

Empowering Young Entrepreneurs for Success

This training programme is aspiring young people entrepreneur looking to turn their innovative ideas into successful businesses. "Empowering Young Entrepreneurs for Success" program is a dynamic and engaging series of sessions that will equip participant with the essential knowledge and skills needed to enter world of business

Training programme will be led through inspiration and networking, and through initiating or redesigning personal company business models. It will encourage participants to enter the creative market, and provide them tools with which to reach the potential customers. The programme encourages "Green Design thinking" and increases the skills on how to present design products and services. In other words, the Training programme's aim is teaching participants green and circular business models and developing them a new way of thinking.

The international programme will provide a strong network and starting point to participate in international business. The trainees have the opportunity to participate in fairs and fashion shows and demonstrate local and regional green design to a wider audience.

Outcome: By the end of this training program, participants have gained a comprehensive skill set, from crafting compelling business ideas and understanding market dynamics to effective leadership and financial management. They are better prepared to understand competitive business landscape. The course participants will:

- learn about sustainable, green product and service design,
- learn strategies to create systemic change through design thinking and processes for a more sustainable entrepreneurship,
- build knowledge that will enable trainees to make smarter material choices,
- understand various business model strategies,
- address the cultural and traditional approach to service and product diversity and marketing,
- through small manageable projects gain hands-on experience of the

issues.

Training includes:

- Recorded lectures
- Home tasks mentoring and online working sessions
- Developing their own projects.

In every module there are 1.5 h lectures and recorded videos. There are 2-4 hours required for home tasks in each module.

The training programme includes 8 modules and a final study trip at the end of each Cycle (20 hours). All together about 50-60 hours work (depending on learners).

TRAINING CURRICULUM

I module EST

Module name	Creative Company Business Models and Business Development
Duration	1.5 hours
Lector	Maret Ahonen, Entrepreneurship and Team Coaching, Ex-Startup Lab Manager Personal and Professional Growth Enthusiast
Description	<p>Finding, analyzing, developing and communicating business models & project ideas. The objective of the training is for the participant to acquire the ability to come up with and recognise viable business ideas and effectively assess diverse business models in order to select a suitable one for a given idea.</p> <p>Session content:</p> <ul style="list-style-type: none"> ● Understanding different business models (e.g., subscription, e commerce) ● Exploring innovative business models and their success stories ● Identifying your company's unique value proposition ● Developing a business development strategy for growth ● Case studies and group discussions on creative business model
Skills	<ul style="list-style-type: none"> ● Understanding various business models and their applicability ● Innovation and creativity in business model development ● Strategic thinking for business growth ● Identifying and seizing new business opportunities

II module FIN

Module name	Brand Strategy
Duration	1.5 hours
Lector	<p>Gallerist Katja Hagelstam, Lokal Lokal's Founder and Curator</p> <p>Katja is the original founder and heart of Lokal. She looks after the aesthetic entirety, photographs all the exhibitions and objects, and also plays a big part in Lokal's daily operations.</p> <p><i>"Art can help identify feelings; it touches and with it we can be touched. In handwork, a handprint is like a literal touch from one person to another; the craftsman has touched every stitch. Through art we can touch each other."</i></p> <p>Mentors: Zeynep Kaynar, Taina Laaksonen</p>
Description	<p>Creating branding strategy for a new company. Examples.</p> <p>Core components of branding. Brand canvas. Differences between manufacturer brands and service provider brands.</p> <p>How to build trust in sustainable business and high quality products: information, proof</p> <p>Communication strategy development: target groups, message, channels, aesthetics.</p> <p>Task 1: Writing a clear and inspiring creative brief ; VTS method and ChatGPT4 AI</p> <p>Task 2 (optional): Create a social media photo bank according to the visual brand strategy; with free Midjourney AI & Modus graphic designer's support</p>
Skills	<ul style="list-style-type: none"> ● Strategic Thinking: Understanding how to align brand identity with business goals and audience needs. ● Visual Storytelling: Creating compelling narratives through cohesive design elements and visuals. ● Audience Analysis: Identifying and segmenting target audiences effectively. ● Cohesive Brand Identity: Building and maintaining a consistent brand across various platforms. ● Marketing Communication: Implementing effective messaging to enhance brand visibility and engagement.

