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# Entrepreneurship

Entrepreneurship is the process of identifying a need or opportunity and taking action to create something valuable—whether it is a product, service, or community initiative. Far beyond simply starting a business, entrepreneurship is a force for positive change that drives innovation, creates jobs, and empowers individuals and communities to grow and thrive.

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# What Is Entrepreneurship?

Entrepreneurship is the process of identifying a need or opportunity, developing a new idea or solution, and taking initiative to turn that idea into something real and useful. It involves planning, risk-taking, innovation, and determination.

An entrepreneur is someone who sees a problem or gap and says, "**I can do something about this.**" Entrepreneurs don't wait for others to act—they take the first step themselves.

# More Than Just Business



## Problem Solvers

They solve problems that others ignore and create new products or services that improve people's lives.



## Innovation Leaders

They often lead innovation and introduce new ways of thinking and doing things.



## Job Creators

They generate employment and support economic development in their communities.



## Community Empowerment

They empower themselves and others, particularly in communities where opportunities may be limited.



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# Types of Entrepreneurs

Entrepreneurs come from all walks of life and pursue different goals. Here are some broad categories you may encounter or identify with:

# Social Entrepreneurs

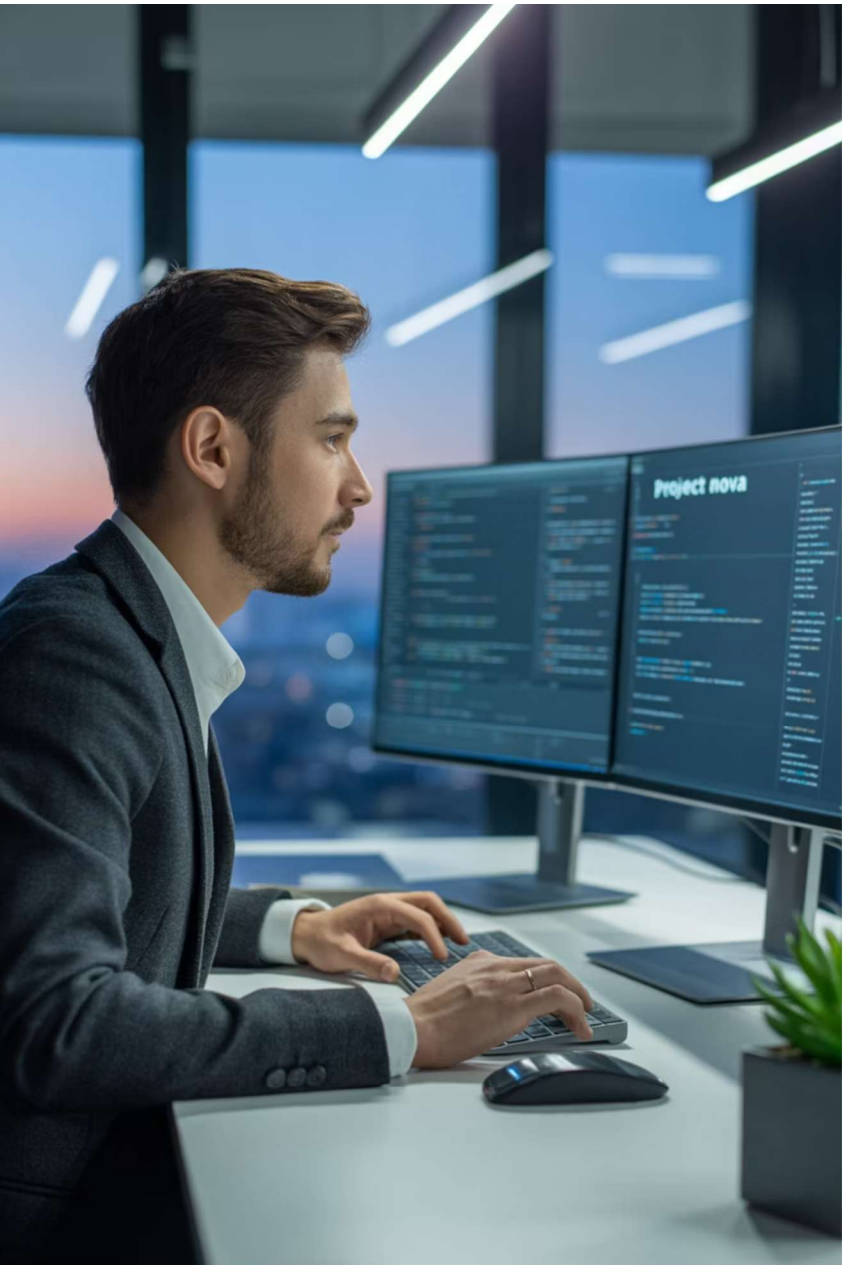
## Focus

Solving social or environmental problems with the aim of bringing positive change to society, even if it's not highly profitable.

## Examples

- Education support organisations
- Healthcare initiatives
- Environmental protection
- Vulnerable community support





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# Tech Entrepreneurs

## Innovation Focus

Use technology to create innovative products or services that change how we communicate, work, or learn.

## Common Ventures

Develop apps, software platforms, or digital tools. Many global businesses began as tech start-ups founded by young visionaries.

# Green & Creative Entrepreneurs

## Green Entrepreneurs

Focused on sustainability and environmental protection. They create solutions that reduce waste, save energy, and protect natural resources whilst making profit.

- Waste reduction solutions
- Energy-saving innovations
- Ethical consumption promotion

## Creative Entrepreneurs

Work in arts, culture, fashion, music, or design. They turn talents into businesses, creating original content and experiences that others value.

- Fashion and design
- Music and entertainment
- Digital content creation



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# Youth Entrepreneurs

Youth entrepreneurs are young people, often still in school or early in their careers, who start their own ventures. They might sell handmade products, offer digital services, or create small businesses based on local needs.

