



Session 2 – Chapter 3: Birth of Ideas and target group

Module Title:	From Dreams to Business			
Session n.2	Birth of Ideas and target group <i>(This session is based on the following paragraphs in the Chapter 3 of the Guide for Migrant Entrepreneurs: What's the best for the birth of ideas; ideas and your target group)</i>			
Duration	2 h			
Delivery method	Blended <input type="checkbox"/>	Face to face <input type="checkbox"/>	Online learning <input type="checkbox"/>	Distance learning (Learning Platform) <input type="checkbox"/>
		Time:	Time:	Time: 2 h
	Notes on the choice: <i>*The trainer will choose the course delivery method taking into account the interested students location, the available teaching space and resources, social situation, etc.</i>			
Learning objectives	<ul style="list-style-type: none"> To understand the importance of analysing one's own needs that have not yet been met To understand where the ideas may come from and where to get inspired Brainstorming To structure the idea considering time and money Understanding the target 			
Intended learning outcomes:	<p>L01: Students will be able to outline situations to take cues from for the birth of ideas</p> <p>L02: Students will be able to break down potential business ideas in a brainstorming</p> <p>L03: Students will be able to do a successful market research in order to identify the target</p>			
Session Details:	Lesson Item:	Method(s) and instructions for trainers:		Required Resource(s):
	Introduction (optimal group size:1-10)	<ul style="list-style-type: none"> Brief introduction from the tutor about the purpose of the lesson. <i>Break the ice</i> (proposed exercise) Brainstorming: what do you think is necessary for to develop a business idea? 		<ul style="list-style-type: none"> PC/ Laptop & Zoom, Teams or any other similar platform (online live lesson delivery)



	Activity 1: Presenting the learning objectives of the course	- Brief presentation of the objective of the session	
	Activity 2: Birth of ideas and target group (optimal group size:1-10)	<p><i>The sessions in chapter 3 are important to make the participants understand how to transform a business idea into reality. It is therefore key to guide them in this sense providing them the support needed.</i></p> <ul style="list-style-type: none"> - Taking into consideration the results of the brainstorming the tutor will explain what is necessary to create a business idea and how to focus on the target group. - Check for understanding and provide feedback. Ask questions to keep the participants awake <p>(The tutor will have the support of the material provided in the Annex III)</p>	<ul style="list-style-type: none"> - PC/ Laptop & Zoom, Teams or any other similar platform (online live lesson delivery) - Guide for Young Migrant Entrepreneurs (English version) Chapter 3: From Dreams to Ideas to Business (What's the best for the birth of ideas?; Ideas and your target group)
	Activity 3: Independent practice for the students	<p><i>One of the most important phases in the creation of a new business is to identify the target group or clients.</i></p> <ul style="list-style-type: none"> - The tutor will choose from the annex the exercises to provide to the participants. The tutor can choose to provide all of them or only a selection. - After having completed the exercises the participants will have to make a presentation of their target group. 	<ul style="list-style-type: none"> - PC/ Laptop & Zoom, Teams or any other similar platform (online live lesson delivery)
	Post-Activity Discussion	<ul style="list-style-type: none"> - Ask the class members questions about what they have learned throughout the session, and what they have focused on during the assignment. 	<ul style="list-style-type: none"> - PC/ Laptop & Zoom, Teams or any other similar platform (online live lesson delivery)



Evaluation methods	Informal and non-formal	Oral review: presentation of their target market
Didactic materials	Face to face : power point presentation, printed lesson, printed worksheets for assignment(s)	
	Distance learning - Online learning: power point presentation, pdf version of the lesson, .docx worksheets for assignment(s)	
	Distance learning - Moodle - Same for the case when the course will be posted on the project Moodle platform	
In-class assignment 1:	-Students should carry out the exercises selected by the tutor and create a presentation of their target group.	
<p>Additional notes and tips for trainers</p> <p>The identification of the target groups very important to start in a good way a new business. It is important that the tutor reviews this exercise providing feedback to the participants so that they can understand what was correct and that they have to improve.</p>		