



Deep.

Digital Entrepreneurship for Employability Paths
O4 DEEP Test and validation with 200 students

Guidelines for future training





Consortium

CASE Center for Social and Economic Research **Poland**

Mindshift Talent Advisory **Portugal**

CTS Customized Training Solutions **Poland**

IDP European Solutions **Italy**

Internet Web Solutions **Spain**

Law and Internet Foundation **Bulgaria**

Institute de Haute Formation Aux Politiques Communitaires **Belgium**

More information

<https://project-deep.eu/partners.php>



INTRODUCTION

Digital transformation is revolutionising the way Europeans live, study and work. Yet not all Europeans are ready to fully participate in and/or contribute to the digital society and economy.

The Erasmus+ project Digital Entrepreneurship for Employability Paths project (DEEP) has a focus on entrepreneurship as a key skill in Vocational Education and Training (VET), since more entrepreneurs are needed in order to bring Europe back to growth and create new jobs.

The present **Guidelines for future** training were developed by Mindshift Talent Advisory, under the scope of the project intellectual output 4 – “DEEP Test and validation with 200 students”.

The first part of the guidelines presents a snapshot of the DEEP courses, the organisation of the learning units, keywords, thematic areas and main outcomes expected from learners at the end of each training.

As a result of the testing and validation phase, partners engaged a total of 367 VET students, 11 trainers and seven representatives of the participating organisations in six different countries - Belgium, Bulgaria, Italy, Poland, Portugal and Spain. The feedback collected is summarised, and structured as guiding principle, tips and recommendations to support other VET providers in Europe when implementing and delivering the DEEP training courses.

The guidelines also includes a collection of testimonials, in a format of case studies, of some of the participants from Bulgaria, Portugal and Spain.



Training outline

Recommendations for implementation



TRAINING COURSES

The DEEP courses are focused on boosting the digital competences of VET students by nurturing their entrepreneurial skills and talent for enhanced employability. The courses cover the following thematic areas:

- Digital skills for build and position start-ups branding
- Identifying and extrapolating digital skills applied to entrepreneurial ideas
- Digital Communications
- Guidance and direction towards Digital Entrepreneurship
- Fundamentals of Digital Entrepreneurship

The proposed training path is composed of six independent courses:

- Basics of digital entrepreneurship for business competitiveness
- Boosting and nurturing digital culture in the development of entrepreneurship (part 1 & part 2)
- Branding for digital entrepreneurship
- Competencies and skills for entrepreneurship in digital environment
- Digital communication
- IT and digital solutions for digital entrepreneurship (level 1 & level 2)



Source: Microsoft 365 library royalty-free images

BASICS OF DIGITAL ENTREPRENEURSHIP FOR BUSINESS COMPETITIVENESS

Unit 1: ICT and digital solutions for business competitiveness

- Fundamentals of data-driven culture
- Branding in digital settings
- Diagnostic and systemic solutions for digital entrepreneurship
- Success stories to draw inspiration from

Unit 2: Novel technological trends for business

- Industry 4.0
- Support territorial networks for digital entrepreneurship
- Policy actions for tech and innovation

Unit 3: EU funding opportunities

- General overview
- Grants and EU programmes
- Tenders

Keywords

- Business competitiveness
- Branding
- Technology and Innovation
- EU Funding

Areas covered

- Guidance and direction towards Digital Entrepreneurship
- Digital skills for build and position start-ups branding
- Fundamentals of Digital Entrepreneurship

Learning outcomes:

- Exploit the fundamentals of digital markets
- Have a full understanding of the opportunities emerging from the IT ecosystem
- Support their growth through digital solutions for management
- Identify EU funding solutions for their business

BOOSTING AND NURTURING DIGITAL CULTURE IN THE DEVELOPMENT OF ENTREPRENEURSHIP part 1

Unit 1: Adapting the business model to the online environment

- Lean Management
- What it means to be agile - Agile in practice
- Lean or agile?