**What sets them apart:** Their courage to start early and learn by doing. You don't need to fit into only one category—you may combine elements from each, depending on your goals and values.



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# The Entrepreneurial Mindset

Success in entrepreneurship depends not only on having a good idea but also on how you think and approach challenges. This is called the entrepreneurial mindset—a set of attitudes, behaviours, and ways of thinking that help entrepreneurs succeed.

**Good news:** These qualities aren't something you're born with—they can be learned, practised, and strengthened over time.



# Key Entrepreneurial Characteristics



## Initiative

Entrepreneurs act. They don't wait for perfect conditions or permission. They see a need and decide to address it with what they have.



## Creativity

Entrepreneurs think differently. They use imagination to find new and better ways of doing things, often combining ideas in unexpected ways.



## Risk-taking

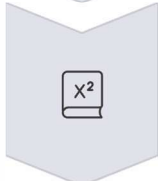
Entrepreneurs are willing to take calculated risks. They understand success isn't guaranteed, but move forward because they believe in their idea.

# More Essential Qualities



## Resilience

Failure is part of the journey. Resilient entrepreneurs don't give up when things go wrong—they learn from mistakes, adapt, and keep moving forward.



## Problem-solving

Entrepreneurs constantly face challenges. They approach problems with a practical mindset and focus on finding workable solutions.



## Vision

Entrepreneurs often see what others don't. They imagine a better future and work hard to bring that vision to life, even when others can't yet see it.

# Self-Assessment Activity

## "Am I Thinking Like an Entrepreneur?"

Answer these questions honestly with "Yes" or "No":

- I often notice problems around me and think of ways to solve them
- I like trying out new ideas, even if they might fail
- I enjoy creating or building things from scratch
- I'm willing to take risks to achieve something I care about
- I don't give up easily when I face difficulties
- I enjoy working on my own projects or starting new ones

If you answered "Yes" to four or more questions, you're already developing an entrepreneurial mindset. If you answered "No" to several, don't worry—mindsets can change and grow with effort and practice.



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# Generating Business Ideas

Every business starts with an idea. But how do you come up with an idea that has real potential? The answer lies in creative thinking and observing the world around you with curiosity and purpose.





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# Creativity in Entrepreneurship

Entrepreneurs don't always invent something completely new. Often, they improve an existing product, find a better way of doing something, or apply a well-known idea in a different context.

**The key:** Recognize unmet needs or problems and respond with a practical, creative solution. Even if you've never thought of yourself as creative, there are simple techniques you can learn and practice.





