.

17:00 - 18:00: Progress Check-ins and Iterations

- Teams present progress to mentors.
- Iterative development based on mentor feedback.

18:00 - 19:00: Networking and Closing Remarks

- Participants, mentors, and organisers engage in a networking session.
- Closing remarks for the day.

Sunday

09:00 - 09:30: Breakfast and Networking

- Participants gather for the final day of Future Entrepreneurs Startup Weekend.

09:30 - 10:00: Morning Energizer

- Brief energising activity to set a positive tone for the day.

10:00 - 12:00: Team Refinement and Collaboration

- Teams continue refining their startup concepts.
- Collaboration and preparation for the final presentation.

12:00 - 13:00: Lunch Break and Networking

- Final networking opportunities before the conclusion of the weekend.

13:00 - 14:00: Mentoring Session 2

- One-hour mentoring session for each team.
- Final guidance on presentation preparation and delivery.

14:00 - 18:00: Final Rehearsals and Preparation

- Teams have a final session for rehearsing their presentations.
- Last-minute preparations and adjustments.

18:00 - 19:00: Dinner Break and Networking

- Informal dinner session, fostering networking and camaraderie.

19:00 - 21:00: Presentation Submission and Tech Check

- Teams submit their final presentations by 21:00.
- Technical check to ensure smooth presentations.

21:00 - 22:00: Final Preparations and Submission

- Teams make final preparations for their presentations.
- Submission of presentations by 22:00.

22:00: Event Conclusion

- Official conclusion of Future Entrepreneurs Startup Weekend.
- Participants are encouraged to celebrate their achievements.

Grand Finale

17:00 - 17:15 Check-In:

- Participants check in and receive event materials.

17:15 - 17:30 Welcome by FE:

- Warm welcome by Future Entrepreneurs (FE) representatives.
- Setting the tone for the grand finale.

17:30 - 18:00 About the Program and the Journey:

- Presentation providing insights into the Future Entrepreneurs Program.
- Overview of the participants' entrepreneurial journey.

18:00 - 18:15 Introduction to Judges:

- Brief introduction of the judging panel.
- Acknowledgment of their expertise and contribution.

18:15 - 19:00 Group Pitching Session 1:

- First set of 4 teams pitch for 5 minutes each.
- 5 minutes for questions from the judges.

19:00 - 19:15 Break - Snacks:

- Refreshment break with snacks provided.

19:15 - 20:00 Group Pitching Session 2:

- Second set of 4 teams pitch for 5 minutes each.
- 5 minutes for questions from the judges.

20:00 - 20:15 Finger Food:

- Serving finger food for participants and attendees.

20:15 - 21:00 Judges and Public Voting:

- Judges deliberate and cast their votes.
- Public (guests) vote for their favourite teams.

21:00 - 21:15 Quiz about Startup Ecosystem:

- Engaging quiz session about the Danish startup ecosystem.

21:15 - 21:30 Closing Remarks:

- Closing remarks by FE representatives.
- Expressing gratitude to participants, partners, and sponsors.

21:30 - 22:00 Winner Announcement and Networking:

- Announcement of winners based on judges and public votes .
- Informal networking session for participants, mentors, and attendees.
- Celebration of the achievements and completion of the Future Entrepreneurs Startup Weekend.



Chapter 3. Execution

Roles and responsibilities

It is advised that the program is run through "youth to youth approach" -therefore the individuals who run the program should be the ones who previously finished the program. To orchestrate the seamless execution of the above described program, we rely on the expertise and dedication of key individuals, minimum of 4 people, who play pivotal roles:

Project Manager

Responsibilities: Manages the project plan, allocates tasks, and ensures the team stays on schedule. Addresses issues and facilitates regular team meetings.

Key Tasks: Create a detailed project plan, monitor progress, and conduct a formal project closeout.

Responsibilities: Provides overall leadership and vision for the program, ensures alignment with goals, oversees program execution, and reviews key performance indicators.

Key Tasks: Define program goals, develop a budget, monitor progress, and conduct a post-program debrief.

