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**EMINENT learner workbook**

For use as part of CURRICULUM AND

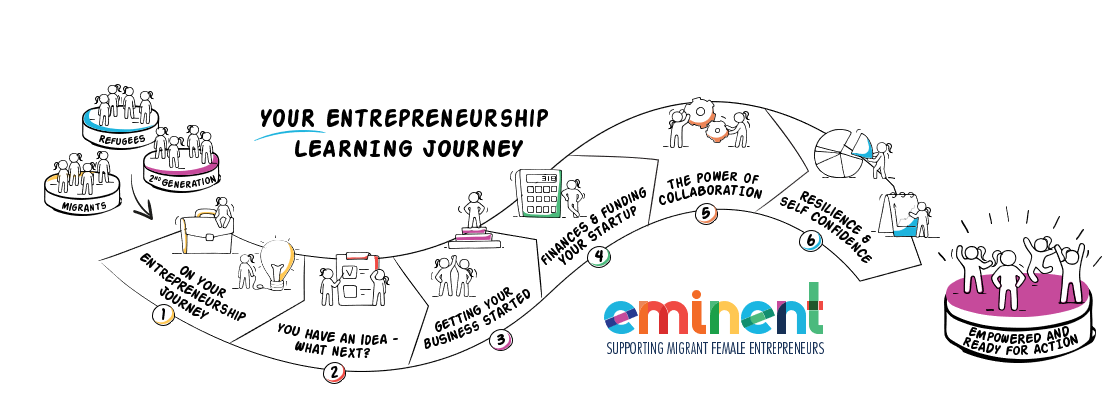
OPEN EDUCATION RESOURCES

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This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use, which may be made of the information contained therein.

PLEASE USE THIS WORKBOOK TO CAPTURE THE KEY LEARNINGS FROM OUR CLASSROOM COURSE – OUR FREE CONTENT CAN BE DOWNLOADED ON [Course Curriculum and Classroom Materials - Eminent Project](https://www.eminentproject.eu/course-curriculum-and-classroom-materials/)



Join in the conversation with your peers on our [EMINENT Closed Facebook Group](https://www.facebook.com/groups/130967562215640/). A safe place to talk about your opportunities and challenges, excitement and fears.

Step 1 On your Entrepreneurship Journey As a potential emerging female migrant entrepreneur, learn about the Basics of Entrepreneurship

Pages 11 - 12: BE INSPIRED

Meet: [Anna Nooshin](https://www.youtube.com/watch?v=iaNwKbR5av0): From refugee to entrepreneur

Watch: <https://youtu.be/iaNwKbR5av0>

Visit: [annanina (anna-nina.nl)](https://www.anna-nina.nl/en/products/1/jewellery)

Page 15: TIME TO THINK ACTIVITY

1. Ask yourself, do you :

* have a business idea that has been nagging at your mind and heart?
* want to have creative control of your ideal lifestyle?
* have to start businesses out of necessity? For example, due to your personal circumstances, you are unable to be an employee
* want to start a business because you are passionate about a certain cause?

2. How many different migrant women business owners do you know?

Make a list of the names of all the different local businesses you know that are run by women from different nationalities. Role models are so important in influencing decisions to become self-employed, we cannot be what we cannot see.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Page 16: LISTEN - START UPS WITH NO BORDERS PODCAST

We love this inspiring podcast series about migrant entrepreneurship. Some of it can be a little high level, but dig deep, it provides interesting information and stories from other entrepreneurs with migrant and refugee backgrounds, many of whom are female, that can serve as role models and case studies for aspiring entrepreneurs. New episodes are being aired every week.

Step 1: Go to <https://startupswb.com/podcast>

Step 2: Click on the “Podcast” button to listen to any episode you would like

Step 3: …Click on the “News & Stories” <https://startupswb.com/news-stories> to browse through other relevant and interesting information presented in short story and news posts.