# SCAMPER Method

SCAMPER is a simple tool that helps you think about how to change or improve a product or process. Each letter stands for a different way of thinking:



S – Substitute

What materials or steps can be changed?



C – Combine

Can you combine two products, services, or ideas?



A – Adapt

Can you adapt something that exists in another field?



M – Modify

Can you make it bigger, smaller, better?



## SCAMPER Continued



P – Put to Another Use

Can you use this in a new way?



E – Eliminate

What can you remove to simplify it?



R – Reverse/Rearrange

Can you change the order or direction?

**Try this:** Apply SCAMPER to something you use every day—a backpack, school desk, or reusable water bottle. What could be changed or improved?

# Mind Mapping & Observation

## Mind Mapping

A way of exploring ideas visually. Start with a central word—like "community" or "mobile phones"—and draw lines connecting it to related ideas, problems, and solutions.

This helps you make connections between things you might not normally think about, especially when your thoughts feel scattered.

## Observation & Note-Taking

Some of the best ideas come from simply paying attention. For one or two days, write down:

- Any time someone says "I wish there was a way to..."
- Complaints from friends or classmates
- Things that are frustrating or poorly designed
- Missing services in your community

# From Problems to Opportunities

The foundation of most successful businesses is simple: **people pay for solutions**. A good business idea begins by identifying:

Real Problem  
A genuine issue that affects people



Affected Group

People who experience this problem

Valuable Solution

Something they would find useful

# Idea Validation

Before putting time, effort, or money into your idea, it's important to test whether people actually want or need what you're planning to offer. This is called **idea validation**.

## Talk to Potential Customers

Ask what they think of your idea, whether they'd use it, and what they'd be willing to pay.

## Run a Small Survey

Ask questions like: "Have you ever had this problem?" or "What would make this product useful to you?"

## Observe Behaviour

Are people already using similar services?  
Do they complain about current solutions?

You don't need to survey hundreds of people. Even ten honest conversations can give you valuable feedback.



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# Market Research

Not every idea works for every person. A successful entrepreneur takes time to understand the people who might use or buy their product or service. This process is called market research.





# Why Market Research Matters

Once you have an idea, the next step is to ask: **Who is this for?**

## Build What People Want

Create something that people actually want and need

## Save Resources

Avoid wrong assumptions that waste time and money

## Clear Communication

Communicate your idea more clearly to the right people

## Competitive Advantage

Find ways to offer something better than competitors

# Understanding Your Target Audience

Your target audience is the specific group of people most likely to use or benefit from your product or service. Trying to serve "everyone" usually leads to confusion.

## Demographics

Facts about people:

- Age range (e.g., 15–18, 25–35)
- Gender
- Education level
- Location (urban, rural, region)
- Occupation or income level