Marketing & Promotion

Responsibilities: Develops and executes marketing strategies, manages social media presence, and promotes participant recruitment.

Key Tasks: Conduct market research, create promotional content, launch marketing campaigns, and analyse marketing impact.

Workshop & Logistics Coordinator

Responsibilities: Plans and organises workshop logistics, coordinates with facilitators and speakers, and manages participant communication. Manage specific workshops intro, and wraps ups, define content and learning objectives, coordinate with facilitators, and support participants.

Key Tasks: Identify facilitators, finalise venue details, execute workshops, and evaluate logistical arrangements. Develop workshop materials, confirm facilitators, provide participant support, and evaluate workshop effectiveness. Manage specific workshops, define content and learning objectives, coordinate with facilitators, and support participants.

Partnership Manager

Responsibilities: Establishes and manages collaborative partnerships and sponsorships, coordinates partner benefits, and foster's partner engagement.

Key Tasks: Identify potential partners, secure partnerships, conduct feedback sessions, and initiate discussions for future collaborations.

Recruitment strategy

The recruitment is implemented by the online questionnaire with various details which collect both: personal data and allow the organisers to assess the motivation of the applicant. Below the and in appendix an example of such a form. It is also crucial to remember about the GDPR acknowledgments (example in the appendix).

Selection Criteria for Future Entrepreneurs Program

In the recruitment and selection process for workshops, it is crucial to involve at least two individuals to ensure objectivity and fairness. The use of a standardised scorecard system, as detailed in the provided appendix, facilitates a consistent and transparent evaluation of participants based on relevant criteria. Beyond skills and experience, diversity and inclusion should be integral considerations. A diverse group contributes varied perspectives, fostering creativity and innovation within the workshop. Understanding diversity involves acknowledging factors such as gender, race, ethnicity, age, and socio-economic background. Inclusion goes beyond representation, creating an environment where all participants feel valued and empowered to contribute. Striking a balance between diversity and workshop goals is essential for achieving desired outcomes. Transparency in the process, including clear communication of selection criteria, builds trust among participants. Regularly reviewing and refining the process ensures its alignment with evolving workshop goals and values. Ultimately, a structured, collaborative, and inclusive approach to recruitment sets the stage for a diverse and enriching learning community.

Participant Application Form

Thank you for your interest in the Future Entrepreneurs of Denmark program. We are excited to learn more about you and your aspirations in entrepreneurship. Please complete the following application form with accuracy and sincerity.

Application Submission Instructions:

- Please submit your completed application by [insert deadline].
- Incomplete or inaccurate applications may not be considered.
- Selected candidates will be contacted for further stages of the application process.

Personal Information:

- Full Name:
- What are your pronouns:
- Birth Date:
- Nationality:
- Email - Work:
- Phone - Mobile:

Academic Background:

- Are you currently enrolled in a university? (If yes, please choose which one)
- Line of Study:

Motivation and Expression:

- Why would you like to participate in Future Entrepreneurs of Denmark? (4-10 sentences)
- Pick one of the words STRESS or EMPATHY and write how you would explain this word to a 7-year-old child. (4-10 sentences)

Program Awareness:

- Where did you find out about FED?

Checklist and Agreement:

- Check the box to agree to the terms and conditions and privacy policy of the organisation and FE program. (Available at ...)

Thank you for taking the time to apply.

We look forward to reviewing your application and exploring the potential of your entrepreneurial journey with Future Entrepreneurs!

Task list

To better understand the responsibilities of each group member, below table outlines tasks within 4 different stages of the program execution of each department.

