

# pulse

| GROUPE SOS |

**Interreg**   
North-West Europe  
**Enter to Transform**

# TOOLKIT TO ROLL OUT A HUB

Enter to Transform project

# SUMMARY

01

## STANDING UP

Running awareness-raising sessions

02

## STARTING UP

Rolling out bootcamp days

03

## SCALING UP

Rolling out an incubation program





01

# STANDING UP

Awareness-raising on entrepreneurship in  
North West Europe

# AWARENESS RAISING SESSIONS

## OBJECTIVES

- Raising awareness of RR on the fact that re-starting in NWE can be a viable option
- Raising awareness on the Enter to Transform hub and support program : entrepreneurship is a complex journey, but you can be supported through it.
- Distributing an awareness raising kit, including answers to frequently asked questions on entrepreneurship

## FORMAT

- A 2 hours free training session
- Physical or online – if possible, hosted by prescribing partners
- At least 10 RR per awareness raising session.

## TRAINERS

- PULSE or La Ruche staff





# 02 STARTING UP

From an idea to a business model  
and a pitch

# BOOTCAMP DAY

## The aim of the bootcamp is to

- Help the entrepreneurs grow confidence in themselves and in their project
- Start structuring their project
- Encourage the creation of a promotion and collaboration spirit between participants

## The modalities :

- One or two days of training
- Preferably face-to-face, but a digital format is also possible
- About 20 participants per hub

## The deliverables :

At the end of the day, each participant should leave with :

- A first pitch
- A draft business model canvas

Time	Activity	Objectives
9h-10h	Introduction : Presentation of the Hub, brief reminder of what entrepreneurship is, icebreaking activity	Remind them of the different steps to create their company
9h30-10h	Testimony from a refugee entrepreneur	Inspire
10h-10h15	Coffee / tea break	
10h15-12h30	Workshop on the concept of effectuation [from external consultant]	Make them realise their strengths. Make them realise that they can start small with what they have instead of already looking for money and risks
12h30 – 14h	Lunchtime to get to know each other, and start building a promotion spirit	Build a team that will help and encourage each other
14h-15h30	Training on defining your activities Workshop on the Business Model Canvas	Structure the project and explore what they want and don't want to do
15h30-16h30	Pitch session and presentation of each other's projects	Learn to explain clearly the project
Pause	Coffee / tea break	
16h45-17h	Debriefing, Q&A on the next steps of the program, scheduling of individual diagnosis	For us to understand their availabilities and constraints For them to express their motivation to participate

# THE BUSINESS MODEL CANVA

## HOW ?

### Key partners

- *Who are the key stakeholders you will need to involve in your project to make it happen?*
- *Who are your key partners?*
- *Who are your key suppliers?*

### Key ressources

- *What resources will you need to run your project ? (skills, funding, supplies...)*

## WHAT ?

### Products / services

- *Which products and services?*
- *What solutions?*
- *What needs does it meet?*

### Key activities

- *What are the key activities of your company to produce the offer? (logistics, marketing, production...)*

## FOR WHO ?

### Clients

- *Who are the people or organizations that will pay for my product/service?*
- *What are the target customers' profiles?*

### Beneficiaries

- *Who benefits from your company's intervention ?*

At the end of the exercise, we explain the next two categories that they need to work on : costs and revenues







# 03 SCALING UP

From the business model to the actual launch, step by step

# 1. TRAININGS AND WORKSHOPS TO SCALE UP

## OBJECTIVES

- Acquisition of skills and knowledge by entrepreneurs, enabling them to launch and develop their project.
- Acquisition of the business codes of the host country.

## FORMAT

The training courses will cover all the essential themes for the deployment of a project in the incubation phase and will be applied with concrete tools.

Trainings will be given collectively to all participants twice a month, i.e. 12 training sessions over the duration of the program.

We have decided to provide the majority of the training sessions in person, as far as the evolution of the health crisis allows, during the evening hours if this allows for a better integration into the schedules of each participant. In the event that meetings are limited, training can be delivered online. This will be done in the form of webinars, facilitated by our trainers (internal or external).

If the level of computer skills of the laureates allows it, the trainings will be completed by asynchronous content online on the PULSE platform.

