Interreg

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Central Baltic Programme

Silver Entrepreneurs

# Silver Entrepreneurs:

# Entrepreneurship Simulation Programme

**Table of Contents**


| *Section No.* | *Section Title* | *Page* |
|---|---|---|
| 1. | Silver Entrepreneurs Programme Concept | 3 |
| 1.1 | Programme Structure | 3 |
| 1.2 | Completion of the Programme | 3 |
| 1.3 | Participants | 4 |
| 1.4 | Trainers | 4 |
| 2. | Curriculum: Topics and Learning Outcomes | 4 |
| 3. | Planning National Sessions | 6 |
| 3.1 | Plan for National Sessions in Latvia | 6 |
| 3.2 | Plan for National Sessions in Sweden | 7 |
| 3.2 | Plan for National Sessions in Finland | 9 |
| 4. | Joint International Sessions | 11 |
| 4.1 | Joint International Sessions: Organization and Scheduling | 11 |
| 4.2 | Joint International Sessions: Programme Prototype | 12 |

# 1. Entrepreneurship Simulation Programme Concept

## 1.1 Programme Structure

- Focus on the personalities of seniors-participants, their existing experience;
- The format of SE sessions must be attractive, enjoyable, engaging for participants and they must inspire confidence and courage to do something they haven't dared before.
- The SE project proposes the format of "workshops" to support participants in creating their entrepreneurship projects, to encourage their colalboration and peer learning.
- Full program from participants' perspective includes 4 parts (4 types of sessions):
  - National/local workshop sessions in each partner country (for countries to decide on the length and structure) – to cover the main steps (topics) in creating entrepreneurship project;
  - Joint international workshop sessions (3 days including visits to SMEs – 24 hours)
  - Individual support provided by trainers: coaching sessions online or face-to-face (8 hours per participant in flexible arrangements);
  - Individual/autonomous work in desk research, preparation of the project.

## 1.2 Completion of the Programme

- A participant has completed the program if he/she has attended local sessions (min.80%) , joint international session (3 days) and has prepared an entrepreneurship project individually or as part of a team.
- The result of entrepreneurship simulation will be entrepreneurship projects of participants.
- The project will be in the format of "final presentation" based on a provided template.
- After completion of the program a "project presentation" event is held at country level. The event may be held in online format. The best projects from each country will be selected for presentation at the final conference.
- Certificates of completion will be issued to participants who have attended the

local and international sessions and have prepared entrepreneirship project individually or in a team.

- Calculating the number of hours for participants (academic hours in case the number of hours needs to be indicated in the certificate):

- Local sessions 3 days (24 hours) – March-April 2024
- Individual coaching (max. 8 hours per participant) – April – end 2024
- Thematic seminars, online events (4-8 hours) – April 2024
- Some local participants taking part in International session in Riga (optional 24 hours)
- Follow-up local session 1 day, visit to micro-enterprises (8 hours) – August 2024
- Mobility: international session in SE or FI (24 hours) – autumn 2024
- Independent/autonomous work of participant (16 hours)
- Taking part in presentation of entrepreneurship projects (8 hours)

Thus, from participants' perspective the programme size can be approximately 90-100 academic hours.

### 1.3 Participants

- Senior people 60+ representing Latvia, Finland, Sweden (Central Baltic region areas), willing to develop entrepreneurship projects in order to start entrepreneurship or to try developing a project without commitment to implement it;
- Requirements and criteria:
  - English language skills – satisfactory level is B1 (intermediate, low intermediate) English langue skills are a prerequisite for quality of international sessions. "Silver Entrepreneurs" is an international project including international joint sessions of participants.
  - Motivation: "readiness" having an entrepreneurship idea, willingness to develop a project or to take part as a team member,
- Participants are recruited through communication campaigns in partner countries or regions.Participants are selected through a process of interviews;
- Participants may develop individual or collaborative entrepreneurship projects.In case of collaborative projects, participants may work in teams of 2-3.