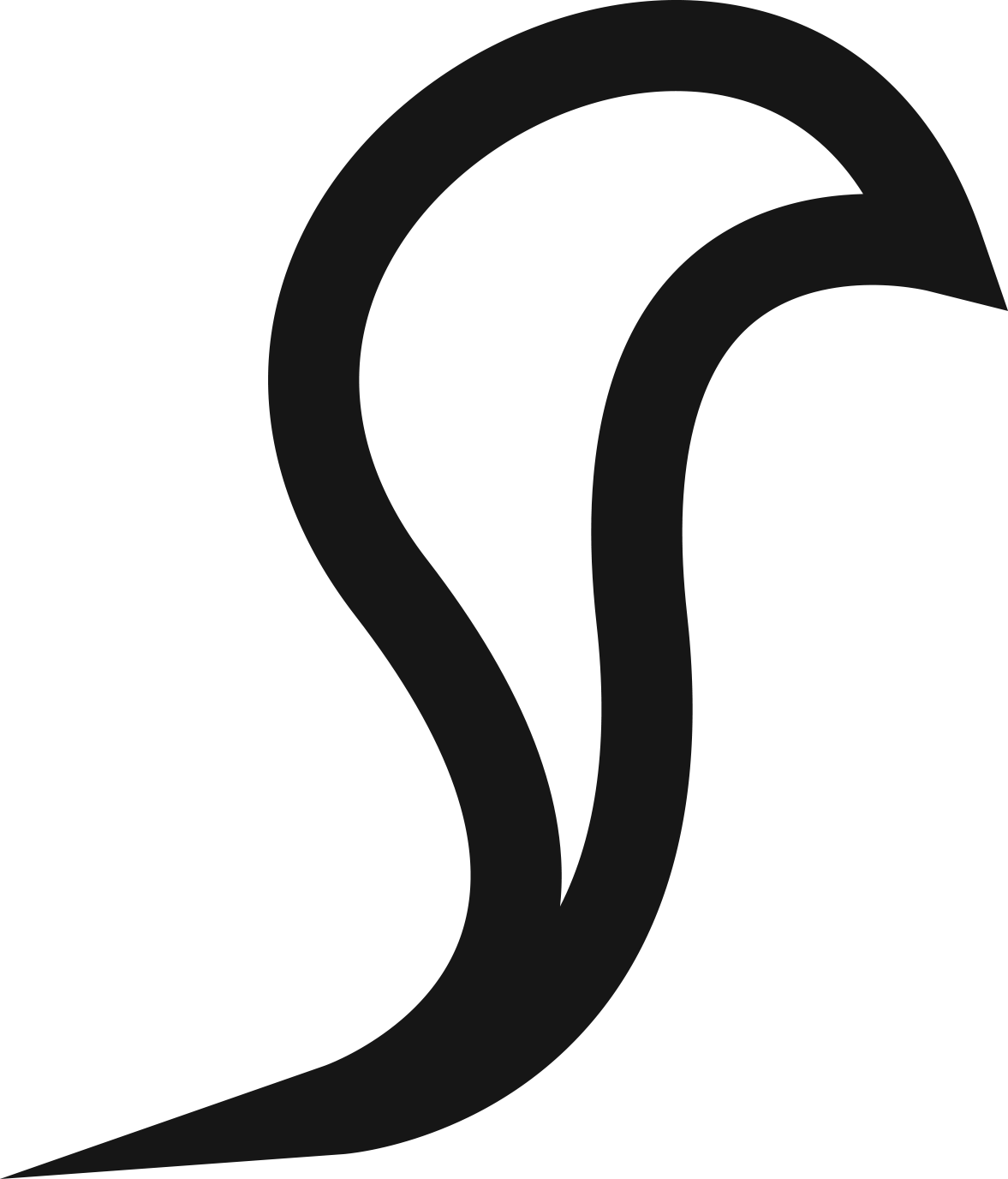
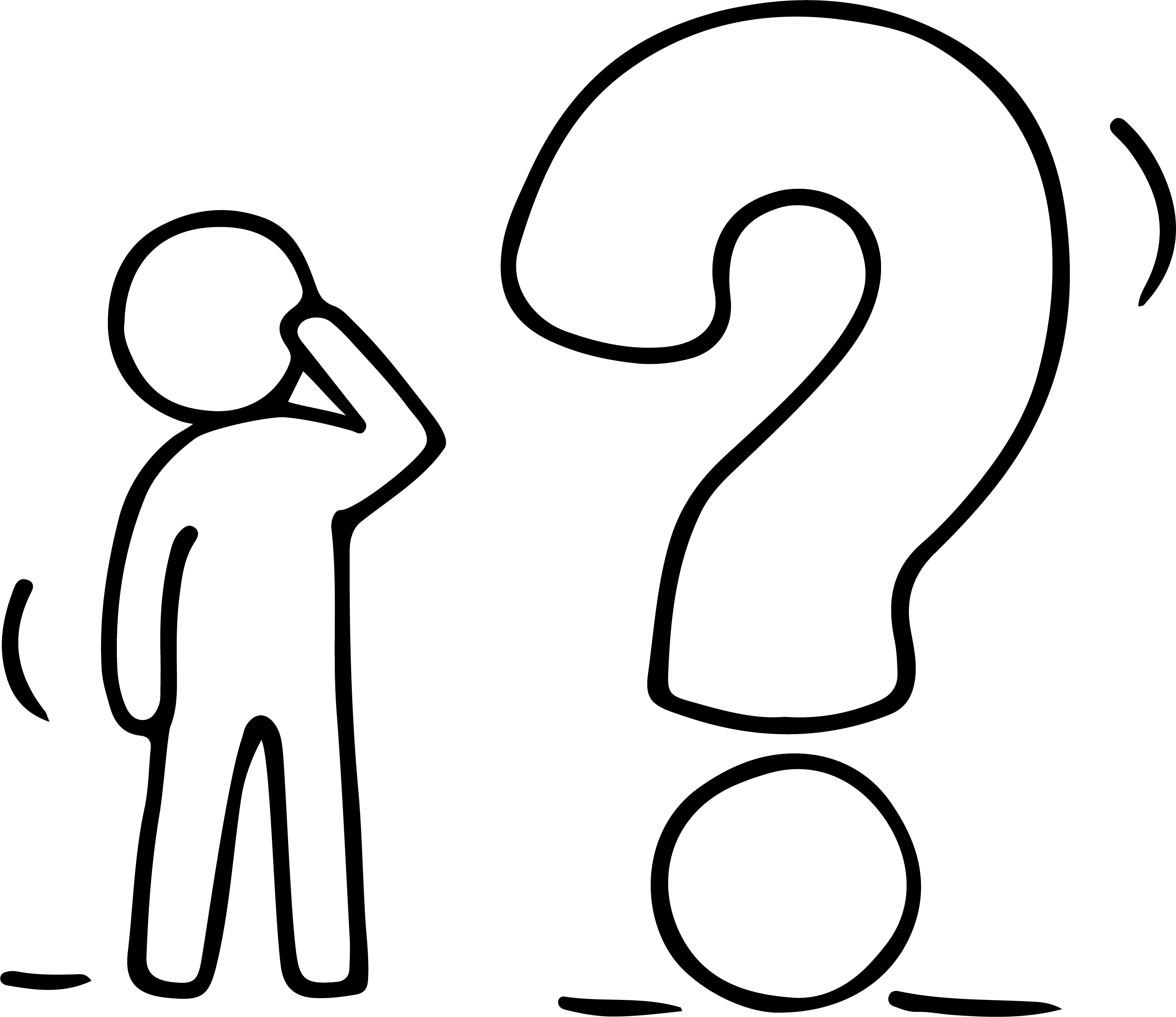
Page 27: SELF ASSESSMENT – Make a list for each of these 3 areas

|  |  |  |
| --- | --- | --- |
| What do you want or need to get out of the business? | What do you like to do? | What are you good at doing? |
| List here | List here | List here |

You will use this information as we take you through your business startup in the steps to follow.

Pages 31 - 22: BE INSPIRED

Meet: Kasia Rogowiec



Visit: [POLKA DOT PHOTO | Facebook](https://www.facebook.com/mypolkadotphoto/)

Page 39: BUSINESS PLANNING ACTIVITY

Think about what pain points you can solve with a new product or service

Pages 40 - 42: READ + EXPLORE

1. Steve Johnson, “Where Good Ideas Come From” [Link](https://www.amazon.com/Where-Good-Ideas-Come-Innovation/dp/1594485380/ref=as_li_ss_tl?ie=UTF8&qid=1544734059&sr=8-1&keywords=Where+Good+Ideas+Come+From&linkCode=sl1&tag=bplanscom-20&linkId=5d3af8b6bc58b9fdd6b0b1cf95f70023&language=en_US)
2. <https://www.trendhunter.com> is the world's largest, most popular trend community and a source of inspiration for aspiring entrepreneurs and the insatiably curious.
3. Inspiration News & Topics – Start, run and grow your business <https://www.entrepreneur.com/topic/inspiration>
4. 1,001 Smart Business Ideas <https://www.inc.com/bill-murphyjr/1001-smart-business-ideas-in-caseyou-need-inspiration.html>
5. Great Business Ideas, Start Ups, And Entrepreneurs <https://businessideaslab.com/>

Pages 44-45: BUSINESS RECYCLE ACTIVITY – Business Idea Brainstorm

Spend some time searching the internet to find stories of entrepreneurs who started interesting businesses that are located in another country. As you read an article about each small business ask yourself some questions:

1. What need is this business trying to solve?

2. Would people in my community have a similar need for this type of business If I set up something similar locally? If the answers are “yes” then document the business concepts collecting this information

* Name of Business: ….......................
* Location:........................................
* Website: …........................................
* What products/services are they selling?
* How could I improve on what they are doing?
* Who in my community/location would be my target market?

