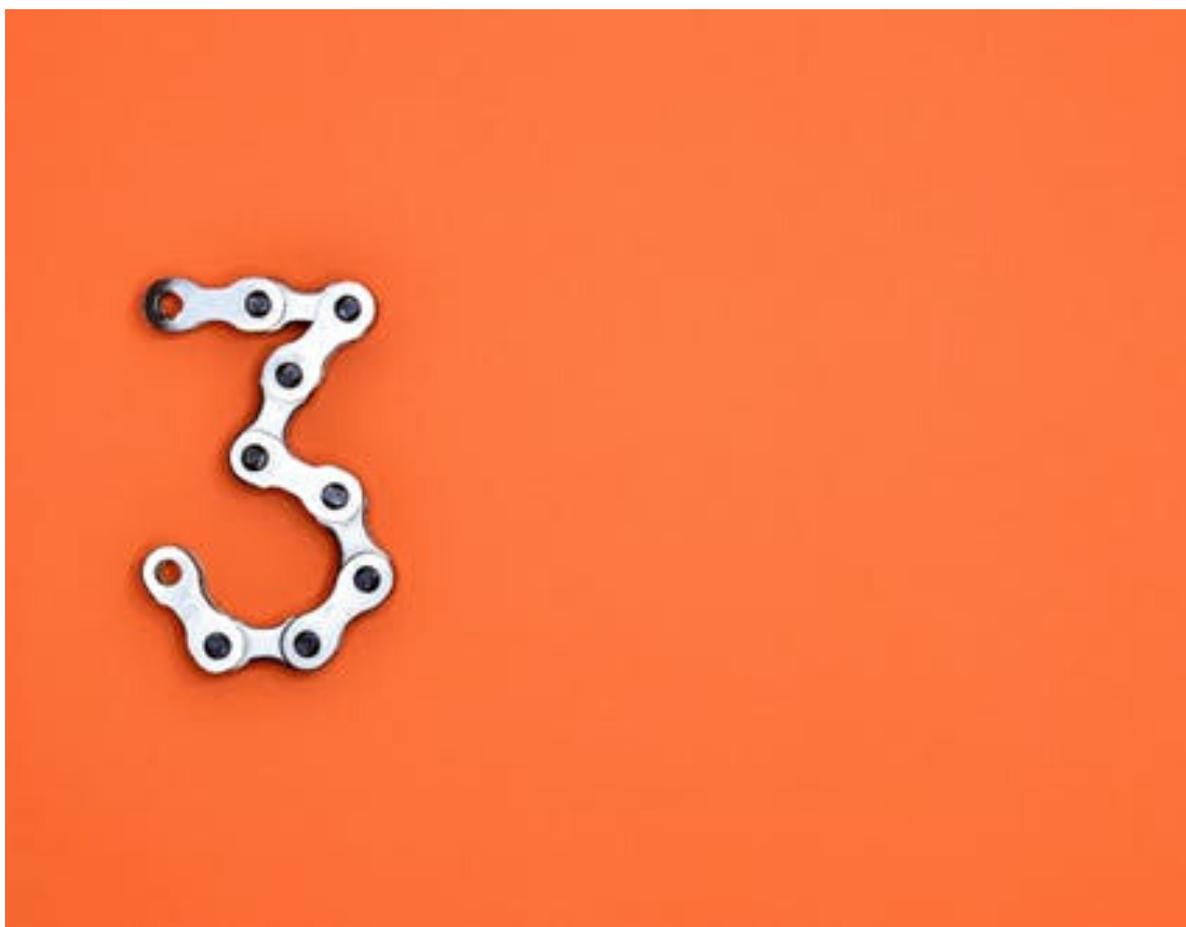


ELYME Pre-startup level 2

SESSION 3: The external perception of my project
How do you interact and reach your audience?