### 1.4. Trainers

- The joint trainers' team is of 2 levels
  - Lead Trainers of 3 countries responsible for establishing the framework of the SE program at international and national levels; for attracting and coordinating work of national trainers in national and international sessions, delivery of training material;
  - Member of national trainers' teams: trainers assigned to lead specific sessions or assigned to facilitate certain topics are responsible for preparing training material (presentation, tasks, templates for tasks, links to additional resources).
- Required skills and expertise/experience:
  - Leading entrepreneurship training; leading non-formal training for adults;

development of curricula, coaching skills, understanding the concept of simulation.

- Advantage: entrepreneurship experience. Trainers' experience/background must be visible in their profiles (Deliverable 1.3.1);

## 2. Curriculum Topics and Learning Outcomes

- The topics represent steps in entrepreneurship simulation (development of entrepreneurship projects); The list should take into account length and capacity of local sessions.
- Detailed SE curriculum will include SE Session Plans for each partner country (Plans for National Sessions) + International Sessions Plan;
- The curriculum will be covered at national/local sessions. Local partners may adjust the curriculum topics (make shorter or longer, change formulations, adapt to trainers' expertise).
- The training materials will be prepared by Trainers who lead respective sessions and available for participants in Moodle.

| *Theme, topic* | *Learning outcomes* |
|---|---|
| 1. Personalities of participants, their life experience, hobbies, dreams, entrepreneurhip ideas,. Motivation.<br><br>Why seniors have a strong chance to be successful entrepreneurs? Participants' self-analysis. | Skills to evaluate one's own experience, talents, personality aspects for starting entrepreneurship, critical thinking, self-awareness.<br><br>*Participant is aware of his strong points and competences, as well as weaknesses in for developing entrepreneurship.* |
| 2. Generating entrepreneruship ideas. Market research (defining the need/problem, scope, target group). What product or service do I wish to offer and to whom? | Ability to formulate an entrepreneurship project idea, skills to evaluate the available resources, the idea from market point of view.<br><br>*Participant has formulated his/her entrepreneurship idea and defined the target groups.* |
| 3. Developing a simple business plan: basic finances, estimating costs and income, cash flow, taxes, etc. Risk management.<br><br>. | Skills to estimate costs and income, to assess risks. Skills to prepare a simple business plan on the basis of initial idea.<br><br>*Participant has prepared a sustainable business proposal (or a cash flow table) showing cost and* |

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| | *income estimates, and development potential.* |
| 4. Marketing and selling. E-commerce platforms and tools. | Knowledge about various marketing and sales channels, skills to use digital platforms to promotion and selling of good and services<br><br>*Participant has identified potential marketing and sales channels for his/her product or service.* |
| 5. Business models and forms of entrepreneurship. Attracting financing. | Knowledge about various forms of entrepreneurship and business models. Knowledge about potetial sources of support funding.<br><br>*Participant has analyzed the relevance/applicability of different forms and models to his/her idea.* |
| 6. Visiting and interviewing micro-enterprises; learning from experience of entrepreneurs. | Analytical skills, ability to assess, evaluate and benchmark the entrepreneurs' experience against one's own plans. |

# 3. "Silver Entrepreneurs" National Sessions

## 3.1. Plan of SE Programme Sessions in Latvia

| *Timing* | *Topic/Step in Creating Entrepreneurship Project* | *Learning Outcomes (Results of sessions)* | *Trainers* |
|---|---|---|---|
| Day 1, 10.00 – 13.00 | Introductions.<br>Personalities, experience, talents, hobbies and dreams; Profile of an entrepreneur, Self-assessment<br>What makes it a good project idea: Hedgehog Concept (Jim Collins) | Participants aware of their strengths as entrepreneurs | Iluta, Vita + All present |
| Day 1 13.30 – 16.00 | Economic engine: market need, who are potential customers/clients<br>What should be the end-result of SE (Template)<br>Introducing Moodle resources. Profiles in Moodle | Participants have formulated their project ideas and identified potential for collaboration. | Vita, Iluta + all |
| Home Assignment | 1) Set up Participants profile<br>2) Market research | Finalized project ideas and target groups | All trainers |
| *Individual consultations online* | | | |