## TRAINERS

- Members of the PULSE or La Ruche team
- External speakers specialized in the topics covered



# TRAININGS CURRICULA (PREVISIONAL)

<b>Imagining your solution and building your business</b>	Defining need & target and getting to know the market
	Legal forms in France
	Introduction to the business plan
	Value proposition and business model
	Prototyping and testing
<b>Preparing for the future</b>	Writing a Business Plan and Discovering funding mechanisms
	Business management and administration
	Lauching strategy and roadmap
<b>Going to the market</b>	Prospection, Sales and Negociation
	Bases of marketing and communication strategy

# DEFINING NEED & TARGET AND GETTING TO KNOW THE MARKET

## 1. Module objectives

- Understanding the reason behind the market study and its importance
- Learn how to do and to present its literature research (Porter, Pestel, SWOT, Concurrential mapping)
- Differentiating quantitative and qualitative market study
- Having a strong methodology to lead interviews and build questionnaires

## 2. Deliverables that can be worked on

- Questionnaires for quantitative research
- Questionnaires for qualitative research
- Concurrential Mapping



# **LEGAL FORMS IN FRANCE**

## **1. Module objectives**

- Better understand the different legal forms for enterprises in France

## **2. Skills to be developed**

- Finding the right legal form for its project

## **3. Deliverables that can be worked on (optional)**

# **BUSINESS PLAN INTRODUCTION**

## **1. Module objectives**

- Deconstructing beliefs around financing needs
- Understanding that project definition and structuration comes before financing

## **2. Format**

It can be delivered in collective trainings or during individual sessions depending on the group.

The subject can also be a part of the awareness raising sessions or the bootcamp. In that case, it will not be necessary to do a full training session again on the matter.

# VALUE PROPOSITION AND BUSINESS MODEL

## 1. Module objectives

- Defining its target and its persona (motivations, needs, problems)
- Understanding the value proposition concept
- Presenting tools and template that helps in formalising its value proposition

## 2. Deliverables that can be worked on (optional)

- Filling a persona template
- Matching its target needs with its product benefits
- Writing its value proposition in a single sentence



# PROTOTYPING AND TESTING

## 1. Module objectives

- Understanding the reason and the importance of prototyping and testing
- Having a complete overview of what can be tested in a project
- Having a complete overview of the various type of prototypes
- Presenting the testing methodology

## 2. Format

- It can be delivered in collective trainings or during individual sessions depending on the group.

## 3. Deliverables that can be worked on (optional)

- Identifying what should be tested in its project
- Creating a prototype
- Realising a test





# WRITING A BUSINESS PLAN AND DISCOVERING FUNDING MECHANISMS

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## 1. Module objectives

- Understanding the Business Plan pillars
- Understanding Business Plan mechanisms
- Matching the right financing opportunities according to its development stage
- Having a complete overview of the existing financing opportunities and mechanisms

## 2. Deliverables that can be worked on (optional)

- Drafting its first business plan
- First research on the financing opportunities

## **1. Module objectives**

- Introduction to the fundamentals of business management
- Understand how the differentiate personal money from company cash
- Sharing tools and templates to better structure and manage its project

## **2. Deliverables that can be worked on (optional)**

# LAUNCHING STRATEGY AND ROADMAP

## 1. Module objectives

- Understand the different steps and a sum up of things do to from creating a company, to a scale up
- Anticipate what needs to be done today and what can be done in the future

## 2. Deliverables that can be worked on (optional)

- Plan of actions to launch the company



# PROSPECTION, SALES AND NEGOCIATION

## 1. Module objectives

- Learning how to define its commercial and prospection objectives
- Understanding the importance of adapting its sales pitch to its target clients
- Giving a methodology for the prospection process
- Tips for online and phone prospection
- Tips and tools to negotiate a commercial proposal

## 2. Skills to be developed

- Knowing how to adapt its sales pitch to its clients
- Adopting the right negotiation posture

## 3. Deliverables that can be worked on (optional)

- Preparing a prospection file
- Appropriation of the SPICEES method
- Writing its Pitch



# **BASES OF MARKETING AND COMMUNICATION STRATEGY**

## **1. Module objectives**

- Understanding the main stages of the marketing strategy : positionning, study of targets, marketing mix (4Ps)
- Understanding the main stages of the communication strategy : objectives, targets, message, channels
- Detailing social networks communication

## **2. Deliverables that can be worked on (optional)**

- 4P plan of actions
- Communications plan



## 2. INSPIRATION AND CO-DEVELOPMENT

### OBJECTIVES

- Use collective intelligence to work on specific issues with entrepreneurs from the program and other entrepreneurs from our incubator
- Make sure that the concepts addressed during the training sessions are understood and they know how to use the tools
- Inspire RR with the story and experiences of other entrepreneurs

### FORMAT

Entrepreneurs from the program and invited entrepreneurs help each other with specific issues. Each entrepreneur has the opportunity to propose an issue that will be the subject of reflection in the session. There will therefore be a minimum of one session per entrepreneur in the project pathway. These sessions last about 2 hours per sub-group so that each person can have time for their problematics.

Sessions are facilitated by a member of the staff.

### TRAINERS

- Members of the PULSE or La Ruche team