*WELCOME TO THE THIRD AND LAST
SESSION OF THE MIGRANT
ENTREPRENEURIAL LABORATORY FOR
PRE-STARTUP LEVEL 2.*

The main steps we will take throughout this session are:

Identifying supporters and doubters of your project to collect feedback and improve, change and develop some aspects of your project

Learning how to get feedback from your potential customers and from everyone who comes or might come into contact with your project

Learning how and through which channels people interested in your project, your potential audiences/customers, stakeholders, sponsors etc. can access your project

Learning about strategies and tools to forecast the economic feasibility of your business project

Putting together all pieces analysed and built throughout the Creative Project Canvas to get the final one for your business project

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CONFIRM AND IMPROVE YOUR PROJECT VALUE

Champions and critics



- Who is a champion and supporter of your creative project?
- What impact do they have on the project; you; family; others?
- Who's a critic and blocker of your creative project?
- How can you increase the positive and reduce the negative impact?

- Champions and critics: this theme will help you to develop and strengthen your own “entrepreneurial voice” by identifying who can serve you as a guide and champion or and improve aspects of your project as a critic.
- You can identify supporters and doubters of your project within your personal (friends, relatives, family) and professional networks or contexts and local, national and international contacts (opinion leaders, potential stakeholders, investors, sponsors, broadcasters etc.) to gain back-up, guide, promotion, positive criticism and recommendations to improve, change and further develop some aspects of your project.
- Champions and Critics (who may also come from your everyday customers or clients) come from your professional networks or contexts and local, national and international contacts. National and International Champions and Critics can help you to obtain more local attention by profiling the external and high profile support, positive criticism and recommendations.

Champions

REFLECTION HINTS

Champions are a clear indication that your work has impact on other people.

Champions, like Critics, can also be opinion leaders, so they have to have the same values as you as this can potentially cause difficulties as 'association' works both ways.

They can provide a clear and engaging recommendation for others to see your work and support relations with potential stakeholders e.g.

investors, sponsors, broadcasters etc.

Champions can promote your work through their website and social media associating with you and your work to help you to build audiences

or create more impact with those you have already.

Critics

REFLECTION HINTS

If critics pay attention to your work, your work is worthy of their attention.

Stay positive and listen to the critical feedback as ONE perspective on your project, product/service that you have to understand but not necessarily accept totally. Identify what you feel is positive and negative. Filter the positive and negative statements for the basic essence of the critique. Disregard anything that seems destructive, dismissive, disrespectful or unhelpful projections of the Critic. Consider what is left. Some points may resonate with your

own evaluation of the project and you can reflect on this to improve this aspect of your work.

Canvas QUESTIONS

YOUR ANSWERS

(please write down maximum 3 answers/items for each question)

Who is a champion and supporter of your entrepreneurial projects?

What impact do they have on the project?

What impact do they have on you?

What impact do they have on your family?

What impact do they have on others?

Who is a critic and blocker of your entrepreneurial projects?

What impact do they have on the project?

What impact do they have on you?

What impact do they have on your family?

What impact do they have on others?

How can you increase the positive and reduce the negative impact?

GUIDING QUESTIONS

YOUR ANSWERS

(please write down maximum 3 answers/items for each question)

Who appreciates your talent?

Who believes in your potential and advocates your work to others?

They are your cheerleaders to support and recommend you and your work to others throughout your career.