Project Manager

Month 1-2	Planning Phase
	Make sure you have the team of employees/ volunteers in place
	Create a timeline and communicate it with the team
	Set up communication channel which fits all (Slack, whatsapp etc.)
	Create a calendar of meetings and set milestones per each department tasks to ensures the team stays on schedule
	Monitor the progress with the team, should a team member not manage with the deadline, help where necessary
	Develop and adjust the budget for the program based on the partnership build see appendix for reference
	Ensure financial allocations align with program priorities
	Create 1:1 meetings with each team member to check on deadlines, team dynamics and general satisfaction from work. See appendix for reference
	Review potential partners and collaborators for the program with the partner's team
	Finalise Program Schedule, dates and venues
	Review Marketing and Promotion Plan and materials
Month 3-4	Pre-Execution Phase
	Make sure the marketing strategy is launched on time on the beginning of 3rd month
	Make sure the application form is working and running, based on the created timeline
	Make sure the marketing materials such as leaflets, brochures, roll up are printed and ready to be distributed
	Ensure all the partners are confirmed and contracts are signed,assist the partnership team if necessary
	Ensure promotional visits at universities and hubs are scheduled
	Ensure the schedule with responsibilities for each workshop is agreed on, see example in appendix
	Make sure there is a risk plan in place (in case someone gets sick etc)

Month 5-6	Execution Phase
	Conduct preparatory team meetings 2 days before every workshop go through the check list of the event, see example in appendix
	Address any challenges or roadblocks faced by the team or participants of the workshops
	Attend Key Workshops and take responsibilities that have been assigned to you
	Monitor work of the colleagues, gather notes for feedback
	Ensure the smooth executions of each event
	Support each department in execution if needed
Month 7	Follow-Up and Evaluation Phase
	Facilitate a debrief session with the project management team
	Collect feedback and insights for continuous improvement from colleagues
	Go through participants feedback and discuss with the team
	Identify areas of success and areas for improvement
	Document lessons learned and best practices for future programs
	Share insights with the team and relevant stakeholders