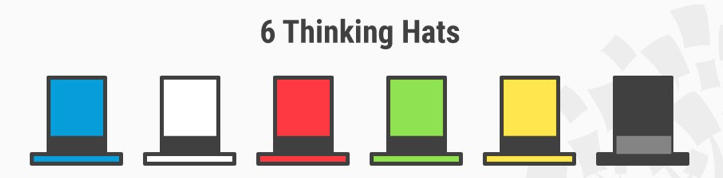
Pages 54 - 61 VARIOUS EXERCISES TO HELP YOU COME UP WITH NEW BUSINESS IDEAS

* IDEAS GENERATION TECHNIQUES – Getting Started with Brainstorming
* Works best with a clear set of instructions and a time limit
* When brainstorming, there is no such thing as a bad idea – there must be no self judgement or judgement of others
* Quantity of ideas not quality is important
* Free your mind, let it wander– this link shows you that some of the best business ideas are the craziest ones <https://blog.printsome.com/17-crazy-businessideas>
* WHAT IF ACTIVITY
* Don't be afraid to let your mind wander and dream. What do you really wish were possible? Works best with a clear set of instructions and a time limit e.g. 20 minutes to explore what if two products could be brought together for the first time to create a new one?

* **IDEA VALIDATION GROUP EXERCISE - The Six Thinking Hats**

Using this technique, a group can evaluate an idea and can argue both the pros and cons whilst remaining as objective as possible. A chairperson is appointed in the group. An individual may ‘wear’ a hat to produce a comment without any possible attached stigma. Get to know the meaning of each hat and then complete a ‘storyboard’ for each idea.

Control Facts Feelings Creativity Positive Negative

****

* The White Hat calls for information known or needed. "The facts, just the facts.“
* The Red Hat signifies feelings, hunches and intuition. When using this hat you can express emotions and feelings and share fears, likes, dislikes, loves, and hates.
* The Black Hat is judgment - the devil's advocate or why something may not work. Spot the difficulties and dangers; where things might go wrong. Probably the most powerful and useful of the Hats but a problem if overused.
* The Yellow Hat symbolizes brightness and optimism. Under this hat you explore the positives and probe for value and benefit.
* The Green Hat focuses on creativity; the possibilities, alternatives, and new ideas. It's an opportunity to express new concepts and new perceptions.
* The Blue Hat is used to manage the thinking process. It's the control mechanism that agrees actions, next steps and conclusions.

Please use the Six Thinking Hats WORKSHEETS that follow to complete the exercise……

HAT ONE: BLUE HAT - CONTROL

|  |
| --- |
| How do we approach this problem? What are the ground rules? |
|  |

HAT TWO: WHITE HAT - FACTS

|  |
| --- |
| What do we know? What does this tell us? |
|  |

HAT THREE: RED HAT - FEELINGS

|  |
| --- |
| How dies this make us feel? How will customers feel? |
|  |

HAT FOUR: GREEN HAT - CREATIVITY

|  |
| --- |
| What are some alternatives? How can we innovate? |
|  |

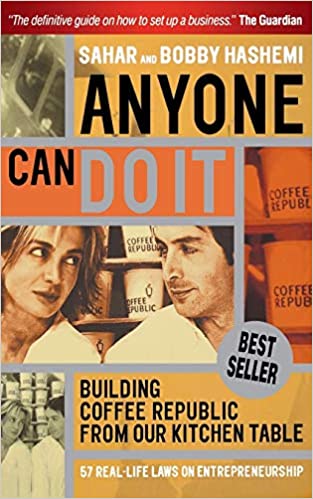
HAT FIVE: YELLOW HAT – POSITIVE

|  |
| --- |
| What works? What are the benefits? |
|  |

HAT SIX: BLACK HAT – NEGATIVE

|  |
| --- |
| What doesn’t work? What could go wrong? |
|  |

Step 2 RESEARCH – DEEP DIVE INTO YOUR BUSINESS IDEA YOU HAVE A BUSINESS IDEA, WHAT’S NEXT? WHAT’S NEXT?

Page 9: WATCH

We love this video from Sahar Hashemi | TEDxYouth who considers why she is not like Richard Branson but is credited with bringing coffee cafe culture to the UK in the 90′s with her chain Coffee Republic. <https://youtu.be/r8nHptyS234>

READ Sahar’s book, written with her brother, Anyone Can Do It, is an excellent read [<https://www.goodreads.com/book/show/871634.Anyone_Can_Do_It>](https://www.goodreads.com/book/show/871634.Anyone_Can_Do_It)

Page 11: SOME READING FOR DEEPER LEARNING

10 Great Ways to Generate Business Ideas <https://www.entrepreneur.com/article/74184>

19 Fresh Ways to Find a Business Idea <https://entrepreneurshandbook.co/19-fresh-ways-to-find-a-business-idea-d52c115d6419>

Page 16 – STEP ONE - DEFINE YOUR BUSINESS IDEA

READ: [The Founder Institute’s One-Sentence Pitch Format](http://fi.co/madlibs) (one sentence) [Perfect Your One Sentence Pitch using Startup Madlibs (fi.co)](https://fi.co/madlibs)

*EXAMPLE - Startup name, is developing (a defined offering), to help (a target audience)* (solve a problem)

*NOW YOUR VERSION*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Describe ideas by answering these questions

|  |  |
| --- | --- |
| What is the problem you want to solve? |  |
| Who experiences that problem? |  |
| How you want to solve that problem? |  |
| Why yours is a better solution? |  |

Pages 17-18 READ - [7 Ways to Refine your Business Idea | by Liz Huber | The Startup | Medium](https://medium.com/swlh/7-ways-to-refine-your-business-idea-fc8bb7b74a4f)

Get so clear on your business idea that you can describe it in one single sentence. This exercise helps you to

get really, really specific and forces you to clearly articulate how you are delivering value to a specific group of people. You can use this template:

EXAMPLE - *“My name is Chanelle. I'm the founder of Sport Up, a UK-based start-up that specializes in sports nutrition. I am working to create an app for iOS/Android that offers on-demand delivery of sports nutrition products especially beneficial to women aged over 40. My goal is to help women build muscle mass in a safe and cost-effective way.”*

EXERCISE -Define your business idea using this formula

(“My company, \_(insert name of company)\_, is developing \_(a defined offering)\_ to help \_(a defined audience)\_ \_(solve a problem)\_ with \_(secret sauce)\_”).