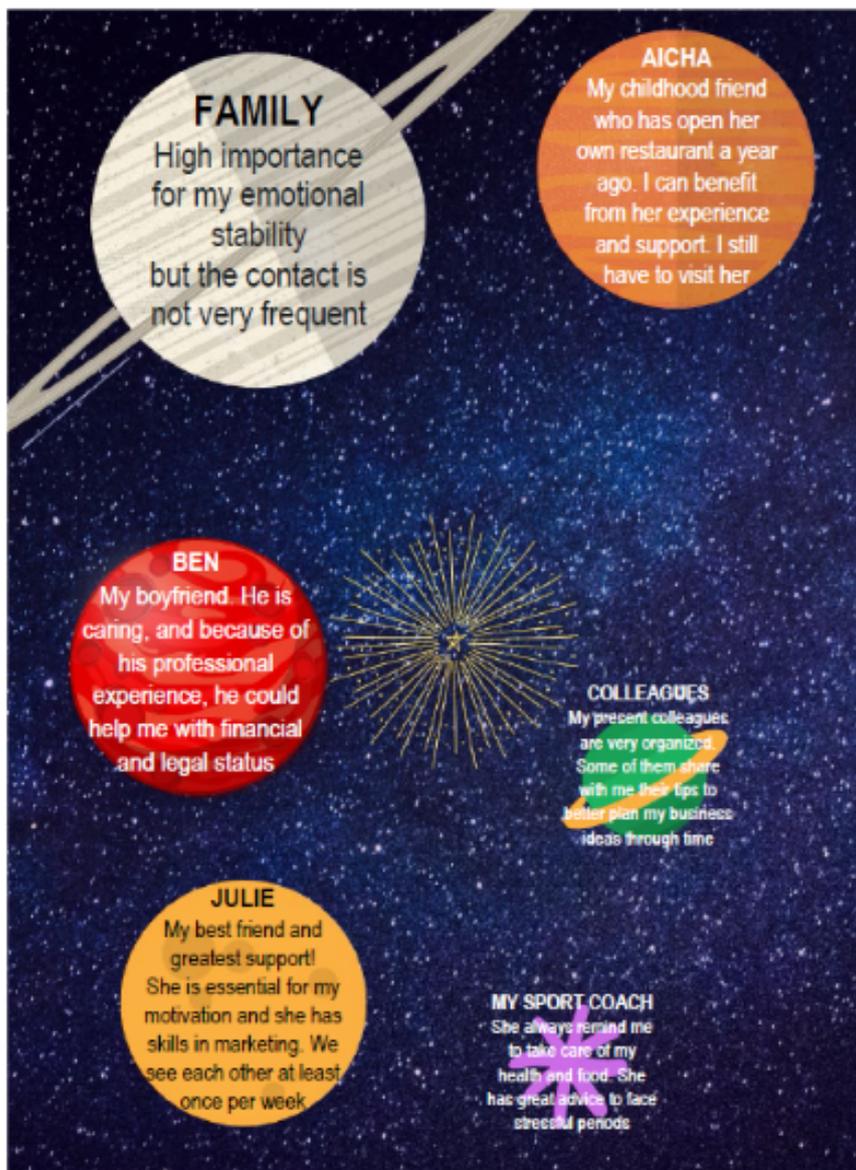
Who critically reviews your work and highlights areas they consider to be positive and negative?

Extra activity



The idea of this exercise is to examine your own social network, in particular to identify to what extent the social network is anchored in the new environment or rather reflects your original cultural environment, does it include persons who learners can benefit (especially from an entrepreneurial point of view). Furthermore, to understand the impact of different relational orientation strategies, and explore potential changes in one's relational strategies.

This exercise is an applied version based on the MOMAP TOOL.



Example of a Social Galaxy that could inspire me. I can develop the text for each planet as much as you need to and create as many planets as I want.

Instructions



Step 1. Draw the social galaxy

Draw a galaxy where you are the central planet around which other planets, moons, stars gravitate. The other planets can represent concrete individuals (e.g. family members, friends) or groups of people (e.g. colleagues, etc.). The distance from the central planet represents the regularity of contacts and the size of the planet the importance of those relationships. Cultural environment will be taken into account by colouring planets of the home environment in blue, the new environment in red and other foreigners of the local environment in green.

Step 2: Reach the ideal constellation



Reflect to what extent you are satisfied with the picture, whether you would like to see changes. Get a semi-transparent sheet of paper and complete on it the galaxy to bring it to an ideal constellation – as you think the galaxy should really look – from your own perspective thinking about which actors you do need in your networks, especially from the entrepreneurial point of view.

Step 3. Follow-up discussion



Analyse the ideal constellation you have built and what the main changes really are from the actual to the ideal constellation.