III module EST

Module name	Customer-Centric Value Proposition
Duration	1.5 hours
Lector	<p>Andres Kuusik</p> <p>Andres Kuusik, Professor of Marketing at the University of Tartu, is a highly respected expert in the field of customer-centric value proposition and an influential figure in the world of business innovation. With a distinguished career and a profound understanding of customer needs and preferences, Andres is the ideal guide for participants seeking to craft compelling value propositions. His extensive knowledge in market research and customer insights analysis ensures that attendees gain the essential skills needed to resonate with their target audience effectively.</p>
Description	<p>Session content:</p> <ul style="list-style-type: none"> ● The importance of customer-centricity in business ● Identifying customer needs and pain points ● Crafting a compelling value proposition that resonates with customers ● Techniques for gathering customer feedback and insights ● Role-playing exercises to refine value propositions
Skills	<ul style="list-style-type: none"> ● Customer-centric mindset and empathy ● Market research and customer insights analysis ● Crafting compelling value propositions ● Effective communication and value proposition alignment ● Strategically evaluate and develop customer-centric value proposition.

IV module FIN

Module name	From talent to business, finding your way
Duration	1,5 hours
Lector	<p>Lead Trainer Taina Laaksonen</p> <p>Design Manager Taina Laaksonen is an experienced designer and educator. She has degrees in Fashion Design, Digital Culture and Business Management. Ms. Laaksonen has worked for several design universities in Finland and abroad, and coordinates currently European projects for Design Association Modus.</p> <p>Mentors: Elina Korri, Laura Saarivuori-Eskola</p>
Description	<p>Discovering the diverse field of entrepreneurship; full time, part time, light entrepreneurship and other essential aspects of the entrepreneurial landscape. Examples: Salmiak Studio, Sustinare,</p> <p>Building a business plan. Tools: Business plan canvas and Circula game. Diverse sources of income in Culture and Tradition business, with case examples.</p> <p>Identifying the point where the market meets the supply; data and expert insight, seasonal change</p> <p>Communicating the product to the target group: customer personas, channels and trends</p> <p>Running a business – the chosen business form and how it enables selling of skills and products.</p> <p>Time as a resource, outsourcing, distributed design, networking, sales channel options, online and virtual shops, social selling</p>
Skills	<ul style="list-style-type: none"> ● Learning about full-time, part-te, and light entrepreneurship. ● Business Planning: ● Income Diversification: Exploring varied revenue streams in cultural businesses. ● Market Analysis: Finding the intersection between supply and market demand using data ● Effective Communication: Defining customer personas, selecting channels, and identifying trends. ● Business Operations: Choosing business forms, time management, outsourcing, and navigating sales channels.

module EST

Module name	Integration of Service and Product in the Value Proposition
Duration	1.5 hours
Lector	<p>Lead Trainer: Ruth-Helene Melioranski. Estonian Art Academy, Dean of the Faculty of Design.</p> <p>Ruth-Helene Melioranski is a dynamic and innovative lecturer with extensive expertise in the integration of services and products to create compelling value propositions. She currently serves as the Dean of the Faculty of Design at the Estonian Art Academy, where her leadership has been instrumental in shaping the next generation of creative minds. With a rich background in design thinking and a track record of successful product-service hybridization projects, Ruth-Helene brings a wealth of practical knowledge to the classroom. Her passion for helping young entrepreneurs bridge the gap between traditional products and modern services is evident in her engaging teaching style and real-world examples.</p>
Description	<ul style="list-style-type: none"> ● Mastering the Design Thinking Approach: Learn how to effectively integrate services into products using design thinking principles. ● Navigating the Service-Product Continuum: Gain a deep understanding of the spectrum between pure products and pure services to identify opportunities for innovative combinations. ● Crafting Hybrid Offerings: Develop compelling product-service blends that cater to customer needs and create unique value propositions. ● Unveiling Successful Integration: Explore real-world examples of companies that have successfully integrated services and products. ● Putting Theory into Practice: Engage in hands-on exercises to brainstorm and prototype your own innovative service-product solutions.
Skills	<ul style="list-style-type: none"> ● Understand the design thinking process and explore its value in creating innovative solutions ● Define and explain the service-product continuum, including its key concepts (e.g., tangibility, customer experience, value proposition). ● Analyze existing products and services, classifying them along the service-product continuum and identifying their strengths and weaknesses. ● Empathy: understand customer needs and pain points related to product-service integration. ● Prototyping: quickly create prototypes of hybrid offerings to test and refine ideas.