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|---|---|---|---|
| Day 2, 10.00 – 13.00 | Overview of participants' project ideas. Developing a simple business plan/project: estimating costs and income, taxes, etc. Cash flow. Sources of financing. Digital tools | Each participant has prepared a simple business plan of their project; is aware of financing needed for starting the project and further development | Jānis |
| Day 2, 13.30 – 16.00 | Participants prepare estimates of costs and income for 1) starting the project and 2) day-to-day operations; Resources in Moodle | | |
| Day 3, 9.30 – 13.00 | Communication, marketing and sales; E-commerce, digital platforms and tools. Resources in Moodle | Each participant has identified marketing and sales channels; has skills to sell via online platforms. | Mārtiņš |
| Day 3, 13.30 – 16.00 | Participants prepare maketing and sales strategies for their projects, prepare promotional material | | |
| April | Thematic seminar | Knowledge on a specific subject | LCCI |
| *Individual Consultations Online* | | | |
| May 21-23 | 10-15 LV participants take part in Joint International Session in Riga, visiting micro-enterprises. | Skills to present their projects, to initiate collaboration | |
| Day 4, June 10.00 – 12.00 | Overview of business models, forms of entrepreneurship; Sources of financing<br>Overview of the participants projects at this stage.<br>Preparing for visits: what questions shall we ask?<br>Resources in Moodle. | Participants are aware of which forms or models fit their project, are aware of sources of financing | Inga, Jānis, Vita |
| Day 4, June 13.00 – 17.00 | Visiting and interviewing micro-enterprises; learning from experience of entrepreneurs. | Skills to analyze the experience of other enterprises | Trainers |
| *Aug - Sept* | *Individual consultations* | *Finalized projects* | *All trainers* |
| October – November | 40 LV participants go to international joint sessions in Uppsala, Sweden and Tampere, Finland | Skills to present their projects, to initiate collaboration | |
| December? | Online Event: Presentations of Entrepreneurship projects of Participants, Certificates; selecting the best projects | | All LV trainers + Coord. |

### 3.2. Plan of SE Programme Sessions in Sweden

| *Timing* | *Topic in Silver Entrepreneurship Projects* | *Learning outcomes* | *Trainers* |
|---|---|---|---|
| Day 1, 1st week of April 10.00 – 13.00 | Introductions, networking, pairing up and introduction to entrepreneurial strategy.<br><br>Possibly pairing/grouping up between participants.<br><br>Peer-to-peer responsibilities for continuous check-ins for the full length of the SE programme. | Understand the entrepreneurial logic.<br><br>Have identified potential for mutual collaboration.<br><br>Have a peer within the programme to hold accountable as well as to be held accountable by. | Erik, Grethe & Mike |
| Day 1 1st week of April 13.30 – 16.00 | Workshop to build a customized entrepreneurial strategy by each participant. The end-result of SE (Template) in mind. Introducing Moodle resources. Profiles in Moodle. | Participants have formulated their strategy and have concrete steps to start with; | Erik, Grethe & Mike |
| Home Assignment | 1) Set up Participants profile,<br>2) Finalize the formulation of one's project strategy.<br>3) Individual consultations with trainers. | Finalized project strategies | All trainers check and support |
| Day 2, 3rd week of April 10.00 – 16.00 | Overview of participants' project strategies. Which are to include formulations about problem statement, target group(-s), research to conduct, experiments to conduct and other general learnings needed to proceed, such as resources. | Each participant has prepared a simple strategy to start their project and is aware of learnings needed to go forward. | Erik & Mike |
| Day 3, 3rd week of April 9.30 – 16.00 | The participants evaluate their learnings and work this day both individually and in pairs/groups to support each other, while being coached in business development. Goal is to see what they know and what they don't know, and build a new plan for the coming weeks to learn more about their target groups and possible stakeholders to their project. | Each participant has identified challenges and possibilities based on their research and learning from their target groups. Here they develop their strategies | Erik & Mike |