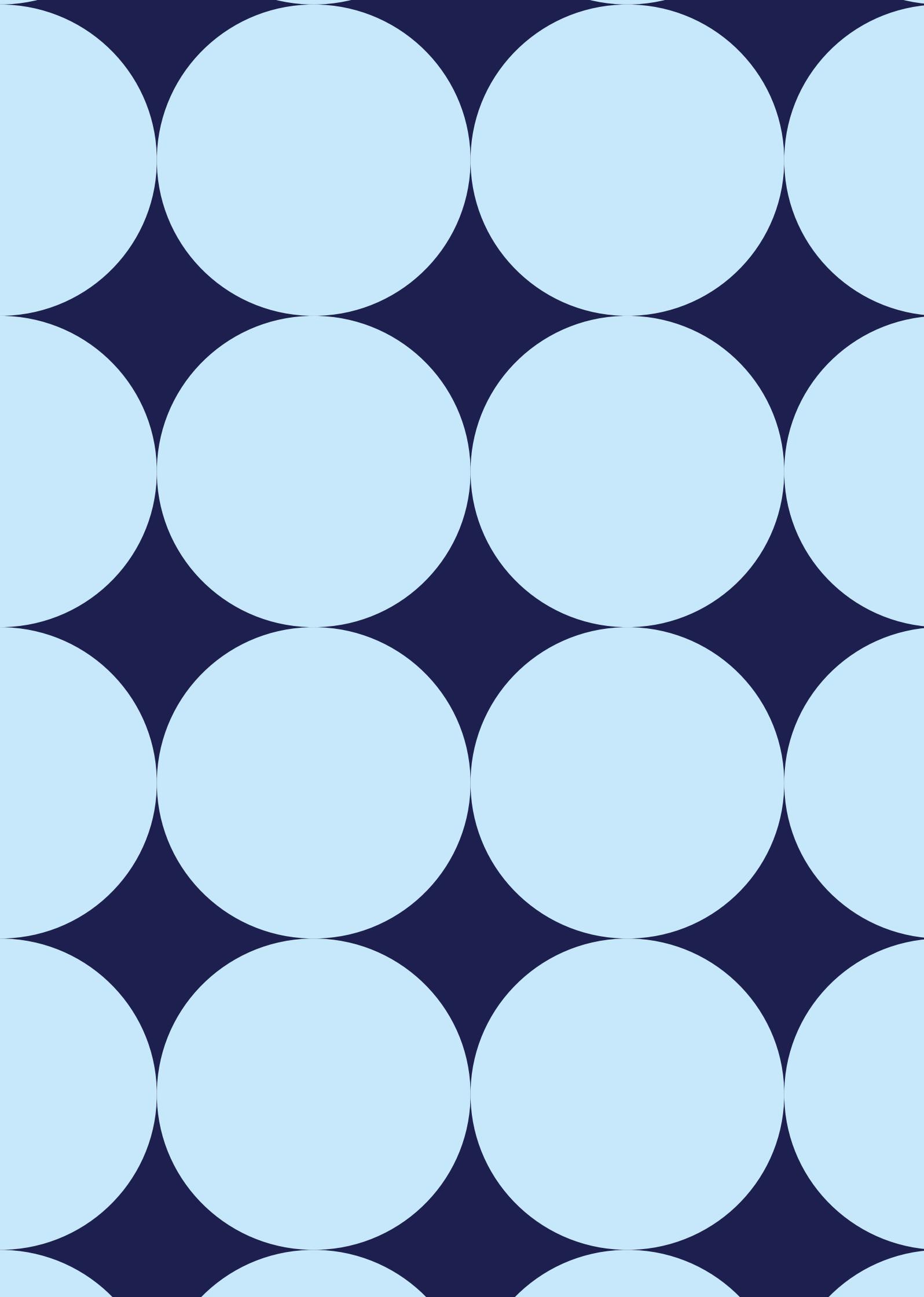
Marketing & Promotion

Month 1-2	Planning Phase
	Prepare Marketing Strategy with specific dates and deadlines and milestones
	Coordinate marketing budget with the project manager and establish a clear execution plan. An example can be viewed in the appendix.
	Develop program branding guidelines example can be seen in appendix
	Once the partners department confirms partnerships create marketing materials for print: leaflets, posters, roll up (you can use Canva.com for creating and scheduling posts) see examples in appendix
	Create promotional kit that can be sent to partners, universities, hubs to help you promote the program (you can use Canva.com for creating and scheduling posts) see examples in appendix
	Create official social media accounts on platforms relevant to the target audience LinkedIn, Facebook, Instagram and/or TikTok if not existent.
	Develop a content calendar and posts to establish an online presence (you can use Canva.com for creating and scheduling posts) see examples in appendix
	Get approval of the content from Project Manager
	Prepare newsletter to inform about the FE intake (you can use mailchimp)
	Prepare Instagram and Facebook Ads
	Prepare the website content and add application to the website - coordinate with project manager
	Set KPIs for marketing (e.g. get 200 applications)
Month 3-4	Pre-Execution Phase
	Print all the marketing materials
	Sent promotional kits to universities, hubs, partners (coordinate with partners department)
	Launch Instagram and Facebook Ads and posts campaign
	Launch the recruitment on the website
	Launch the newsletter
	Monitor the effectiveness of campaigns and adjust as needed
	Collaborate with other departments to amplify outreach efforts
	Coordinate Event Promotion (together with partners department) at universities, career fairs etc. during the intake
	Close the application intake on the deadline

Month 5-6	Execution Phase
	Make sure post with introduction to partner has been posted before each workshop
	Conduct live coverage of workshops on social media platforms
	Encourage participants to share their experiences in real-time
	Collect Testimonials and Content during workshop breaks
	Capture high-quality photos and videos for future marketing materials
	Create thank you posts for the workshop partners and participants
	Make sure you post the pictures and tag the partners in the post on all Social Media platforms, describing the collaboration, to create awareness about the partnership and program
	Create a photo album after every workshop and share it on the LinkedIn group, encourage participants to comment and share
Month 7	Follow-Up and Evaluation Phase
	Analyse the success of marketing campaigns and strategies. Review KPIs and gather feedback from the team.
	Create a comprehensive report highlighting key achievements, challenges, and lessons learned. Share insights with stakeholders and make recommendations for future improvements.
	Engage Participants Post-Program to share their highlights
	Create an FE Alumni Page on LinkedIn where you will invite FE Graduates every year. Encourage them to share their entrepreneurial journeys and achievements.
	Begin planning for the next marketing initiatives or the next iteration of the Future Entrepreneurs Program Incorporate lessons learned into the ongoing marketing strategy.

