



# Workshop Change your mind // Citizen in Charge

The aim of the workshop is to understand the processes, risks, challenges and achievements of a start-up. Using various tools. The participants can create their own business plan and present their own start-up ideas at the end of the workshop.

## Day 1

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08:00 - 12:00

Workshop for Learners

Introductory round - Expectations for the workshop

Introduction to the topic "Entrepreneurship".

What will the participants expect - program presentation

Data and facts of the Austrian entrepreneurial landscape

Presentation of the Academy - Founding Path, Challenges and Achievements

12:00 - 14:00

lunch break

14:00 - 17:00

Workshop for women

Paths to self-employment

How can I motivate myself to stay on the ball?

## Day 2

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08:00 - 14:00

Workshop for Learners

How do I generate business ideas?

Analyze market opportunities



Which business models are there and how do I set up a business plan?

Which competitive strategies are there?

How do I find investors / sponsors? Fundraising and financing?

How do I present my ideas to investors?

Presentation of tools

Homework: until the next day: Business idea!

### Day 3

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8:00 - 14:00

Workshop for Learners

Participants use the provided tools on the PC to analyze the market in terms of their business idea and to create a business plan

### Day 4

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8:00 - 09:30

Workshop for Learners

Discussion about problems and challenges of day 3

Development of creative skills and problem solutions

09:30 - 14:00

Participants continue to work on their own business strategy

### Day 5

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08:00 - 10:00

Workshop for Learners, teachers, citizens

presentation of results

10:00 - 12:00

Discussion Table



Presentation of best practice of Austria / successful Austrian stories (Podcast or/and films)

Presentation of best practice of Serbia

Day 6

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9:00 - 15:00

For teachers

workshop

How to motivate learners to get successful entrepreneurs?