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| | | based on those real experiences. | |
| May | Individual consultations for each participant<br>Thematic workshop by FU<br>Thematic visit organized by FU | Participants have deepened knowledge on a specific subject, which will be based on their specific needs. | FU<br>All trainers indiv. cons. |
| May 21-23 | 10 SWE participants take part in Joint International Session in Riga. | Present projects and build networks and possible collaborations. | |
| Day 4, 1st/2nd week of June 10.00 – 12.00 | Overview of business models, possibilities to grow their team if needed and to reach the resources needed for impact.<br>Overview of the participants projects at this stage.<br>Resources in Moodle. | Paritipants handle their business models effectively based on their real experiences so far. It is handled as a dynamic tool to help them focus their energy and time. | Erik & Mike |
| Day 4, 1st/2nd week of June 13.00 – 17.00 | Visiting and interviewing micro-enterprises; learning from experienced entrepreneurs. | Skills to analyze the experience of other enterprises and incorporate learnings. | Trainers |
| August - September | Individual consultations | Finalized this phase of projects. Sum up learnings and possibly plans for continuation and sustainability of their projects. | All trainers |
| October – November? | SWE participants participate in international joint sessions in Uppsala, Sweden and Tampere, Finland | Present projects and build networks and possible collaborations. | |
| December | Online Event: Presentations of Entrepreneurship projects of Participants, Certificates; selecting the best projects | | All trainers + Proj.coord. |

### 3.3. Plan of SE Programme Sessions in Finland

| *Timing* | *Topic/Step in Creating Entrepreneurship Project* | *Learning Outcomes (Results of sessions)* | *Trainers* |
|---|---|---|---|
| Week 13 | Pre-assignment for the participants:<br>Learning contract | Figuring out participant's own strengths and possibilities | Elina |
| Day 1, 3.4.2024<br>10.00 – 12.30 | Introductions<br>Presentations and feedback of the pre-assignments<br>Profile of an entrepreneur, Self-assessment<br>Timeframe for the training | Participants aware of their strengths as entrepreneurs, which peers support each other | Leila, Tutta, Elina, Taija, Riitta |
| Day 1, 3.4.2024<br>13.30 – 17.00 | What makes it a good project idea<br>Entrepreneurship ideas of participants<br>What should be the end-result of SE (Template)<br>Introducing Moodle | Participants have formulated their project ideas; have identified potential for mutual collaboration. | Leila, Tutta, Elina, Taija, Riitta |
| Day 1, 3.4.2024<br>19.00 | Networking dinner (at own cost) | Getting to know each other | All |
| Day 2, 4.4.2024<br>9.00 – 12.30 | Me as an entrepreneur – presenting ideas and developing them<br>➔ Business model canvas<br>Empathy map<br>Customer's point of view<br>Digital tools (Moodle and Teams) | Each participant has prepared a simple business plan of their project; understanding me as an entrepreneur, knowing the customers. Clarification of your own business idea. | Leila, Tutta, Elina, Taija, Riitta |
| Day 2, 4.4.2024<br>13.30 – 16.00 | Service design and other development methods | | |
| Day 3, 5.4.2024<br>9.00-12.30 | Communication, marketing and sales; Ecommerce, digital platforms and tools<br>Promotional material | Each participant has identified marketing and sales channels; has drafted some promotion texts | Leila, Tutta, Elina, Taija, Riitta |
| Day 3, 5.4.2024<br>13.30-16.00 | Thematic entreprise visits | | |
| | Homework:<br>Marketing plan<br>Pitching your business idea | Each participant knows how to present their | All |