Get FEEDBACK from POTENTIAL CUSTOMERS

GETTING FEEDBACK



- *Who gives feedback about your project?*
- *How do you use it?*
- *WHAT is important to know about it?*
- *How often?*
- *How can others give feedback?*
- *How can others request the opportunity to give feedback?*
- *How can you get more useful feedback?*

Getting feedback: this theme will help you to explore current and potential tools and methods to get feedback about your project from everyone who comes or might come into contact with it.

It is crucial for you to learn how to bring meaning to your product or service by getting feedback from your potential customers and from everyone who comes or might come into contact with your project through appropriate tools and methods.

Reflection Hints

Feedback from institutions

- Public institutions (Mayor or Deputy Mayor)
- Private institutions (Managers)
- NGOs/3rd sector (Managers)
- Re-sellers
- Reviews on the website of the beneficiaries/customers company
- Specialised publications

Feedback from people who had experience to work

- Individuals
- Inter-generational groups/families
- Visitors
- Friends
- Loyalty Scheme Members
- Website users
- Mentors
- People with more experience
- Blogs
- Workers
- Freelancers

Methods of collecting feedback

Informal conversation, Telephone survey, On-line survey, Focus group, Interviews, Use of emoticons or other immediate indicators, Register interest, Social Media engagement, Bulletin board for comments. Approaches to collecting feedback Personal, Neutral, Informal, Formal, Individual, Group, Insider-focus Outsider-focus (Outreach).

REFLECTION HINTS

YOUR ANSWERS

(please write down maximum 3 answers/items for each question)

Who gives feedback about your project?

How do you use this?

What is important to know about?
How often?

How can others give feedback?

How can others request the opportunity to give feedback?

How can you get more useful feedback?

How can you increase the positive and reduce the negative impact?

GUIDING QUESTIONS

YOUR ANSWERS

(please write down maximum 3 answers/items for each question)

Who can give you feedback?

How can they do that?

Will you need to develop new skills or capabilities for this project?

How can you collect feedback (e.g. informal conversation, telephone/on-line survey, focus group, use of emoticons or other immediate indicators, social media engagement, bulletin board for comments)?

What kind of approach can you have to collect feedback (e.g. personally, informally, formally, individually, collectively)?

Extra activity

A business persona

A Business Persona helps you to better understand and visualise your target customers. It is a fictional, generalised character that describes the personality, interests, problems, goals and behaviour of a typical customer. With a Persona it is easier to make deliberate decisions about developing and targeting your product or service.

Aspects of your client's persona that you need to think about:

- Personal characteristics: give your Persona characteristics, i.e. name, age, gender, occupation, marital status, location, etc.*
- Personality: what is the personality of your Persona? Is s/he introverted or extroverted? Does he make well-considered decisions or does he/she use his intuition?*
- Goals: what does your Persona want to achieve or live for?*
- Frustrations: what are reasons why your Persona is unhappy or what aspects is your Persona missing in his/her life?*
- Bio: what are the important aspects that are typical for your Persona?*
- Interests: what hobbies and passions does your Persona follow besides his/her job?*
- Preferred channels: what are typical channels that your Persona uses for contact with organisations?*
- Brands: what are typical brands that your Persona buys and is loyal to?*

Example:

persona

name Carol

<p>personality</p>  <p>Carol is a 45 year old single mom of 3 young children. She works part-time at a local grocery store. The family lives in a small rental house</p>	<p>pains</p> <p>Carol's time is precious to her and she has little patience with anything that unnecessarily wastes her time. Sometimes she worries about unexpected financial setbacks.</p>	<p>goals</p> <p>While she has little money to spend Carol tries to create an environment for her children in which they can live as comfortable and safe as possible.</p>
<p>Interests</p> <p>Carol likes to help out at her children's school as much as possible.</p>	<p>lifestyle</p> <p>One night a week she manages to escape to her aerobics class, while the children's grandparents baby-sit.</p>	<p>buying behaviour</p> <p>Carol is a regular online shopper as this saves her time and she can stop at any moment she likes.</p>

date _____

persona

name _____

<p>personality</p>	<p>pains</p>	<p>goals</p>
<p>Interests</p>	<p>lifestyle</p>	<p>buying behaviour</p>

Create easy ACCESS to your project

Access for others



-Who has access to experience your project?
Where? When? How often?

