



**KA2 ERASMUS+ PROJECT „ENGLISH THROUGH ENTREPRENEURSHIP“**

**2ND MOBILITY – 11. – 15. 4. 2016.**

**PRVA GIMNAZIJA VARAZDIN, CROATIA**

**INSTRUCTIONS TO STUDENTS**

Dear Students,

We are very pleased to welcome you as our guests in April. As you already know, you will be working in working group 1 – Entrepreneurs.

**WORKING GROUP 1 – ENTREPRENEURS**

**Project goal:** To create a business plan

**Mobility week goal:** To prepare marketing plan

**Expected outcome/output:** promotional content for your product in the form of a video (promotional video, or „the making of“ a guerilla campaign video, or focus group video, or „how this works“ video, etc.)

However, don't forget that marketing is not only about promotion, but should also cover:

- how does my ideal client look like?
- where on earth do we find these species? How big is the target group?
- how will we reach this ideal client?
- which conversion rates are we going to take into account?
- how all elements above will be translated into our financial plan?

**Suggested tools to be used:**

*Powtoon* – [www.powtoon.com](http://www.powtoon.com) - PowToon is Web-based animation software that allows users to create animated presentations by manipulating pre-created objects, imported images, provided music and user created voice-overs.

*Windows movie maker* - <http://windows.microsoft.com/hr-hr/windows/movie-maker> is a video editing software by Microsoft. It is a part of Windows Essentials software suite and offers the ability to create and edit videos as well as to publish them on OneDrive, Facebook, Vimeo, YouTube, and Flickr.

*Renderforest* – [www.renderforest.com](http://www.renderforest.com) - Renderforest is free online slideshow maker and animated video maker. Create slideshows, promotional and explainer business videos, logo animations etc.

**Roadmap to Falticeni:** structure of the financial plan?

As part of your programme, your group will visit Tech park Varazdin on Tuesday. Technology park Varaždin Ltd. is a company that deals with the establishment of incubation center for innovative start-up companies, establishment of a mechanism for improvement of existing technologically innovative companies, improvement of transfer of knowledge from universities and development centers into the economy, networking of companies, educational institutions, development agencies and innovative individuals, and change of perception towards innovation as a foundation of a new economy. Residence in spaces for incubation is „benefited“ which means that it goes from 100% benefit in the 1st year to full market price in the 5th. Services which will be offered to the tenants by the management of Technology park Varaždin Ltd. are free and will be equally divided among tenants in the incubation process.

Your visit **includes a task – you will prepare a presentation / pitch of your idea** that was started in Belgium. You can use presentation used in Belgium (it should be available on Twinspace). Your pitch will be evaluated by two members of Tech park. This will be a simulation of „becoming their tenant“, or entering their incubation center. You will also have an opportunity to meet other tenants, start-ups in different development stages. This will be your opportunity to ask questions, get advice, etc.

Good luck :)