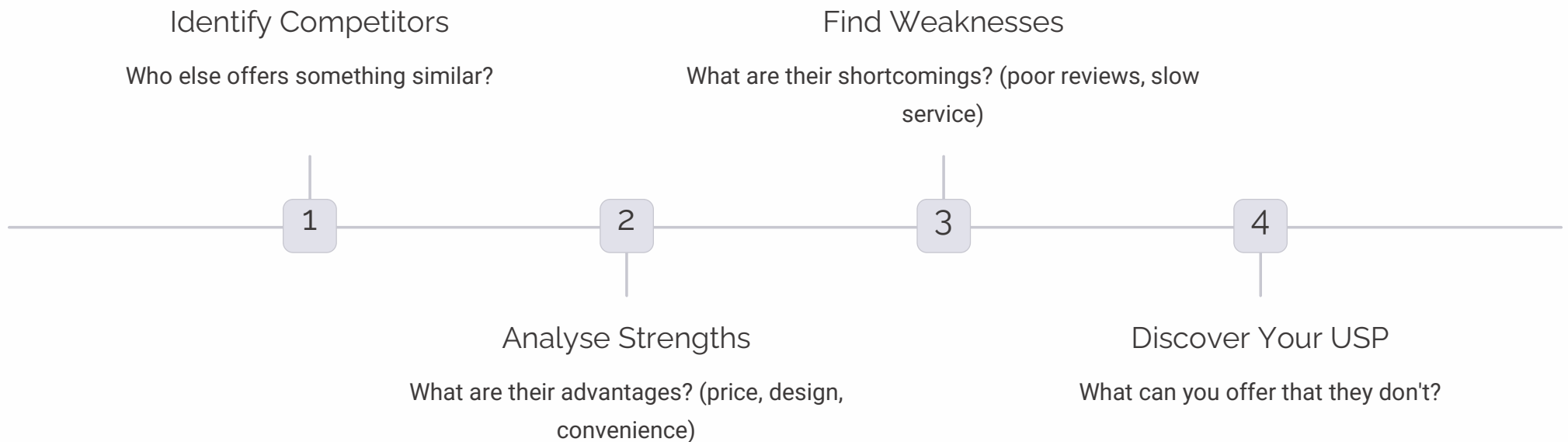
## Psychographics

Thoughts, habits, and lifestyle:

- Interests and hobbies
- Personal values
- Shopping behaviour
- Attitudes or opinions
- Problems or frustrations

# Understanding Competition

In any market, there are usually other people or businesses offering similar products or services. A good entrepreneur doesn't ignore the competition—they study it.



# Research Methods

Method	Description	Best For
Surveys	List of questions with short or multiple-choice answers	Fast information gathering, broader outreach
Interviews	One-on-one conversations for deeper insights	Understanding emotions and motivations

**Survey Tips:** Ask clear, simple questions; keep under 5 minutes; use mix of question types

**Interview Tips:** Choose 5–10 people from target audience; listen more than speak; ask open-ended questions



# Customer Persona

A customer persona is a fictional character that represents your ideal customer—a summary of everything you've learned from market research.



Example Persona: Jade

**Age:** 17 | **Location:** Small town, attends secondary school

**Interests:** Music, fashion, creating social media content

**Problem:** Finds it hard to find affordable accessories that match her personal style

**Goals:** Wants to express herself and feel confident

**Shopping Habits:** Buys mostly through Instagram or small online stores



Everything you create should be built with your customer persona in mind.



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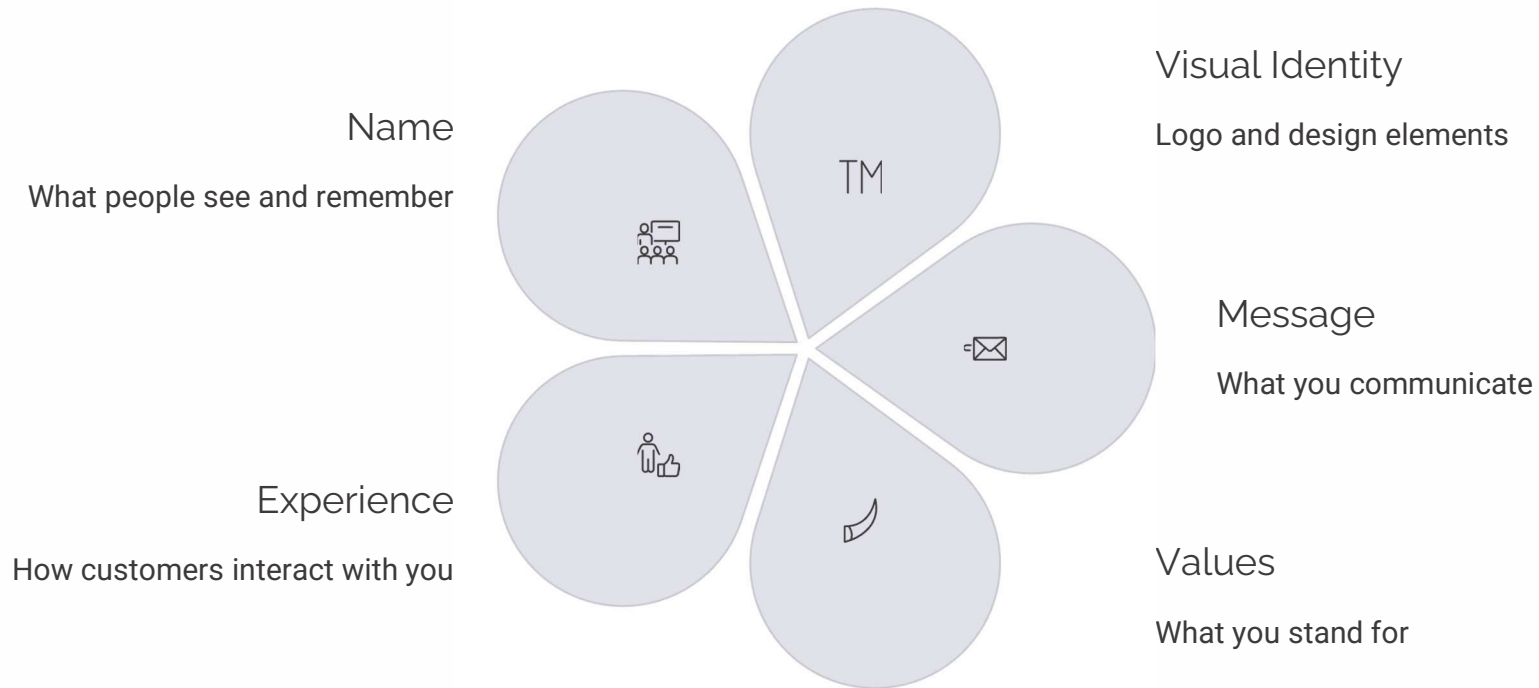


