

## Pitching of entrepreneurial Ideas / Soft skills needed for employment

- 09:00 - 09:30** Welcoming session
- 09:30 - 11:00** THE ART OF CRAFTING ENTREPRENEURS: INTENTIONS, COMPETENCES AND GENDER IN ENTREPRENEURSHIP
- Who are the entrepreneurs - Intentions of entrepreneurs; Abilities and competences of entrepreneurs; Local and national entrepreneurs; Phases in entrepreneur's development; Women and entrepreneurship.
- 11:00 – 11:30** Coffee break

Time	Pitching of entrepreneurial Ideas	Soft skills needed for employment
11:30 –12:30	What is pitching? Pitching quiz. Types of pitch.  Key elements for successful pitching of ideas The MVP (minimal viable pitch) – examples  EXERCISE: CREATE A LOGO AND MOCKUP	What is communication and why is it important?  EXERCISE: Assessment of individual communication habits.  What does "communication in the workplace" mean?  Effective communication in the workplace  Types of communication in the workplace
12:30 – 13:00	Exercise: Hero – Problem - Solution	Exercise: Communication results
13:00 – 14:00	LUNCH BREAK	
14:00 – 15:30	Target market; Buyer persona; Competitor Analysis; EXERCISE: Buyer persona or Competitor analysis by choice Business Model Timeline	Active listening <ul style="list-style-type: none"> <li>• Importance</li> <li>• Example</li> </ul> Time management: <ul style="list-style-type: none"> <li>• Tools for time management</li> <li>• Examples</li> </ul>
15:30 – 16:00	GO-TO-MARKET STRATEGY  EXERCISE: CREATE GO TO MARKET STRATEGY FOR A CHOSEN PRODUCT OR COMPANY	EXERCISE: Using tool for time management (by your choice)
16:00 – 16:30	Conclusion and evaluation	Conclusion and evaluation