Unit 2: Building a user-friendly business

- Design Thinking and UX

Unit 3: Selection of tools for remote working

- Tools for remote communication
- Project management tools
- Text Recognition Tools (OCR)

Keywords

- Online business
- Business models
- Project management
- Communication

Area covered

- Guidance and direction towards Digital Entrepreneurship

Learning outcomes

- Learn the basics of adapting the business model to the online environment
- Learn about effective strategies and methods of business and project management in the online world (agile, lean)
- Understand the basics of designing products and services with the user in mind (design thinking, UX)
- Learn the necessary tools for communication, project, and document management in online business, together with practical ways of applying them

Course developers

CTS Customized Training Solutions
CASE Center for Social and Economic Research

BOOSTING AND NURTURING DIGITAL CULTURE IN THE DEVELOPMENT OF ENTREPRENEURSHIP part 2

Unit 1: Remote working

- Basics of remote working
- Myths about remote working
- Remote working, co-working and reducing office costs

Unit 2: Role of a home office in remote working

- Organisation of home office
- Workplace preparation
- Distractors in remote working
- Preparation for working (deep focus)

Unit 3: Tools and methods to manage yourself over time

- Pomodoro technique
- Reporting applications

Unit 4: Clouds characteristics

- How does cloud computing work
- Benefits of using cloud computing

Unit 5: Virtual (geographically dispersed) teams

Keywords

- Online business
- Remote working
- Deep work
- The cloud

Area covered

- Guidance and direction towards Digital Entrepreneurship

Learning outcomes

- characterise remote work and discuss its advantages and disadvantages
- analyse myths and examples related to remote work;
- design remote work techniques and test online tools and applications to support particular types of tasks;
- define the concept of geographically dispersed (virtual) teams;
- Analyse both good and bad communication practices in long-distance communication

Course developer

CTS Customized Training Solutions
CASE Center for Social and Economic Research

BRANDING FOR DIGITAL ENTREPRENEURSHIP

Unit 1: The ABC of branding

- Branding vs positioning
- Digital branding vs digital marketing
- Golden rules of start-up success branding

Unit 2: Digital branding for start-ups: how to start?

- Positioning your start-up: the formula <for-who-is a-that-unlike>
- Differentiate yourself
- Name it, with caution
- Design your look

Unit 3: Starting your start-up branding strategy: telling your story

- Tell your story
- Slogan vs Tagline
- Share your brand narrative

Unit 4: Go further with your branding strategy

- Essential digital skills to make your start-up brand
- Biggest challenges

Unit 5: Case studies

Keywords

- Branding
- Digital branding
- Digital marketing
- Brand narrative
- Brand identity

Area covered

- Digital skills for build and position start-ups branding

Learning outcomes

- Distinguish operational concepts used in branding and marketing
- Identify the key factors involved in developing a branding strategy
- Create a positioning statement
- Differentiate tagline from slogan
- Select digital tools to generate a brand name
- Select digital tools to design a logo
- Select digital tools to create and share a brand narrative
- Recognise the essential skills enrolled in the process of branding for a start-up

COMPETENCIES AND SKILLS FOR ENTREPRENEURSHIP IN DIGITAL ENVIRONMENT

Unit 1: Business and organisation in IT Ecosystem

- Seeking and exploiting opportunities
- SWOT analysis
- Project management: main tools and charts
- Financial planning

Unit 2: Value chain in digital markets

- Steps and tasks to maximise the information gathered from online customers
- Common mistakes and recommendation for good practices

Unit 3: Basic competencies and skills for leaders in digital entrepreneurship

- Human capital and people management
- Self-Awareness, influence and learning agility

Unit 4: Managing your digital business: e-Commerce opportunities

- Pros of online sales
- Snapshots of digital markets

Unit 5: Case study

Keywords

- Digital skills
- SWOT analysis
- Digital leader
- Learning agility model

Area covered

- Identifying and extrapolating digital skills applied to entrepreneurial ideas
- Digital Communications

Learning outcomes

- Improve skills and competences in the IT business ecosystem
- Enhance understanding of the main dynamics of digital markets
- Use the SWOT analysis, Gantt chart and financial plan
- Increase leadership skills, self-awareness and learning agility
- Improve own ability to discern opportunities in the e-commerce world

Content developer

Institute de Haute Formation Aux
Politiques Communitaires

DIGITAL COMMUNICATION

Unit 1: The basics of digital communication

- Business communication
- The impact of digital communication tools on the internal and external communication of a start-up
- Unified communications as a standard

Unit 2: Pros and Cons of digital communication

- Pros
- Cons
- What are the main obstacles?
- How can we benefit from digital communication?