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Page 21 HOW TO EVALUATE/TEST YOUR BUSINESS IDEA

There are a number of ways you can research, evaluate and decide if your idea has business potential;

* Create a profile of your paying customer
* Describe the features/benefits of your product/service
* Define the geographic area you intend to sell to during your first year
* What competitors are selling to this geographic area?
* What price do these competitors charge?
* Estimate what price you can charge and still remain competitive
* Why would your customers buy from you instead of your competition?.....

DOWNLOAD- A useful Guide to Evaluating your Idea. [Evaluate Your Idea (localenterprise.ie)](https://www.localenterprise.ie/Offaly/Publications-Resources/Business-Downloads/Evaluate-Your-Idea.pdf). Credit: Local Enterprise Office, Ireland

Page 24 FINDING YOUR NICHE

WATCH: Excellent video giving an excellent introduction to the importance of a niche market. Credit: Shopify <https://youtu.be/WgvSYSp3gAc>

Page 26 FINDING YOUR NICHE – look at the trends

READ: [What is a Niche Market? 9 Examples + Products to Sell (2021) (shopify.com)](https://www.shopify.com/blog/niche-markets#2)

Page 28 RESEARCH THE BIG PICTURE

* How large is your market?
* Who are your potential competitors?

Check [Google Trends.](https://trends.google.com/trends/?geo=US) Sign up for [Google Alerts](https://www.google.com/alerts). Sign up for [Google AdWords](https://ads.google.com/intl/en_BA/home/?pli=1) and use the [Keyword Planner](https://ads.google.com/intl/en_ie/home/tools/keyword-planner/) tool for inspiration. Google “XYZ industry report” or “XYZ market analysis” to get statistics and data about your market. Pay attention to the related search terms Google shows you at the bottom of your [search](https://www.entrepreneur.com/article/239064) result page. Do research on a business that does something similar to yours and its competitors. Research and dig deep.

Page 32 THE PROCESS TO DEFINE YOUR TARGET MARKET

Lynda Falkenstein, author of [Nichecraft: Using Your Specialness to Focus Your Business, Corner Your Market and Make Customers Seek You Out](https://www.goodreads.com/book/show/2642717-nichecraft) promotes a seven-step process, five of which are relevant to you as an EMINENT learner:

|  |  |
| --- | --- |
| 1. MAKE A WISH LIST - With whom do you want to do business?   Be as specific as you can: Identify the geographic location\* and the types of businesses or customers you want your business to target. If you don't know whom you want to do business with, you can't make contact.  *Where are they?*  *Where do they live?*  *Where do they visit?*  *Where do they buy?* | Insert your approach here |
| 1. SKILLS   Make a list of what you do best and the skills\* essentially needed in each. List your achievements and what training you may need to attain the necessary skills required. Examples of skills needed; curiosity, time management, strategic thinking, efficiency, resilience, communication, networking, finance, branding, sales. | List your skills here |

Page 39: EXERCISE - QUALIFY YOUR BUSINESS IDEA

Put in writing the answers to these questions – it is the very start of your business plan…

1. What problem are you solving?

2. How many specific benefits for your product or idea can you list?

3. Can you state, in clear language, the key features of your product or service?

4. Who are your potential competitors?

5. What key features does my product have that others will have a hard time copying?

6. Do you have access to the various resources you need to launch a business?

Page 52 WATCH – MARKET RESEARCH

Serial entrepreneur Steve Blank explains how entrepreneurs fail when they wait too long to gauge real customer interest in their products. Get out of the building! <https://youtu.be/a-J_SwmMJyo>

Page 72 EXERCISE – MARKET RESEARCH, PUT TOGETHER THE QUESTIONS YOU NEED

Here are a few of the top questions you should be asking your target consumers, with the goal of learning more about their motivations and needs as it pertains to your business idea:

* What are you most looking to achieve (as it pertains to your product area)?
* What are some of the current solutions you're using, or have used in the past?
* What frustrates you most about current solutions out there?
* What features would you most like to see (as it pertains to your product area)?
* Do you have any fears (as it pertains to your product area) holding you back?
* Would you be willing to pay for a solution that does XYZ for you?

Page 72 EXERCISE - RESEARCH & TEST TARGET MARKET - MARKET RESEARCH ONLINE COMMUNITIES (MROC)

Identify online communities that apply to your business idea e.g.

* LinkedIn Groups are great way to build credibility and make new connections that can ultimately help grow your business
* Facebook groups
* “Listening Platforms” i.e. blogs, forums etc

Page 79 EXERCISE – COMPETITOR

Why do you have competitive advantage? Write a summary paragraph

Step 3 GETTING YOUR BUSINESS STARTED. You have researched your market, now let’s get your business up and running!

Pages 7 - 8: BE INSPIRED - Ana Tereza Rodrigues

VISIT: [www.soyou.ie](http://www.soyou.ie)

READ Ana Tereza’s story was featured in the Irish Times. Read and be inspired Migrant women’s ‘determination and grit’ find form in start-ups [Migrant women’s ‘determination and grit’ find form in start-ups (irishtimes.com)](https://www.irishtimes.com/news/politics/migrant-women-s-determination-and-grit-find-form-in-start-ups-1.3715233)

Page 10: SERVICES WHEN THE BUDGET IS TIGHT

SELF ASSESSMENT: ASK YOURSELF THIS QUESTION: "What skill(s) do you have that can be sold as a service?"

Page 13 BE INSPIRED - SELLING A PERONAL SERVICE- an example

MEET: Karoun Baghboudarian, a Syrian musician who runs her own business KIDDY ORCHESTRA in Groningen, The Netherlands. She has a fascinating story to tell.

WATCH – Interview with Karoun: <https://youtu.be/9Uuvcup6Uyo>

VISIT Karoun’s website - [Media - Karoun Music](https://www.karounmusic.nl/media/)

Page 14 BE INSPIRED - SELLING A PERONAL SERVICE- an example

MEET: Mira Garvin lives in Dublin, but is originally from Mauritius, and turned a passion for food in her adopted home into a business as a health and nutrition coach.