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| | ➔ Materials and video to Moodle | business idea (versio 1.0) in an inspiring way | |
| April-May | Individual consultations for each participant<br>7.5.2024 at 14-16: Thematic online workshop by TAMK (taxes, legistlations, estimating costs)<br>Thematic visit organized by TAMK | Participants have deepened knowledge on a specific subject | All trainers indiv. entr. |
| 20.-23.5.2024 | 10 participants take part in Joint International Session in Riga, visiting micro-enterprises. | Skills to present their projects, to initiate collaboration | All |
| Day 4, 21.8.2025 | Overview of the participants projects at this stage | Participants are aware of which forms or models fit their project | All trainers |
| Day 5, 22.8.2024 | Visiting and interviewing micro-enterprises; learning from experience of entrepreneurs | Skills to analyze the experience of other enterprises | All trainers |
| August - September | Individual consultations for each participants or as a group | Developing of the business ideas | All trainers |
| October 2024 | 10 Finnish participants go to international joint session in Uppsala, Sweden | Skills to present their projects, to initiate collaboration | All |
| 12.-14.11.2024 | All Finnish participants go to international joint session Tampere, Finland | Skills to present their projects, to initiate collaboration | All |
| December | Online Event: Presentations of Entrepreneurship projects of Participants, Certificates; selecting the best projects | Finalized projects | All trainers |

# 5. International Joint Sessions

## 5.1 Organizing and Scheduling International Joint Sessions

- Before coming to international joint sessions participants must have formulated their project ideas.
- The goal of joint sessions is interaction and collaboration of participants of 3 countries, peer learning, joint learning experience, joint work on entrepreneurship ideas;
- International workshop sessions are lead by trainers representing 3 countries. Each of these trainers can communicate in English and in their native language. Thus, we can ensure that if there is a communication problem, we have English-Finnish-Latvian-Swedish language competence present.

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|---|---|---|
| National/local SE sessions in partner countries – starting from March-April 2024 | | |
| *Participants have formulated their entrepreneurship ideas* | | |
| **Joint International Session in Riga, Latvia**<br>**May, 2024**<br><br>10 participants from SE<br>10 participants from FI<br>8-10 participants from LV | **Joint International Session in Uppsala, Sweden**<br>**October, 2024**<br><br>20 participants from LV<br>10 participants from FI<br>6-8 local participants SE | **Joint International Session in Tampere, Finland**<br>**November 2024**<br><br>20 participants from LV<br>10 participants from SE<br>6-8 local participants FI |
| *Participants finalize and present their entrepreneurship projects*<br>National (online?) events for final presentations, certificates, selcting the best projects. | | |

### 5.2 International Joint Session: Programme Prototype

| **Day 1** | |
|---|---|
| Morning session | • Introductions&Icebreaker: trainers and participants of 3 countries<br>• Presenting one's project idea to participants from other couuntries. Exploring business and cooperation potential in partner countries. Learning to provide a positive and constructive feedback (3 Ps). *Working in small groups of 3. Each group has participants from each of 3 countries. Trainers summarize feedbacks (recommendations for improvement of entrepreneurship projects)* |
| | *Lunch* |
| Afternoon session | • "Flipchart Challenge": Participants' addressing challenges related to different aspects of entrepreneurship.<br>*There are several flicharts around the room, each formulating a different aspect/challenge. Participants in small groups or individually walk up to each flipchart and add/provide their insights. "Flipchart managers" or trainers summarize the results.* |
| Evening | • Walking tour around the city |

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| **Day 2** | |
| Morning session | • Customer segments. Customer point of view, different kinds of customer. How does this person fit with your product? Value proposition.<br>*World cafe or Learning cafe method: different types of customer persons at each table. Participants in small groups address different types of customers. Role plays: meeting the custoner.* |
| | *Lunch* |
| Afternoon session | • Country focus. Exploring the specific features of entrepreneurship in the host country.<br>*Presentation/video. Guest speaker. Quizz about the host country and its business environment.* |
| Evening | • Evening Networking Activity |
| | **Day 3** |
| Full day | • Visiting and interviewing SMEs on the host country. Bechmarking for participants' projects.<br>• Lunch.<br>Wrap-up and feedbacks of participants |