Unit 3: What do you need for an effective digital communication?

- Set of skills
- Necessary knowledge
- How it is affected under the pandemic circumstances caused by Covid-19?

Unit 4: Importance of establishing and maintaining a network within digital environment

Keywords

- Digital Communication
- Internal and external communication
- Tools of digital communication
- Networking

Area covered

- Digital communication

Learning outcomes

- Define the concept of digital communication
- Analyse how digital communication tools can affect the communication processes inside and outside an organisation
- Assess the pros and cons of digital communication
- Indicate what is needed to conduct effective digital communication
- Emphasize on the importance of establishing and maintaining a network in a digital environment

Course developer

Law and Internet Foundation

IT AND DIGITAL SOLUTIONS FOR DIGITAL ENTREPRENEURSHIP level 1

Unit 1: Informal financing: Business Angels and Crowdfunding

- Business angels
- Investment criteria for business angels
- Business angels: pros and cons
- Crowdfunding
- Types of crowdfunding
- Crowdfunding: pros and cons
- Your crowdfunding campaign: before, during and after
- Top crowdfunding platforms

Unit 2: Business incubator vs business accelerator

- What is a business incubator?
- What is a business accelerator?
- How are they different?

Unit 3: ICT and social media

- Advantages offered by ICTs and corporate social networks to SMEs
- How to effectively exploit social media and increase brand awareness

Keywords

- Digital entrepreneurship
- Crowdfunding
- Business angels
- Social media
- Business incubator
- Business accelerator

Area covered

- Identifying and extrapolating digital skills applied to entrepreneurial ideas

Learning outcomes

- Be able to distinguish alternative financing systems for new business initiatives
- Analyse the importance of business incubator and business accelerator to start-ups
- Assess the value of social media too boost digital entrepreneurship

IT AND DIGITAL SOLUTIONS FOR DIGITAL ENTREPRENEURSHIP level 2

Unit 1: ICT tools for financial management

- Introduction
- Accounting software for small business

Unit 2: ICT Tools for business management

- Business management tool concept
- Project and task management
- Customer relationship management (CRM) software
- File storage and documents sharing

Unit 3: ICT Tools for entrepreneurship promotion and start-up creation, for communication and branding

- Introduction
- Start-up creation
- Entrepreneurship promotion
- Communication
- Branding

Keywords

- Digital entrepreneurship
- ICTs
- Tools
- Management
- Start-up

Area covered

- Identifying and extrapolating digital skills applied to entrepreneurial ideas

Learning outcomes

- Identify and select essential tools in digital entrepreneurship
- Identify and distinguish the main types of business tools for financial management, business management, entrepreneurship promotion and start-up creation, and communication and branding

Recommendations for implementation

- The DEEP courses have been tested with different **target audiences**: VET students, HE students; individuals who are not proficient in digital entrepreneurship; individuals who are attending, for example, entrepreneurship courses
- The majority of the participants in the DEEP training , including trainers, said that learned “**something new**”
- The **digital world is in constant change**

Trainers need to:

- Explore the course contents and related supporting material
- Make a pre-assessment of their students knowledge on the different subjects and topic suggested
- Keep updated about the course content topics



Source: Microsoft 365 library royalty-free images

Recommendations for implementation

- The DEEP training courses are available in **six languages**: Bulgarian, English, Italian, Polish, Portuguese and Spanish
- The courses are available in an **eLearning platform** in open access and free from registration at <https://project-deep.eu/training.php>
- The courses are structured in a **modular format** allowing trainers to use the contents according to their training needs and learning contexts
- Trainers can easily **adapt and combine parts of the different courses** to achieve specific objectives

