

Explorer Burgos

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ENTRE Toy









4.981 M2 OF INCUBATION FACILITIES
50 COMPANIES

BURGOS
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INTERNATIONAL PROJECTS

IEE PROGRAMMES: CORE-BUSINESS, RESINBUIL, BIOBUSINESS, PROBIO

INTERREG IV B SUDOE: CYBERSUDOE, CYBERSUDOE INNOV

INTERREG EUROPE: BRIDGES, ATM for SMEs

INTERREG IVC: DIFASS

FP7: DIGIBIC

H2020: Invest Horizon

LEONARDO DA VINCI (TOI): DIALE, INSPIRE, e-GUIDE, DIAMEE and TOY.VET

ERASMUS +: Visconti, Open up entrepreneurship, UppScience, ENTRETOY, ENTREVET, CLUSTER4Smart

COSME: DEFINE and CAST

OTHERS: AL-INVEST, ASIA-INVEST, INTERACT, PRO-INVEST, EQUAL

Explorer Burgos

Specific program for young students who want to start a business

Objective: improve entrepreneur skills in a practical way by combining the **TOY model**, the **Lean Startup** and **Agile development** methodologies.

Main feature: reiterative iterations with actual prospects and customers.

General details

Preconditions for starting the course: Young student (18-31) from the University – some places available for VET - with a business idea.

Number of participants: 20 projects (1 or 2 participants each)

Meetings/ contact lessons: 40 workshops of 2 hours each (Two per week during 5 months).

Individual learning hours: 80hrs (online platform and home work)

Human resources: the coordinator or the program, 4 mentors, 8 national experts and 4 local experts

Objective

Development of entrepreneurs competences

Personal autonomy: confidence, desire to success or how to take decisions and solve problems

Leadership: management, communication and negotiation skills

Innovation: creativity, open minded

Business abilities: market oriented, financial issues and human resources. Marketing and communication strategies.

Methodology I

◦ **Step 1 - Concept proof**

- Basic concepts and elements supporting the business idea
- Outcomes:

Opportunity assessment vs implementation possibility

Evaluation of the potential of the idea

Production of a business model or action plan

Methodology II

◦ **Step 2 - Business**

Testing the idea in the market

Main topics:

- Risk assessment.
- Market niche definition.
- Problem solving
- Product, sales, financial issues.

Outcomes:

- use techniques of agile development to reach and catch clients
- build a working team
- knowledge of the main processes that define a start up/business

Methodology III

◦ **Step 3 - Growth**

Sustainable growth of the start up once defined the business model the idea, business model and the team have been proved to acceptable/feasible

Objective: Increase the number of prospects and customers and establish relations – if required - with potential investors (scalability)

Outcomes:

- Development of the product
- Development of the team
- Development of business processes
- Development of the market

Contents of the program

1 - Workshops: national and local experts in different themes:

- Design thinking: creative and visual techniques for the development of the project
- Lean Startup I and II: agile methods.
- Leadership, personal motivation and work in groups.
- Communication skills
- Marketing strategies
- Conflict resolution
- Legal framework of a startup

2 – Mentoring/coaching: following up the business plan.

3 – Team work: TOY model dynamics, Lean start up sessions (Minimum viable product validation) and agile development elements.

4 - Reading programme: Recommended books.

Resources

Handouts and other materials provided during the workshops (dynamics, challenges supported with presentations ,diagrams or templates)

Online platform (digital resources such as bibliography, references, recommended readings, videos, tests and forum).

Library: CEEI-Burgos books

EXPLORER 2018

20 projects

29 students

83% University

17% VET





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Build a better future