- How can others gain access?
- How can others request access?
- How can you improve access?

Access for others: this theme will help you analyse how others can access your work.

To boost your entrepreneurial project success, you shall learn how and through which effective and tailor-made channels (online, physical, etc.) people interested in your project, your potential audiences/customers, stakeholders, sponsors etc. can access your work.

Reflection hints

Online

Social media (Facebook, Instagram), website, streaming, video-on-demand

Physical

Co-working spaces, live interaction, venue or physical premises, public authorities, private companies, independent and mainstream circuits.

Both

Word of mouth, searching and reaching people, marketing, advertising and promotion, reviews, testimonials and recommendations, previous customers or audience members, portfolio, tourism, encourage participation, adapt to suit different people, develop for different genres and art-forms.

Reflection hints

More hints...

- Look for problems or issues to do with how you have tried to reach the audience/customers that you need or want.
- Find a person to help with communication or to do promotion.
- Try to discover and profile who are the most likely audience/customers for your work.- Find someone who does similar work and identify who their audience/customers are
- Find out how they attract and get their audience/customers.
- Test other options or opinions about how to tell people about or sell your product/service.
- Find out who has accessed your website using google analytics or similar.
- Collect feedback about how people accessed your work when you do your work.

More questions...

- Can you customise your work so that you can make it on the spot in front of the audience/customer/client?
- How can you make your work understandable to everybody?
- What are the different ways to exhibit/showcase the project or make the project "bigger" or have more impact?
- How can you restrict access to your work to make it more financially viable?

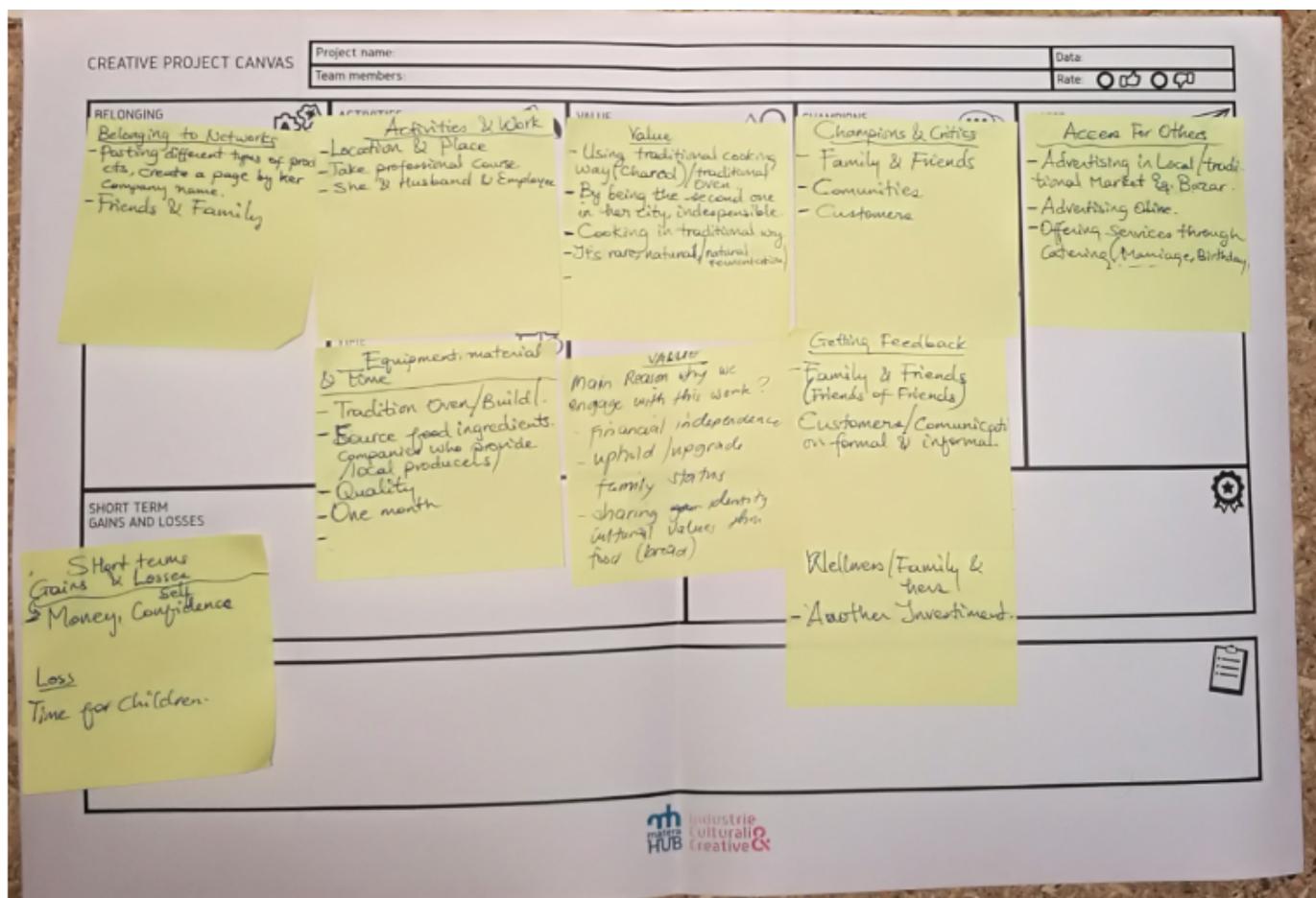
Canvas QUESTIONS	YOUR ANSWERS (please write down maximum 3 answers/items for each question)
Who has access to experience your project?	
Where?	
When?	
How often?	
How can others gain access?	
How can others request access?	
How can you improve access?	