# Branding & Marketing

Many people think of a brand as a logo or catchy name. But in truth, a brand is much more—it's how your business is remembered and felt.

# What Makes a Brand?

Your brand is the overall image, personality, and reputation of your business. It includes:





# Building Your Brand Elements



## Choose Your Name

Easy to pronounce, memorable, related to what you offer, and available on social media platforms.



## Design Your Logo

Simple, clear, scalable, and consistent with your tone. Use free tools like Canva for templates and icons.



## Define Your Values

Core principles your business stands for: honesty, affordability, sustainability, quality, creativity.

# Marketing Channels

Marketing is how you communicate your value to customers and encourage them to take action. Here are common channels you can use:

## Social Media

Instagram, Facebook, TikTok, YouTube for sharing content, telling your story, and interacting with followers. Choose platforms your audience uses.

## Word of Mouth

When people talk about your business to friends and family. Happens through excellent customer service and community involvement.

## Local Advertising

Posters, flyers, local events, markets, and collaborations with local influencers or groups.

# The 4Ps of Marketing

The 4Ps help you think about your offer from the customer's perspective:

## Product

What exactly are you offering? What makes it useful or desirable?



## Price

How much will you charge? Should reflect value, be affordable, and cover costs.



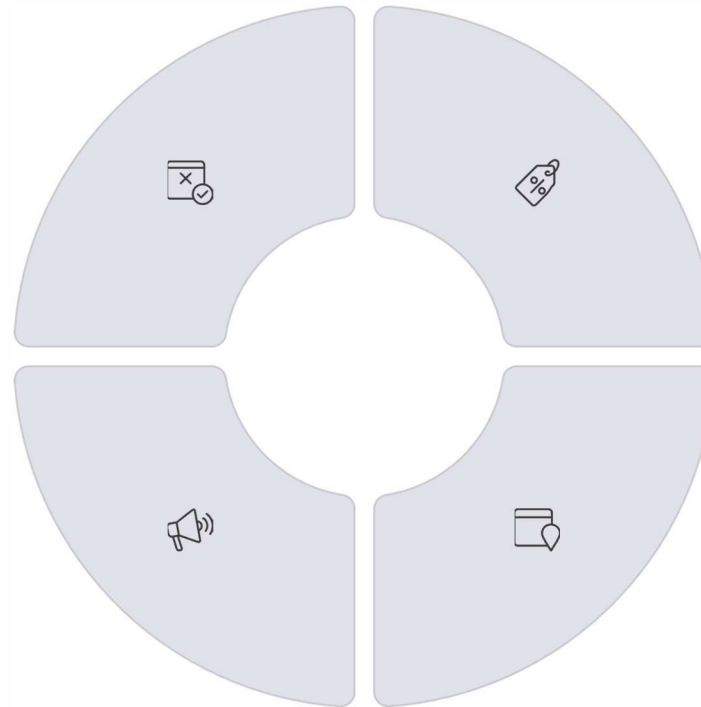
## Promotion

How will you tell people? Social media, word of mouth, flyers, videos, or testimonials.