VISIT- <https://everydaycookingwithmira.com/actionable-steps-healthier-habits/>

Pages 15-16: BE INSPIRED - SELLING A PERONAL SERVICE- an example

MEET: Pushpa Alexander, Headz Up Business, UK

VISIT-

[http://www.headzupbusiness.co.uk](http://www.headzupbusiness.co.uk  )

Page 18: BE INSPIRED – SETTING UP A PART TIME BUSINESS- an example

MEET: Mabel Chah arrived in Ireland from Cameroon in 2013. While living in a direct provision centre in Sligo, she was one of the driving forces behind [Sligo Global Kitchen](https://www.facebook.com/sligo.gkitchen), giving asylum seekers an opportunity to cook their own dishes in the kitchen of The Model Arts Centre and invite the local community to share a meal.

Pages 25 - 31: SELLING ONLINE

READ: How to start an Amazon Marketplace business <https://startups.co.uk/how-to-start-an-amazon-marketplace-business/>

WATCH: Very practical videos taking you through all the steps to build an Amazon business in 2020 and 2021. How to sell in the UK via Amazon - <https://youtu.be/7-DzKSxiJkA> How to sell in the Germany via Amazon <https://youtu.be/JfXle_RjSno>

READ: While the video relates to AMAZON UK and DE, the principles apply to all other AMAZON EU marketplaces. Here is a link to same - [Amazon Europe Marketplaces - The Complete List & Overview (sermondo.com)](https://sermondo.com/amazon-europe-marketplaces/)

READ: Get to know Ebay https://sellercentre.ebay.co.uk/

Pages 25 - 31: BE INSPIRED CASE STUDY, Irishfeltfairy

MEET Franziska Lienberger of Irishfeltfairy, Ireland. Originally from Switzerland, Franziska crafts little fairies and leprechauns made from felt. Where she sells: On her own website [www.irishfeltfairy.com](http://www.irishfeltfairy.com) and on Etsy. Which site sells more? Etsy!! [www.etsy.com/ie/shop/IrishFeltFairy](http://www.etsy.com/ie/shop/IrishFeltFairy)

Pages 41 - 42: BE INSPIRED CASE STUDY, EXAMPLE OF A DROPSHIPPING BUSINESS

MEET [NotebookTherapy - Japanese + Korean Stationery Shipped Free Worldwide](https://notebooktherapy.com/). NotebookTherapy started with a love of stationery and a life-long affection for East-Asian culture. Inspired by visits to the incredible stationery stores of Korea and Japan, the founders returned home thirsty for more...

They made it their mission to track down most beloved stationery items, make them easily available online and ship them free to stationery addicts over the planet!

Page 45: SETTING UP YOUR OWN WEBSITE

READ This is an excellent review of the top 10 website builder that you can use. They cover all levels of technical ability or you are sure to find one to suit your needs. [Website Builders Comparison: Find the Best Site Builder (top10bestwebsitebuilders.com)](https://www.top10bestwebsitebuilders.com/?bkw=building%20a%20website&bcampid=52058023&bcamp=WB%20UK&bagid=1685075019&bag=website%20build&btarid=kwd-74011045215288%3Aloc-92&bidm=be&bnet=o&bd=c&bmobval=0&bt=search&utm_source=bing&utm_medium=cpc&utm_term=how%20to%20set%20up%20a%20website&utm_campaign=Bing%20CPC%20Campaign&c=74011113552692&m=e&k=74011045215288&binterest=&bphysical=92&bfeedid=&a=B2021&ts=&topic=&upf=&test=bing_uk&msclkid=4a683e1017871d50c0c55e6d61005039)

READ This article sets out 8 tips for hiring a web designer for your business - [8 tips for hiring a Web designer for your business | CIO](https://www.cio.com/article/3004434/8-tips-for-hiring-a-web-designer-for-your-business.html#:~:text=%208%20tips%20for%20hiring%20a%20Web%20designer,out%20references.%20%E2%80%9CReferrals%20from%20business%20associates...%20More%20)

Pages 51 - 57: THINK ABOUT PRODUCING YOUR PRODUCT OR SERVICE

EXERCISE: YOUR PRODUCTION PLAN

* Write down a step-by step-outline of the production process or service delivery activity from the beginning to the end which is the point you get paid
* Outline the day-to-day activity necessary to carry out your business. Here you should outline the process of making or manufacturing your product. If you provide a service, you should outline all of the moving parts and individuals necessary to carry out the service.

A great way to do this is to create a checklist or flowchart – creating it visually makes it really clear what is involved. To put it simply, a “workflow ” is how you get work done. It’s a series of tasks you need to complete in order to reach some repeatable business goal. The key word here is repeatable. Put your workflow on paper….

Do a step-by-step description of how your product or service will be made

Identify any problems that may occur in the production/service provision process and what you can do to negate these risks.

Step 4 FINANCES AND FUNDING YOUR START UP LET'S GET PRACTICAL, Managing & raising project finance to start your business ages 7 - 8 Rodrigues

Page 24: Draw up a simple cash flow forecast

EXERCISE On a monthly spreadsheet showing how much you expect to collect from sales (your debtors) based on your sales forecast), how much it costs to support the sales, and all the fixed costs needed to run the business (rent, utility bills, wages, insurance etc). For more information and a sample cash flow forecast, visit <http://www.nbv.co.uk/>

Page 39: BE INSPIRED BY LOW START UP INVESMENTS - WHERE CAN YOU FIND SUPPORT?

AmaElla Organic Cotton Ethical Lingerie Crowdfunding Campaign €14,422 raised, surpassing her goal of €11,100. She attracted small investments from 156 backers (and potential customers)

READ [AmaElla Sustainable and Ethical Lingerie — UpEffect | Social Enterprise Crowdfunding (theupeffect.com)](https://www.theupeffect.com/amaella-sustainable-and-ethical-lingerie/)

Page 40: CROWDFUNDING

READ [Think Business - Crowdfunding Ireland Guide](https://www.thinkbusiness.ie/articles/crowdfunding-in-ireland-guide/)

READ [10 Top Crowdfunding Websites for Entrepreneurs](https://www.entrepreneur.com/article/228534)

EXERCISE - CROWDFUNDING – EXERCISE. DOWNLOAD AND REVIEW CRUCIAL CROWDFUNDING RESOURCES. CRUCIAL Crowdfunding is an ERASMUS+ supported project, designed to inform all the different stakeholders who can potentially benefit from this innovative means of funding business ventures.