GUIDING QUESTIONS	YOUR ANSWERS (please write down maximum 3 answers/items for each question)
What are the different ways and places through which others can access your project?	
On-line, in public places, in publications, in broadcasts, etc?	

Put all pieces together to build your Creative Project Canvas

Now that you have developed contents by answering and following the guidelines for all of the 9 themes, you are ready to assemble and concretely build your own Creative Project Canvas.

Below you will see an example of a Creative Project Canvas developed by a team of migrant women during the piloting training week in Paris within Kaleidoscope EU project (promoting women entrepreneurship for migrant women through creativity and culture).



By answering all the key questions listed in each theme, they built their own Creative Project Canvas and visualised a brief however clear and straightforward plan of their creative project / idea.

But, before building your own Creative Project Canvas, fill in the MY BUSINESS snapshot worksheet that is a preliminary tool laying out your current personal and professional situation. Fill it in with brief details about your current business, your personal portrait, your personal and professional perspectives and your financial situation.

MY BUSINESS snapshot

This preliminary reflection tool will allow you to visualise and “photograph” your current personal and professional situation. Fill it in and use it to build your Creative Project Canvas.

YOUR BUSINESS GENERAL DESCRIPTION

Company name:

Type of business (free-lance, partnership, etc.):

Sector:

Type of customers:

Your company mission:

Maximum 6 lines including your age and an outline of your personal life (family, hobbies, hobbies, social activities – professional life)

Maximum 6 lines to describe your financial personal and professional asset including family and/or social, governmental support, etc.

Now you are ready to build your Creative Project Canvas.

1. Summarise 3 main brief answers/conclusions on one post-it note for each of the 9 themes, just as a bullet point list.
2. Put together all your post-it notes and present your own Creative Project Canvas to your peers.
3. You have 30 minutes to assemble your Canvas and 5 minutes to present it.