## Place

Where will people find and buy? Online platforms, in-person events, or pop-up shops?





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# Pitching & Presentation Skills

An elevator pitch is a short, persuasive description of your idea, spoken in thirty to sixty seconds. A strong pitch answers three key questions:

1

What problem do you solve?

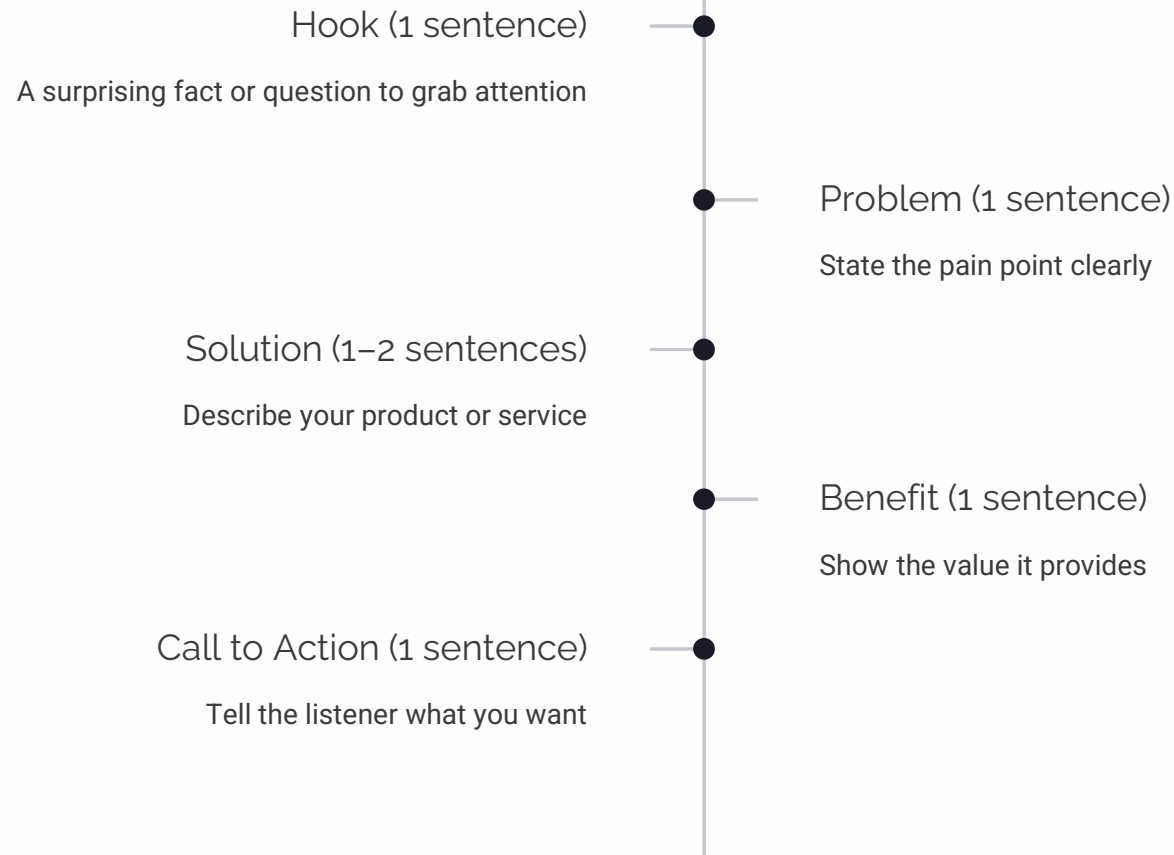
2

What is your solution?

3

Why does it matter?

# Pitch Structure & Delivery



**Delivery Tips:** Stand straight, speak slowly, make eye contact, pause after key points, and let your enthusiasm show.



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# Your Entrepreneurial Journey Begins

Entrepreneurship helps young people develop important life skills—responsibility, resilience, communication, planning, and decision-making—that benefit them in any career. By developing an entrepreneurial mindset and learning practical skills, anyone can discover their potential to make a meaningful impact.

**Remember:** Entrepreneurs don't wait for others to solve problems—they step forward themselves, using creativity, planning, and determination to create positive change.