Partnership Manager

Month 1-2	Planning Phase
	Research and Identify Potential Partners at least 5 companies for each workshop, several potential venues for Introduction, Start-up Weekend and Grand Finale
	Define criteria for selecting partners, considering factors such as industry relevance, commitment, and resources (location, space).
	Create a compelling presentation that you will use during partnership meetings. An example of a presentation for a partner meeting can be seen in appendix
	Initiate Outreach to Potential Partners via LinkedIn with Message in the Invitation and via email if possible
	Reach out to identified companies and organisations to gauge their interest in collaborating. Use LinkedIn and send invitations to topic related people Marketing Manager, Investor, Lower or HR / Communication Manager / Employee Branding Manager- example of message in appendix
	Schedule meetings with potential partners to discuss collaboration opportunities. Clearly communicate the specific roles and benefits for partners in supporting the Future Entrepreneurs Program. Share the agenda and example of the presentation with the partner
	Finalise Partnership Agreements in collaboration with Project Manager. Ensure that agreements clearly outline roles, responsibilities, and expectations. Examples can be seen in the appendix.
	Sign agreements with the venue for Introduction, Startup Weekend and Grand Finale Events. Ensure the venue accommodates the number of participants and provides necessary facilities
	Identify potential 3 speakers for the Introduction - early start-up owners who are not afraid to talk about their failures in their journey initiate the same LinkedIn outreach strategy
	Should the partner's venues not sponsor the snacks, dinner, or drinks during workshops/events communicate it with the workshop/event coordinator.
Month 3-4	Pre-Execution Phase
	Request from the partners pictures with 2 lines description of the company and speakers for the Social Media Introduction
	Forward the information about the partner to marketing and promotional department
	Coordinate with the venue to ensure logistical arrangements and technical requirements are met
	2 weeks before each workshop make sure the partner delivered the final agenda and the presentation for the workshop
	Forward the information about the agenda and logistics to the workshop and logistic department
	One week prior each workshop inform partner about the dietary restrictions and number of attendees
	At least 2 weeks prior to each workshop and logistics department about the number of speakers for purchasing the thank you gifts
Month 5-6	Execution Phase
	Arrive at the event 30 min earlier, and introduce the rest of the FE team to the partners.
	Make sure the workshop and logistics department purchased a thank you gift for partners - write a note and at the end of the workshop make a thank you speech.
	Complete the tasks assigned by the workshop and logistic department
Month 7	Follow-Up and Evaluation Phase
	Discuss potential enhancements and adjustments to the partnership strategy for the next program cycle with the team
	Share the report with partners as a token of appreciation and acknowledgment via email. Examples can be seen in the appendix
	Schedule debrief sessions with partners to discuss the overall success of the workshops. Capture lessons learned and areas for enhancement. Secure partnership for the next year if possible
	Begin planning for future collaboration opportunities with existing and potential partners



Workshop and Logistics Coordinator

Month 1-2	Planning Phase
	Create a comprehensive checklist for logistics based on workshop themes and activities. See the example in the appendix
	Collaborate with the partnership department to understand the specific needs and requirements for each workshop. (Check in logistics, group division, catering)
	For each workshop assign roles and responsibilities - an example is attached. See the example in the appendix
	Check and ensure with partners' departments that venues meet all requirements and logistical needs
	Create a detailed inventory of equipment and supplies needed for each workshop - check with the partners department what is not included in the agreement and make arrangements to deliver
	Make a list of catering companies in cases needed
	Make a list of shopping for start-up weekend and grand finale if partner/venue doesn't include catering
	Coordinate with vendors and sponsors to secure necessary items
	Coordinate and inform about the budget needed for execution
	Create a Introduction presentation for each workshop
	Create a feedback survey for each event
	Create content of FE Application form and get approval from Project Manager
	Create a LinkedIn Group Future Entrepreneurs of (country + years)
Month 3-4	Pre-Execution Phase
	Collaborate with the partners department (check how many speakers are in each workshop) and purchase thank you gifts for workshop hosts.
	Communicate with marketing department ready application form
	Help with promotional visits in universities and hubs
	Order catering / equipment if not included in partnership agreements
	Distribute the roles and responsibilities 1 week before every workshop including the Introduction presentation and wrap-up and feedback-gathering
	Make sure there are a minimum 3 people from the FE team that need to be present during workshops to help in organisational matters.
	Create a sheet for scoring all the applications, together with scoring criteria. An example can be seen in the appendix
	Delegate scoring to each team member.
	Send Acceptance/Decline/Waitlist letter to participants. An example of an email can be seen in the appendix.
	Create a list of accepted participants.
	Confirm the attendance with accepted participants. An example of an email can be seen in the appendix.
	Contact waitlisted participants if necessary via phone call - confirm their attendance and add to the list
	Add all accepted participants to the FE LinkedInGroup
	Send a welcome email with a program agenda for all the workshops. An example of an email can be seen in the appendix.

