



Course of the workshop

The workshop essentially consists of deepening the contents of the eLearning module. The procedure will be as follows:

10 min	Welcome & Introduction
15 min	Repitition „reading balance sheets“
15 min	Exercise: writing a balance sheet (puzzle)
20 min	Individual questions regarding balance sheets
10 min	Brainstorming: What do you know about market research?
50 min	Individual development of a market research design for the participants' business idea incl. coaching/feedback
10 min	Brainstorming: What are important aspects of developing a brand?
50 min	Development of a moodboard (digital/analogue) create a briefing for a designer with coaching/feedback
10 min	Brainstorming: What are the most important elements of a business plan?
50 min	Development 1st sketch of business plan



Exercise: Create a balance sheet

Overview

The exercise is intended to review the learning content of the online course on balance sheets. It is not so much a question of creating a concrete balance sheet of one's own, but rather of the correct structure of such a balance sheet.

Implementation

The balance sheet below will be distributed to the participants as a puzzle. (The balance sheet is cut into the individual cells for this purpose.)

Each participant receives a puzzle and a sheet on which the balance sheet can be glued.

Required:

- Puzzle balance x number of participants
- white sheet of paper x number of participants
- glue sticks

Learning objective

The participants should practically deepen the knowledge on balance sheets acquired in the e-learning module. A rather simple model will be used. The additional sources provided in the e-learning course offer sufficient opportunities to deepen the knowledge. Those who find the puzzle task difficult should be encouraged to ask questions and refresh their knowledge.



Balance Sheet Puzzle

Assets	Liabilities
condominium 80000€	Equity 80000€
share portfolio 80000€	Debt capital bank loan 80000€
bank balance 3000€	net income 3000€
163000€	163000€



Market research: how to conduct your market research

Overview

The exercise is intended to review the learning content of the online course on market research and at the same time lay the foundation for participants to conduct their own market research in order to review their idea.

Implementation

In the previous brainstorming session, a list of available market research methods was drawn up.

The participants will be given the template below.

In this template the participants can now enter methods which they consider useful and practical for their use case.

The name of the method must be entered in the "Method" field. Example: Semistructured Interviews

Enter in the field "Execution" how it can be carried out. Example: Interviewing 5 women between 50 and 60

In the field "What can it show me?", enter the general results that the method can produce with regard to one's own. Example: Is my idea really a solution to the problem in the target group 'women between 50 and 60'? Is the problem as I imagined it to be?

Leave the field "Results" empty. Here the participants can summarise the results briefly when they check their idea. This can serve as a basis for the business plan to be submitted.

This completion should be accompanied by individual or group coaching to ensure good results.

Note: The model template can be replicated any number of times - as many templates can be distributed as the participant plans to use methods.

Learning objectives

The participants are to be enabled with the template to implement the market research for their business idea and to generate results which they can use in their business plan (final task).



Market research – template for planning

Method	Execution
What can this method show me?	
Results	



Exercise: create a moodboard

Overview

A moodboard is a kind of collage of things that - in our case - can indicate in which direction the mood and graphic presentation of a brand concept can go. It doesn't have to contain concrete design ideas, but summarizes from different sources what the entrepreneur imagines in spe. Photos, pictures, texts etc. can be used for this purpose - everything that can be an optical reference point for the designer. Traditionally this is collected from various magazines etc. and glued together on a large cardboard (DIN A2). Alternatively, a Pinterest wall can also be created. This should be optional for the participants - but beware! If the Pen&Paper method is used, the participants have to research in advance.

Implementation

The principle "Moodboard" is explained to the participants once again (repetition of e-learning content).

Then they can start with the creation, either on Pinterest or on cardboard.

In the e-learning content, reference is made to the fact that materials must be brought along and prepared when the paper version is produced. The course instructor should communicate this to the participants in good time before the workshop!

A dialogue/coaching should take place to ensure that the participants implement the principle correctly and that something useful comes out for a designer.

Needed:

- white or black cardboard in A2 x number of participants
- glue sticks
- scissors
- eddies

Learning objectives

The participants should deepen the knowledge acquired in the e-learning module for briefing designers. A moodboard is an important tool for communicating visual ideas for brand designs.



Exercise: how to brief a designer

Overview

It is essential to brief designers (and other service providers) correctly in order to achieve optimal results quickly. In this exercise, participants receive a template that they can use over and over again. Here in the workshop they should provisionally fill them in for their business idea in order to benefit from the feedback of the workshop leader and the other participants.

