

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

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

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