VISIT [CRUCIAL Crowdfunding Project](http://crucialcrowdfunding.com/)

VISIT [Crucial Crowd Funding Resources](http://crucialcrowdfunding.com/downloads/)

PAGE 43: GRANTS WATCH Interesting video on what a grant does and does not do. <https://youtu.be/q13UX4UCmKY>

PAGE 54: DEALING WITH A BANK READ - 10 questions you should ask before applying for a bank loan [10 Questions to Ask Before Applying for a Bank Loan (entrepreneur.com)](https://www.entrepreneur.com/article/227191)

PAGE 56: PRIVATE INVESTMENT - ANGEL INVESTORS, BUSINESS ANGELS VISIT [Women Angel Investors | Female Angel Investor](https://femaleangelinvestor.com/women-angel-investors/) READ [Europe's top angel investors | Sifted](https://sifted.eu/articles/europes-top-angel-investors/)

PAGE 57: PRIVATE INVESTMENT - ANGEL INVESTORS, BUSINESS ANGELS VISIT [30 Top Angel Groups + Venture Capital Firms for Women Entrepreneurs — Startup Funding](https://www.startupfunding.co/blog/30-top-angel-groups-venture-capital-firms-for-women-entrepreneurs)

PAGE 72: BE INSPIRED CASE STUDY WATCH [Empowered women pitch their businesses and share their stories - YouTube](https://www.youtube.com/watch?v=DJLwTh65AO0)

Step 5 THE POWER OF COLLABORATION and NETWORKS “Alone we can do so little. Together we can do so much.”

Page 7: WHY COLLABORATE? READ <http://www.flightofideas.net/Articles/Dynamic%20Duos%20-%20the%20Power%20of%20Creative%20Partnerships%20-%20Summer%202006.pdf> ​

PAGES 21- 24 EXERCISE - WHICH TYPE OF COLLABORATOR DO YOU THINK YOU MIGHT BE?​

PAGES 25- 27 BE INSPIRED BY FURKAN KARAYEL, AN EXAMPLE OF COLLABORATION: MIGRANT WOMEN LEADING ENTERPRENEURSHIP

READ : <https://www.diversein.com/copy-of-about>

PAGE 34 TIPS FOR SUCCESSFUL COLLABORATIONS​ READ <https://www.theguardian.com/media-network/media-network-blog/2012/feb/16/media-creative-collaborations-better-results> ​

PAGES 35 - 36 CHALLENGE ONE ANOTHER AND PLAN FOR FRICTION ​ READ  <https://medium.com/@jasonkeath/partners-in-crime-the-power-of-finding-your-creative-collaborator-7d8aaf7af07b>

PAGES 42 - 44 SPOTLIGHT ON NETWORKING

TERN The Entrepreneurial Refugee Network – Supporting refugees into business, UK

TERN enables refugees to thrive through the power of their own ideas. Their goal is to launch 2000 refugee-led businesses by 2025.It has helped many female led businesses through [Wearetern | Herfutureforward](https://www.wearetern.org/herfuture-forward/) – full of wonderful examples of empowered refugee business women.

CHECK OUT TERN INSPIRING CASE STUDY [Luxury handmade lingerie | Maria Callisto- Luxury Lingerie](https://www.mariacallisto.com/)

EXERCISE:- Research the networking platforms that you can access in your

Area/region Sector Online specific that are relevant to your business

How much time can you set aside to network each month?

WATCH:- 3 networking tips for introverts <https://youtu.be/7eRyPdlEJ4Y>

WATCH:- 10 Simple Ways To Improve Your Networking Skills - How To Network With People Even If You're Shy! <https://youtu.be/E5xTbn6OnAA>

FOR DEEPER LEARNING, THE DIFFERENCE IN FEMALE NETWORKING - READ

[Why Women Need To Network Differently Than Men To Get Ahead (forbes.com)](https://www.forbes.com/sites/carolinecastrillon/2019/03/10/why-women-need-to-network-differently-than-men-to-get-ahead/?sh=51da00ebb0a1)

[How Women Network Differently Than Men - Small Business BC](https://smallbusinessbc.ca/article/how-women-network-differently-men/)

Step 6 THE CONFIDENCE TO KEEP GOING AND GROWING Resilience, Managing Risk and Managing Wellbeing

PAGES 5 - 7 ENTREPRENEURSHIP ISN‘T A JOB – IT‘S A LIFESTYLE READ: [Whose-time-to-care-brief\_0.pdf (unwomen.org)](https://data.unwomen.org/sites/default/files/inline-files/Whose-time-to-care-brief_0.pdf)

READ: this really interesting article from Wordsqueen Anshika Vyas who started her own entrepreneurial venture as a co-founder in 2018.  Due to lack of investment, she had to face financial issues that let her learn through her mistakes and what measures to take before starting a business. [Why Entrepreneurship is a Lifestyle, not a Job - (wordsqueen.com)](http://wordsqueen.com/why-entrepreneurship-is-a-lifestyle/)

PAGE 8 EIGHT WAYS TO BOOST YOUR CONFIDENCE IN BUSINESS READ: Ryan James Lock is an international success coach and business consultant. [8 Ways To Boost Your Confidence In Business (wisdomtimes.com)](https://www.wisdomtimes.com/blog/confidence-in-business/)

PAGE 13 CONFIDENCE, A KEY INGREDIENT WATCH: Challenges I Face Being a Young, Black, Woman Business-Owner <https://youtu.be/JDSisEGISwg>

PAGE 36 DEFINING SUCCESS ON YOUR OWN TERMS READ <http://www.huffingtonpost.com/carissa-lada/what-does-success-look-like_b_5651592.html>

PAGE 37 BE INSPIRED BY IRISH ARTIST LEAH HEWSON READ <http://themakersstories.com/2017/01/11/young-irish-artist-talks-failing-succeeding/>

PAGE 37 DEFINE SUCCESS ON YOUR OWN TERMS EXERCISE

|  |  |
| --- | --- |
| REFLECTION AND VISUALISATION GUIDANCE  Who do you want to be?  Stripped of all expectations, becoming your true self is your life’s purpose.  What is your passion? Your real passion, if there were no obstacles.  Dare to be different. Define and measure your successes differently.  Too much conformity leads to groupthink and failure. To be a true entrepreneur, you need to think differently and not feel the pressure to conform.  Don’t feel the need to define your successes by other people ‘s standards. | YOUR REFLECTION AND VISUALISATION – document your thoughts. |
| SUCCESS – WHAT DOES IT LOOK LIKE?  While this is best completed as a Group Exercise, it can also be used as an individual reflection exercise. Materials Needed:  a selection of random images to include people, buildings, objects, cars etc.   * Choose 3 images that you feel represent success. Write down the main points that you think they represent success. * If this is a group exercise, each group shows their photos in turn and explains why they think it represents success.   Exercise findings: This exercise may lead you to challenge traditional views on success. It shows that success has many different meanings to different people. It will also introduce the idea of there being different types of success. | YOUR DEFINITION OF SUCCESS – document your thoughts. |