Implementation

After the brainstorming, the briefing template is briefly discussed.

The participants then receive an empty template, which they can fill in individually.

When the time comes, the briefings can be read aloud or exchanged, for example to check their comprehensibility and validity. Otherwise this task can be taken over by the trainer/coach.

Needed:

- Model template as copy x number of participants
- Template (empty) x number of participants

Learning objectives

Participants will learn how to create a meaningful and helpful briefing for designers. This can save a lot of stress in communication and unnecessary revision loops - and money.



Briefing for designers: template

BASICS	
Topic (name briefly):	<i>[write down essential business idea here]</i>
FROM WHOM – FOR WHOM	
For which website/project/industry (as specific as possible) is the logo/design intended?	<i>[here describe in more detail what the USPs of your business idea are]</i>
Who is the target group ?	<i>[please name] eg.: anglers, 30-40 years</i>
FRAME DATA - WHAT SHOULD BE CREATED?	
What exactly do you need?	<i>e.g. logo, website (How many subpages? What does the structure look like?), social media graphics, stationery, packaging design...</i>
For websites: Are pics desired (if necessary, describe)?	<i>[if desired, this must be mentioned, also of which kind should be described]</i>
For websites: Are texts desired (if necessary, describe)?	<i>[if desired, this must be mentioned, also which kind and which extent, should be described - the designer can then employ copywriters, in order to create these]</i>
STYLE - WHAT SHOULD BE COMMUNICATED AND HOW?	
What style/tonality should the design have (witty, humorous, easy, upscale, everyday,...)?	<i>e.g. humorous and easy going, also a bit provocative</i>
How is the brand to be communicated ?	<i>describe in this manner:</i> <i>XY should be perceived as a humorous partner in all things related to fishing, as a brand that seeks a direct line to its customers.</i>
OUTWARD APPEARANCE/FORM	
if relevant: Which format should the result be delivered in (.png, .jpg,...)?	
Are there any specific requirements as to structure/form/shape ?	<i>[describe with adjectives]</i>



Other visual ideas/requests?	<i>[refer to moodboard here]</i>
EXTRAS	
Any special requests?	<i>[name any special request not covered by other fields]</i>
Are there any No-Gos?	<i>eg. no blue tones</i>
Is there a good example that can provide orientation?	<i>[yes/no; insert link, if applicable. Always state in which way the reference can serve as a positive example!]</i>



Preparation of the final exercise: drawing up a short business plan

Overview

The final task of this course is to draw up a mini business plan, which can then be worked out further with a coach if necessary. On the basis of a short table, important points that were collected during the last exercises and the eLearning contents will be summarized and prepared for writing as a business plan.

Implementation

After the brainstorming, the table template is distributed and briefly discussed.

The participants should already fill the template with content as far as they can. The concrete points where further information is needed can be discussed with the trainer.

The aim is for the participant to take concrete ToDos home with him for the preparation of his final task and to know at which points he may have to continue working with a consultant / coach after the course (e.g. detailed financial plan).

What is needed:

- Template (empty) x number of participants

Learning objectives

The participants should learn in practice how to draw up a first small business plan.



Business plan: Template for first approach

<p>Summary of the project</p> <p><i>Always write this in the end! What is your project about?</i></p>	
<p>Personal requirements and motivation</p> <p><i>What relation do you have to your business idea (experiences etc.)? What motivates you to put this idea into practice?</i></p>	
<p>Business idea</p> <p><i>What exactly do you want to do, for whom and what are your USPs?</i></p>	
<p>Market and competition analysis</p> <p><i>What competitors are there already? How much demand is there actually? Where is your location and what does it look like at your concrete location? What sets you apart from your competitors (recourse to USPs)?</i></p>	
<p>Marketing strategy</p> <p><i>Which problem is your product the solution for? Who is the exact target group?</i></p> <p><i>Where do you reach your target group with advertising? What does your marketing strategy look like? (Which channels do you choose for which goal, which results can be expected?)</i></p>	



<p>Organization, Employees, Network</p> <p><i>Do you need employees? If so, how many? How do you organize your company? Which network partners are important for you, do you already have contacts or how do you aim to establish them?</i></p>	
<p>Legal form</p> <p><i>Which legal form do you choose and why?</i></p>	
<p>Risks and opportunities</p> <p><i>What chances and what risks are associated with your business? How do you plan to address risks?</i></p>	
<p>Financial plan</p>	
<p>Appendix</p> <p><i>CV, draft contracts etc.</i></p>	