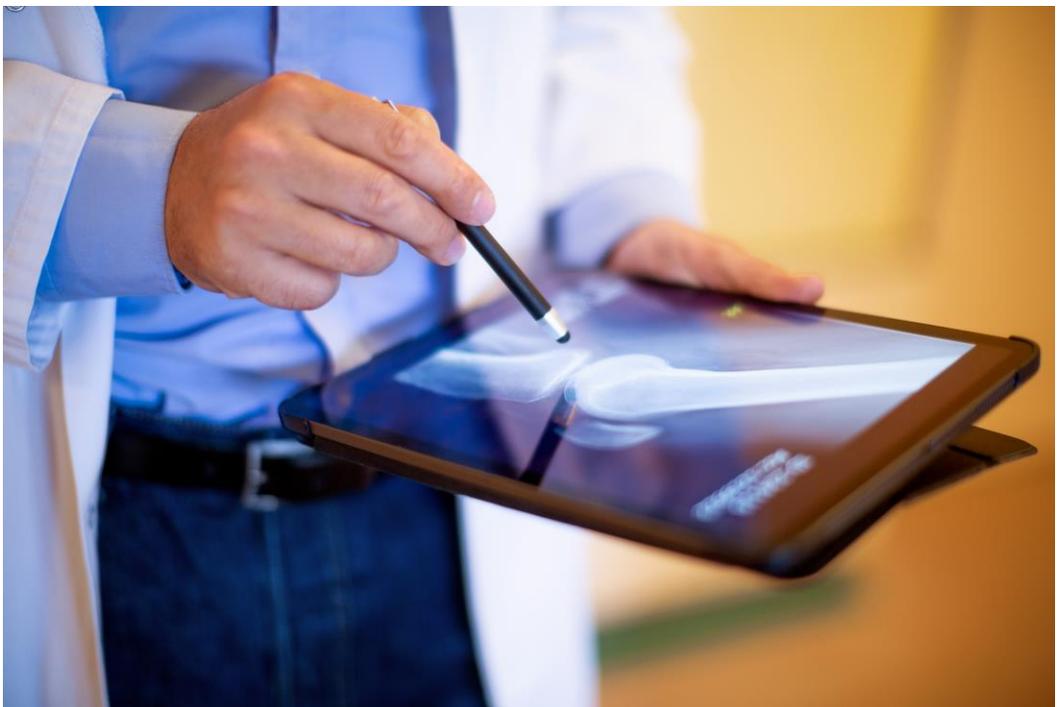
Example of a new training path	Originally from
Unit 1: EU funding opportunities <ul style="list-style-type: none"> • General overview • Grants and EU programmes • Tenders 	Unit 3 of the Basics of digital entrepreneurship for business competitiveness course
Unit 2: Business and organisation in IT Ecosystem <ul style="list-style-type: none"> • Seeking and exploiting opportunities • SWOT analysis • Project management: main tools and charts • Financial planning 	Unit 1 of the Competencies and skills for entrepreneurship in digital environment course
Unit 3: Managing your digital business: e-Commerce opportunities <ul style="list-style-type: none"> • Pros of online sales • Snapshots of digital markets 	Unit 4 of the Competencies and skills for entrepreneurship in digital environment course
Unit 4: ICT tools for entrepreneurship promotion and start-up creation, for communication and branding <ul style="list-style-type: none"> • Start-up creation • Entrepreneurship promotion • Communication • Branding 	Unit 3 of the IT and digital solutions for digital entrepreneurship (level 2) course

Recommendations for implementation

- All DEEP courses are supported by **didactic aids**, such as videos, examples of case studies with practical examples and scenario-making activities
- Each course has **specific activities** for final assessment focusing on the content provided in each module

Trainers are advised to:

- read and explore the related training material section on the **DEEP platform** to:
 - ✓ collect more information about the course topics
 - ✓ access case studies and best practices to exploit the course topics
 - ✓ relate a specific course to another course, when both approach similar areas



Source: Microsoft 365 library royalty-free images

Recommendations for implementation

- The courses modular format allows it to be implemented using any **training method** - face-to-face, e-learning, blended format, or self-directed learning
- In case of **self-directed learning**, it will depend on the level of knowledge of the students and their maturity to conduct individual learning

Trainers:

- need to support students on how to explore the course contents
- have to provide customised exercise scenarios based on the students contexts, or adapt it to the type of business or project they would like to set up
- prepare students to read the course material contents



Source: Microsoft 365 library royalty-free images



Case Studies

Belgium

Bulgaria

Italy

Portugal

Spain





“It is easier to break an atom than a prejudice.” - Albert Einstein



Lorenzo Costantino, **Belgium**



[LinkedIn profile](#)



MY EDUCATIONAL BACKGROUND

- Degree in EU Law
- MA in International Economics & International Relations

MY KEY-SKILLS

- Communication
- Public Speaking
- Networking
- Problem Solving
- Negotiation
- Design Thinking

MY DEEP EXPERIENCE

Together with my staff, we've been responsible for design, draft and development of the project starting by hosting the official launch meeting back in Nov 2019 in our office in Brussels.

We sustained the consortium in communication and visibility activities and we made sure to cover all key groups of interest at EU level that can be of great interest for the upstreaming and valorisation of our project.

LEARN DIGITAL ENTREPRENEURSHIP IS IMPORTANT BECAUSE...

Catching up with new business opportunities requires you in-depth monitoring activities of fast-evolving trends that affects global markets.

As they say “they world is yours...”, if you know how to communicate with it.



“Don’t cry because it’s over. Smile because it happened.” - Dr. Seuss



Snezhana Krumova, **Bulgaria**



[LinkedIn profile](#)



MY EDUCATIONAL BACKGROUND

- MSc Global Crime, Justice and Security
- MA Legal Studies and Sociology

MY KEY-SKILLS

- Problem solving
- Critical thinking
- Networking
- Effective communication
- Time management
- Public speaking
- Presentation skills

MY DEEP EXPERIENCE

I took part in the piloting of the DEEP courses in Bulgaria as a trainer. I do consider the implementation of the pilots as an experience which enriched not only me but also the VET students trained. The DEEP courses, and their contents are extremely important for finding a job in the digital world we live and especially in the time of a global pandemic. The VET students who participated in the piloting phase had the chance to learn many new things and were introduced to many new trends. I highly recommend the DEEP courses.

LEARN DIGITAL ENTREPRENEURSHIP IS IMPORTANT BECAUSE...

The digital world is changing fast and, thus, provides many new opportunities for businesses.



“Rem tene. Verba Sequentur.”



Giulia Costantino, **Italy**



[LinkedIn profile](#)



Institut de Haute Formation aux Politiques Communautaires

MY EDUCATIONAL BACKGROUND

- Law Degree
- Post-Grad in International Business Management

MY KEY-SKILLS

- Creativity
- Lateral and Critical thinking
- Networking
- Communication
- Problem Solving
- Team-working

MY DEEP EXPERIENCE

My involvement in the project covered the entire life cycle as managing director of one the involved partners. I collaborated with my team and project colleagues since to draft and design the project proposal with particular reference to managerial aspects, budgeting and financial control. I guided and oriented my staff on a need basis, and together with them, we valorized the DEEP's experience among relevant stakeholders and policy makers.

LEARN DIGITAL ENTREPRENEURSHIP IS IMPORTANT BECAUSE...

...It facilitates people's engagement in worldwide economies; it drives innovation and social development; it contributes to societies' resilience and lastly, it creates new opportunities for employability.



“The best way to predict your future is to create it ” - Peter F. Drucker



Fernanda da Silva, **PORTUGAL**



[LinkedIn profile](#)



MY EDUCATIONAL BACKGROUND

- Specialisation in Entrepreneurship
- Degree in Marketing

MY KEY-SKILLS

- Team Work
- Initiative
- Leadership
- Communication
- Empathy
- Networking

MY DEEP EXPERIENCE

I have participated in the DEEP course as a trainer and It was a great challenge. The main advantage of this experience is the proximity to the business reality. All participants have access to a varied and innovative set of digital tools. I recommend DEEP training programme for all the future entrepreneurs and not only!

LEARN DIGITAL ENTREPRENEURSHIP IS IMPORTANT BECAUSE...

... before reaching a profitable scenario, you need to spend a lot of time studying the possibilities, analysing your digital entrepreneur profile, and creating a good plan.