PAGES 52 - 55 FIND HAPPINESS IN YOUR WORK AND BUSINESS EXERCISE “DRAW YOUR FUTURE” VISUAL APPROACH TO GOAL SETTING Goal Setting Isn’t Rocket Science

* Visual goal setter Patti Dobrowolski captivates and inspires audiences using the business leadership tool: Drawing Solutions.
* Drawing your future helps you to set your goals, envision your desired future, create positive change, enhance culture and accelerate team performance for a better bottom line.

VISIT <https://www.upyourcreativegenius.com> WATCH <https://www.youtube.com/watch?v=zESeeaFDVSw>

EXERCISE - DOWNLOAD Draw your Future Template <http://pattidobrowolski.com/product-category/free-downloads/> This is an activity will help you map your future. Get a large blank page.

1. Starting on the left write 1–2-word representations of where you're currently at. After writing each word draw a small picture to visually represent it. It doesn't have to be an exact visual, it could be a question mark or exclamation point around an area of tension, confusion, etc.
2. Do the same thing for the other side, drawing what you want your future to be. In between the two sides are three arrows.
3. After finishing writing down as many words and pictures as possible, use the arrows to write three "action steps" that can help make that imagined future a reality.

PAGE 56 PRIORITISING WHAT’S IMPORTANT

PRIORITISE YOUR FAMILY - As an entrepreneur, no matter how much you want your business to succeed, for most of us, our families have to come first.

READ – Some really interesting articles …

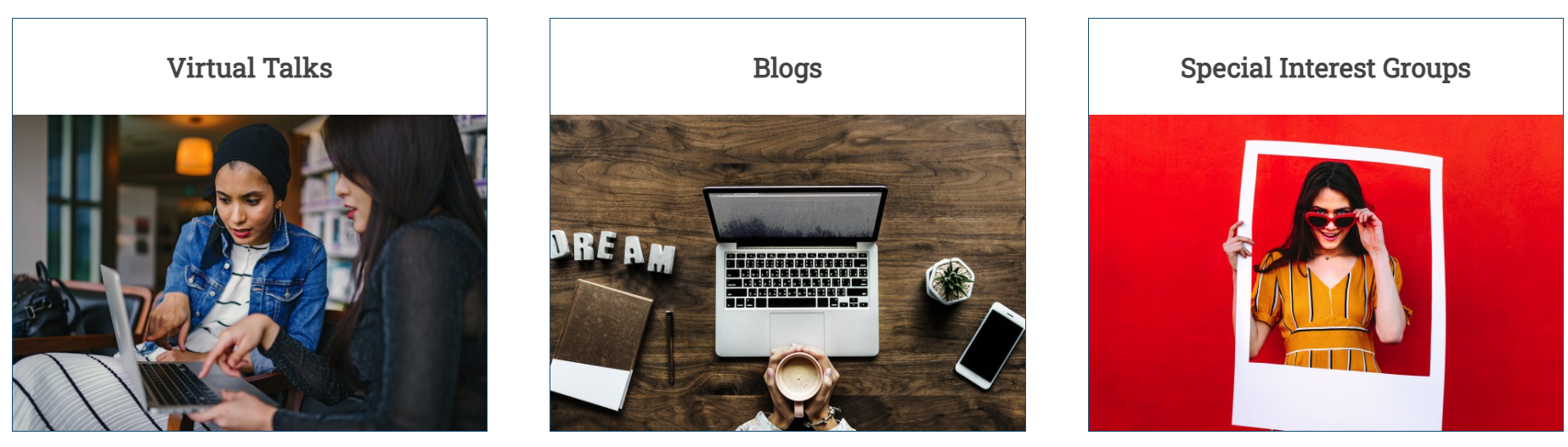
[Research: Women Entrepreneurs Struggling & Innovating in the Face of COVID-19 - Cherie Blair Foundation for Women](https://cherieblairfoundation.org/women-entrepreneurs-covid19-research/)