Month 5-6	Execution Phase
	Ensure that workshop venues are set up according to the planned schedule
	Make sure your team understands the task and everybody is in place
	Manage speaker arrival, setup, and any logistical requirements
	Answer any query via email/phone - be the contact person for participants
	Provide assistance to participants, ensuring a smooth registration process
	Make sure the venue is tidy and follow partners' department instructions for closing the venue
	Make sure participants answer the survey
	Capture feedback on venue selection, setup, and overall logistics coordination
Month 7	Follow-Up and Evaluation Phase
	Analyse participant's feedback to identify areas for improvement
	Evaluate Workshop Logistics performance: identify successes, challenges, and lessons learned for future improvements. Including feedback on venue selection, setup, and overall logistics coordination

Executive summary

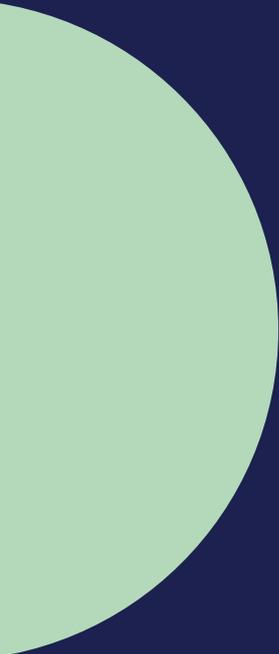
In the culmination of this comprehensive e-guide, we proudly present the Future Entrepreneurs Program, a transformative initiative designed to empower and equip aspiring young entrepreneurs with the skills, knowledge, and networks essential for success in the dynamic landscape of entrepreneurship.

Our program, detailed across these pages, is a testament to the commitment to innovation, mentorship, and community building. Through carefully curated workshops, thought-provoking mentorship sessions, and valuable networking opportunities, participants embark on a journey that transcends traditional education. The Future Entrepreneurs Program doesn't just impart knowledge; it cultivates a mindset of innovation, resilience, and creativity.

We extend a heartfelt invitation to forward-thinking organisations and companies to join us in shaping the future of education. By contributing to initiatives like ours, you become catalysts for positive change, directly impacting the lives of young individuals who represent the next wave of leaders and innovators. Your support fosters an environment where entrepreneurial spirit thrives, ultimately influencing not only the participants but also the communities they touch.

The value of the Future Entrepreneurs Program lies not only in its comprehensive curriculum but also in the intangibles – the fostering of creativity, the encouragement of critical thinking, and the creation of a supportive community that transcends the program's duration. We believe in the power of education to shape futures and drive societal progress.

Together, let's invest in the potential of the next generation. Your collaboration with the Future Entrepreneurs Program is an investment in a future where innovative ideas become reality, where young minds transform challenges into opportunities, and where positive change is not just envisioned but realised.



Thank you for considering our invitation to be a part of this impactful journey.

Appendix

Once clicking on the below icon, you will be taken to Future Entrepreneurs Google Drive, where you will find folders with all the templates, examples and other relevant documents which have been referred to in the above e-guide. The folders have been organised by the 4 departments, and are easy to navigate.



Written by:
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Future Growth
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Stowarzyszenie Przyjaciół Jedlni-Letnisko i Wrzosowa

Written on:
November 2023