“You are amazing when you fight for your goals, never forget that.”



Luís Filipe Santos , **PORTUGAL**



[LinkedIn profile](#)



MY EDUCATIONAL BACKGROUND

- Hotel & Lodging Management - Level V
- Tourism Technician
- Table and Bar Service Technician

MY KEY-SKILLS

- Communication
- Design
- Creativity
- Empathy
- Leadership
- Charisma

MY DEEP EXPERIENCE

I participated in the DEEP project and it was very positive both on an academic and personal level. I developed new skills, gained new knowledge and above all I managed to improve my KEY-SKILLS. Leadership and creativity are very present in my life and the DEEP courses gave me the opportunity to practice and show these qualities I have.

LEARN DIGITAL ENTREPRENEURSHIP IS IMPORTANT BECAUSE...

We live in an age where living without the internet is almost impossible, we equate the internet very much to the oxygen we consume to live. We all should invest in acquiring new knowledge in the digital entrepreneurship area and have no limits to our creativity.



“Expect the unexpected, and whenever possible, be the unexpected.” – Lynda Barry”



Filipa Jacob, **PORTUGAL**



[LinkedIn profile](#)



MY EDUCATIONAL BACKGROUND

- Kitchen and Pastry Technician (EQF Level 4)

MY KEY-SKILLS

- Organisation
- Resilience
- Empathy

MY DEEP EXPERIENCE

The experience in the Deep project was very interesting. It was important to develop some skills digital skills that I still needed. It is important to have moments in our education that pushes us towards creativity and teamwork. Remote working is a situation that is part of our routine nowadays and it is vital to pay attention to its importance and how we should deal with it.

LEARN DIGITAL ENTREPRENEURSHIP IS IMPORTANT BECAUSE...

... digital is becoming more present in our daily lives and by acquiring these new skills we can more easily develop projects that help us grow in our business fields.



“Education is not the filling of a pail, but the lighting of a fire.” W. Butler Yeats



Dulce Rodríguez, **SPAIN**



[LinkedIn Profile](#)



MY EDUCATIONAL BACKGROUND

- Master in Management of Events and Protocol
- Master in Secondary Education, Vocational Training and Foreign Language Teaching.
- Degree in English Philology

MY KEY-SKILLS

- Communicative skills
- Positive
- Diplomatic
- Problem-solving
- Self-improvement attitude
- Proactive
- Empathetic
- Critical thinking

MY DEEP EXPERIENCE

My participation as a trainer in the DEEP Course was a very satisfying experience. Showing students how to develop and improve their imagination, creativity and let them be aware of the extent of their own possibilities using DEEP training and ICTs was an extraordinary discovery. Students enjoyed the training very much and it was a pleasure for both parties to be part of it. They did a great job and explored fields and subjects that they had not even thought about before the course. DEEP training helped them develop their entrepreneurship spirit and be aware of the demands of today's world!

LEARN DIGITAL ENTREPRENEURSHIP IS IMPORTANT BECAUSE...

Nowadays, most communication is done through the digital media and citizens must develop digital skills in order to adapt to today's reality.



“the best way to predict the future is to create it”. Abraham Lincoln.



Javier Serón, **SPAIN**



projects@internetwebsolutions.es



Internet
Web
Solutions

MY EDUCATIONAL BACKGROUND

- Degree in Psychology
- Human resources management specialist

MY KEY-SKILLS

- Teamwork
- Responsibility
- Focus on the target
- Commitment
- Leadership
- Organisation

MY DEEP EXPERIENCE

Participating as a trainer in the Deep project has been very fulfilling. I have observed the students' interest in the contents and the relevance of all the topics.

Many of the students are thinking of starting their entrepreneurial adventure and have conveyed their intention to deepen in the topics covered in the courses to apply them to their business initiative.

LEARN DIGITAL ENTREPRENEURSHIP IS IMPORTANT BECAUSE...

It is essential to start any business initiative and, most importantly, to be competitive in the market.



Deep.



CASE – Centrum Analiz Społeczno-Ekonomicznych
CASE – Center for Social and Economic Research



Customized
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