CREATIVE PROJECT CANVAS		Project name:	Date:	
		Team members:	Rate: <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
BELONGING TO NETWORKS <ul style="list-style-type: none"> - How can current and potential networks support with this project? Learning? Preparing? Traveling? Creating, producing and sharing? Coordinating all the aspects of it? Reviewing and reflecting? Recovering and refreshing before the next project? 	ACTIVITIES AND WORK <ul style="list-style-type: none"> - What activities are required? - Who does these? - Could others do these? - What would enable them to do these? - What impact would that have on the project; you, family, others? 	VALUE <ul style="list-style-type: none"> - How would you describe the value of this project to yourself, your family, others? Emotional Intellectual Material/Financial Spiritual Social Other 	CHAMPIONS AND CRITICS <ul style="list-style-type: none"> - Who is a champion and supporter of your creative projects? - What impact do they have on the project; you, family, others? - Who is a critic and blocker of your creative projects? - What impact do they have on the project; you, family, others? - How can you increase the positive and reduce the negative impact? 	ACCESS FOR OTHERS <ul style="list-style-type: none"> - Who has access to experience your project? Where? When? How often? - How can others gain access? - How can others request access? - How can you improve access?
	EQUIPMENT, MATERIALS AND TIME <ul style="list-style-type: none"> - What equipment and materials are needed? - Who provides these? - Who else has these? - What would enable others to provide these? - How much time is needed? - Recovering and refreshing before the next project? 		GETTING FEEDBACK <ul style="list-style-type: none"> - Who gives feedback about your project? - How do you use (it)? - What is important to know about? - How often? - How can others give feedback? - How can others request the opportunity to give feedback? - How can you get more useful feedback? 	
SHORT TERM GAINS AND LOSSES <ul style="list-style-type: none"> - What are the short-term gains from doing this project? Money; Contacts; Credibility; Opportunities; Other; - What are the short-term losses from doing this project? Money; Time; Missed opportunities; 		LONG TERM REWARDS <ul style="list-style-type: none"> - What are the long-term rewards from undertaking this creative project? - How will you use these rewards to stimulate further opportunities, create sustainability or long-term impact? 		
REVIEW, PROBLEM-SOLVE, SCOPE AND PLAN 				

CREATIVE PROJECT CANVAS		Project name	Date
		Team members	Rate   
Belonging to networks 	Activities and work 	Value 	Champions and critics 
	Equipment, materials and time 		Getting feedback 
Short term gains and losses 		Long term rewards 	
Review, problem- solve scope and Plan 			

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 www.creativeprojectcanvas.com
www.breakinthedesk.eu


Final key action: the economic sustainability of my business project

Now that the main elements of your business project are clear and in place, there is one last step to take to verify that it is actually realistic and doable! In other words, is your business idea financially feasible?

Before you get to the stage of starting your own business, and opening your doors for the first time, it is vital for your personal and your business success to assess whether your business idea will be feasible: in a commercial context, feasibility (viability) refers to the ability of a business to exist, be profitable and grow to a sustainable level.

How do you determine whether the business idea is viable or not? Many ideas of products and services seem to deliver a great customer value. However, along with the delivery of a great consumer value, the profitability of the company in a longer run is a vital factor that keeps the business running. As an entrepreneur, before taking the plunge, you shall perform certain feasibility checks to know whether you should proceed to starting your business or not. Assessing the viability of your business idea is crucial if you are considering starting a business.

There are a number of ways you can assess the viability of your small business idea, but first of all ask yourself the following questions.

- *How much money do you need to make to meet your living expenses?*
- *How long do you expect to be in business before you make your first sale?*
- *How much money do you need to start up?*
- *How do you intend to fund the business during the start up phase?*
- *Estimate your fixed and variable costs.*
- *What price would your customers pay for your products and services?*
- *What is your sales forecast?*
- *What is your breakeven point?*
- *How long will it take to reach breakeven sales volume?*
- *How much working capital will you need to sustain operations?*
- *Return on investment*
- *Cash flow analysis*

The above are just some of the questions and research you need to do to determine whether you have a feasible business idea or not. The main way to answer these questions about how feasible your business idea is, is through careful research.

Read this interesting article to learn about [17 business models which take a leaf \(or copy\)](#)
by [Philip Scorza](#)

(note: click on the "Translate" button at the bottom left of the screen and select the English flag to get the contents in English).