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DIGI-GRENT Project

Training Week Instructions
(Almería- Online)

What specific topics will I learn?

- T0: Digital and Responsible Entrepreneurship foundations

- T1: Startups, social awareness, and the triple bottom line in the digital era

- T2: Next-generation digital trends for digital entrepreneurs

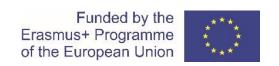- T3: Pitching strategies for digital & responsible entrepreneurs

What will I do during the training week?

- Attend training (classes) online on T0, T1, T2, T3.

- Develop a good practice report (in groups) – meaning, an analysis of existing good practices/strategies utilized in digital & responsible startups or in enterprises tangent to the digital & responsible sector. The good practices should be around the areas analyzed in T1 and T2,

- Develop a business model report (in groups). Specifically, based on the knowledge from the researched good practices as well as from T0, by working in groups, you need to come up either with a new business idea (business concept) or to identify an issue in an existing enterprise. The solution to the problem (i.e. new product/service or new startup/company) needs to be digital and responsible. All your proposals will be captured in the business model report.

- If you already attended the previous training week and your group already have the structure of the business model report, then you should focus on extending the digital and responsible aspects of it. Particularly, you should a) tighten the link between the digital trends analysed in T2 with the technological aspects of your business model, and b) elaborate on the social and environmental dimensions of your business model, explaining how the triple bottom line is integrated.

- Develop a PPT (presentation) by using the given template in order to pitch/present your proposed digital & responsible business model. There is no limit in terms of the number of slides, however the presentation should not take longer than 10-15 minutes. The presentation will be assessed by a panel of mixed stakeholders and feedback will be given.

How will I work ?

- 6 online synchronous sessions widespread in 2 weeks (as mentioned in the program) for training/teaching.

- During the 2 weeks of training, participants are supposed to develop 15 hours of autonomous and group work, that can be flexibly arranged according to each group needs, to develop and improve the business models and deliver good practices deliverables.

- Likewise, mentoring sessions will be available during the whole training when needed, although there will be a specific session scheduled on the evening of Thursday 28th to prepare for the final presentations (see schedule).

- 1 day – there will be presentations & evaluations. Each team will present their findings and evaluations will take place.

How will I get help?

- Each team will have a mentor that will be available online. On top of the mentor, professors from the University of Almería will provide guidance & support.

What do I need to submit at the end of the training?

- Firstly, make sure to fill in each session attendance form

- In terms of submission:

    o Good practice report

    o Business model report

    o PPT

- Completed evaluation forms (training overall, and training needs assessment).