VI module FIN

Module name	How to benefit from networks and cooperation in the circular economy and what the use of reused material enables in business
Duration	1.5 hours
Lector	<p>Trainers: Entrepreneur Elina Korri - Sustinare</p> <p>Entrepreneur Elina Korri has worked with her own company, MEA upcycle studio's clothing and jewelry collection for 12 years. During that time she designed and produced a clothing collection from upcycled jeans and jewellery line from upcycled polyester fabrics. She is also a founding member and creative leader at Sustinare Oy, which offers repair sewing and cobbler services. Sustinare operates in a new concept of networked entrepreneurship and a digital platform.</p> <p>Mentors: Laura Saarivuori-Eskola, Anni Jokinen, Trash Artist Milla Neuvonen</p>
Description	<p>How to build a network and cooperation with companies and other professionals in circular economy business. Examples: Sustinare+Sokos+Nextiili, eKoru+customers, Humbugi Accessories+furniture industry</p> <p>Benefits or obstacles for the designer and business of using cycled/surplus materials; positive value, unique aesthetics, possible toxic substance in materials, time-consuming preparation of material, lower public image etc.</p> <p>Challenges of the circular economy business. Non standard process, "linear blueprint".</p> <p>Th!nk Big! How to focus on important things? Finding focus plan, self management tools. Teamwork skills in business development. Respecting diversity of skills and actors. Importance of having courage.</p>
Skills	<ul style="list-style-type: none"> ● Networking and Collaboration: Establishing partnerships with companies and professionals in circular economy ventures. ● Strategic Thinking: Overcoming non-standard processes in circular business models and tackling challenges. ● Material Evaluation ● Team Dynamics: Cultivating teamwork by valuing diverse skills and fostering collaborative courage.

VII module EST

Module name	“Finance and production planning”
Duration	1.5 h
Lector	<p>Karl Viiol – Business Consultant, Tartu Business Advisory</p> <p>Karl Viiol is a business consultant with Tartu Business Advisory who specializes in helping companies improve their financial management and production planning. With a practical approach and years of experience, Karl has guided many businesses toward better financial health and efficient operations. Known for his hands-on style, he offers valuable advice and insights that help business owners make smarter financial and operational decisions.</p>
Description	<p>Session content:</p> <ul style="list-style-type: none"> ● Basics of financial management for businesses ● Creating a budget and financial projections ● Cash flow management and working capital optimization ● Efficient production planning and inventory management <ul style="list-style-type: none"> ● Practical financial analysis and decision-making exercises
Skills	<ul style="list-style-type: none"> ● Financial management and budgeting skills ● Cash flow management and forecasting ● Efficient production planning and resource allocation ● Financial analysis for informed decision-making

VIII module FIN

Module name	“Digital Marketing and Online Presence”
Duration	1,5 h
Lector	<p>Wen Ouyang, MA is co-founder of Artmu platform, an e-commerce website for creative industry professionals; a Finnish-based platform targeted for creatives. Her expertise is in website development and e-commerce management. She runs the e-commerce platform and organizes on-site events for selling products from artists and craftspeople.</p> <p>Zeynep Kaynar is an international Artist and Founder of Tampere Intercultural Association TICAS; in this event she talks about strategic communication planning and digital presence.</p> <p>Mentors: Behnaz Fazelian, Lead trainer Taina Laaksonen</p>
Description	<p>Establishing and maintaining strong online presence. Case examples.</p> <p>Defining a strategy that helps a business to reach the target audience, engage with customers and drive sales. Market research, analysis, buyer personas, communication</p> <p>Elaborating different aspects of digital marketing, e.g. search engine optimisation, content marketing, social media marketing and email marketing. Basics of SEO, social media marketing plan created with AI and canvas, email lists and GDPR</p> <p>Exploring well designed websites and active social media profiles. Defining how positive online reviews can enhance a company's reputation and visibility.</p>
Skills	<ul style="list-style-type: none"> ● Strategic Market Research & Analysis: Creating buyer personas to better target and engage customers. ● Digital Marketing Techniques, including the use of AI ● Website & Social Media Optimization: Understanding how well-designed sites and active profiles impact visibility. ● Reputation Management: Leveraging positive reviews to build credibility and customer trust. ● Data Compliance and GDPR understanding

EXTRA MONTH / STUDY TRIP

Working with personal projects, polishing final presentations and attending a study trip with the aim of learning about the design industry.

Description: Apply the newly found skills to personal design projects while receiving mentorship. The training session is culminating in the final presentations and an immersive study trip with joint practical pilot actions.

- Content:
 - Launching and managing design projects by using acquired skills.
 - One-on-one mentoring and guidance from experts.
 - Preparing and presenting final presentations of design projects.
 - Study trip in the region and participation together on one design fair that focuses on sustainability and green design practices.

- Skills Gained:
 - Practical application of skills to real design projects
 - Individualised mentoring for guaranteeing the project success
 - Effective presentation and communication of the design concepts
 - Immersive learning during the study trip with a focus on sustainability
 - Collaboration and joint actions in a real-world design context

This final module encompasses a hands-on, real-world experience where participants have the opportunity to put the newly acquired design and business skills into practice. The study trip and joint practical actions, including exhibitions and participation in local green design fairs, provides a valuable platform for networking, presenting individual talent, and gaining exposure in the creative industry.