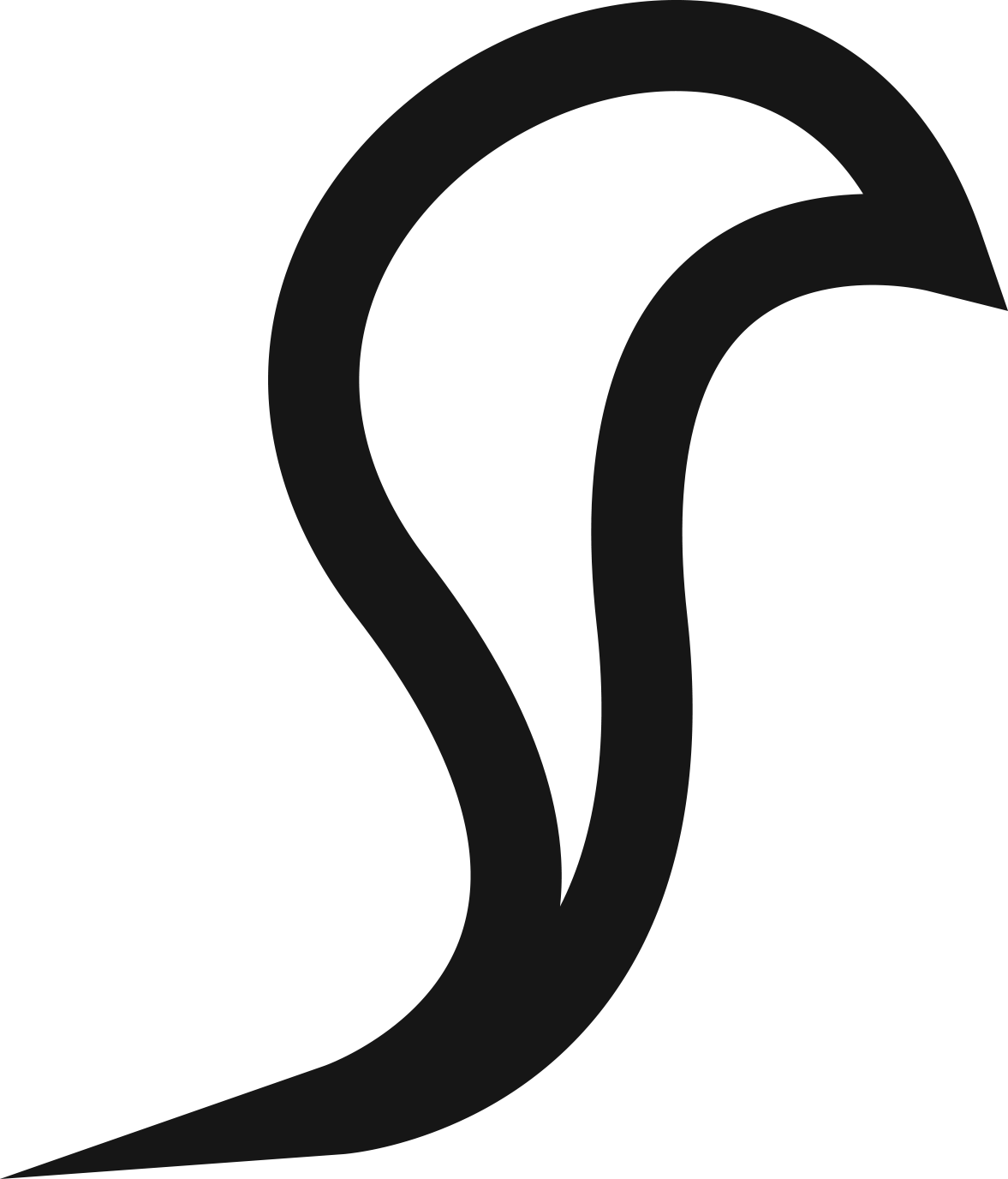
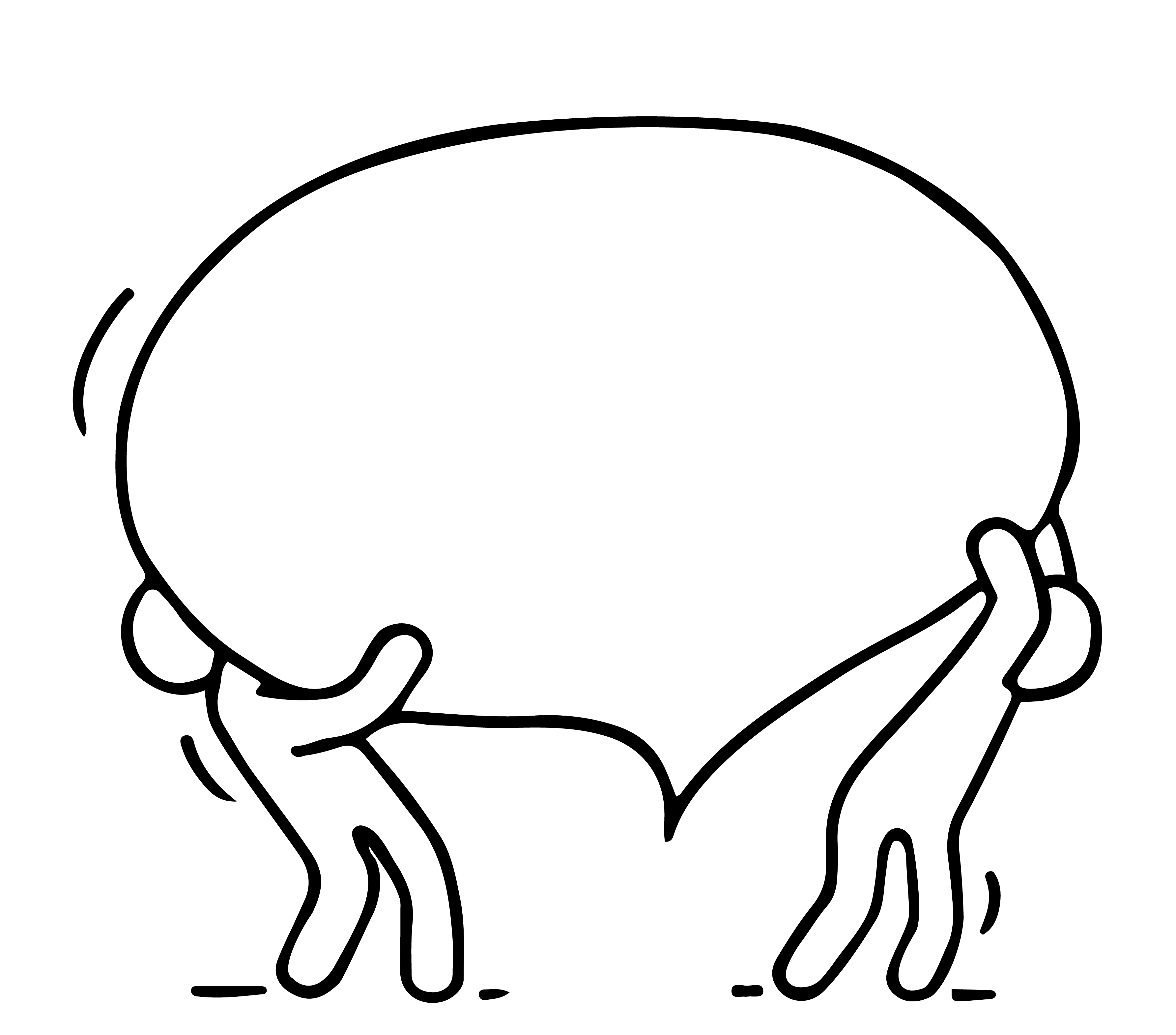
[Its a Juggling Act: Work Life Balance for Women Entrepreneurs | Travel, Technology and More... (poonamsagar.com)](http://poonamsagar.com/its-a-juggling-act-work-life-balance-for-women-entrepreneurs/)

[How Can Women Entrepreneurs Balance Their Personal Life And Their Work Life? - Leadership Girl](https://www.leadershipgirl.com/how-can-women-entrepreneurs-balance-their-personal-life-and-their-work-life-2/)

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We leave you with an invitation to join our EMIMENT KNOWLEDGE EXCHANGE [Open Online Platform EN - Eminent Project](https://www.eminentproject.eu/open-online-platform-en/)





We hope you have both enjoyed and benefitted from joining our EMIMENT entrepreneurship journey. Our team wishes you nothing but success.

Congratulations! YOU HAVE COMPLETED YOUR LEARNING JOURNEY 😊

Always focus on how you can win. Work hard and be true to yourself.