

ENTREPRENEURIAL CARDS

For social entrepreneurship



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HOW TO USE THESE CARDS

We discovered 5 important topics of entrepreneurship:

Social
entrepreneurship

Ikigai

Target
audience

Business model
canvas

Pitching



Each one of them consists of:


Explanation

Task

Video

Print the cards on both sides of the paper so
one card represents one topic.
Use them in educational activities with youth.

WHAT IS SOCIAL ENTREPRENEURSHIP



By embracing the entrepreneurial spirit, you become a force for change, a champion of innovation, and a role model for others.

Entrepreneurship is like being the **mastermind of your own adventure!**

It's all about discovering exciting opportunities, unleashing your creativity, and making a difference in the world while having a blast.

Imagine you're a superhero with a special power for **spotting problems and turning them into incredible business ideas**. Whether it's creating a new app, designing trendy fashion, or inventing eco-friendly gadgets, entrepreneurship lets you transform your

wildest dreams into reality.

But wait, there's more! Being an entrepreneur means you get to **embrace your inner risk-taker** and dive headfirst into thrilling challenges. Just like in an action-packed video game, you'll **face obstacles, defeat villains** (like doubts and setbacks), and **level up** your skills along the way.

Picture yourself as the CEO of your own company, assembling a **team of like-minded friends** who share your **passion for changing the world.**

Together, you'll brainstorm, collaborate, and bring your ingenious ideas to life. It's like forming an elite squad of superheroes, each bringing their unique powers to create something truly extraordinary.

Entrepreneurship isn't just about making money (though that's a cool bonus!). It's about **using your powers for good**, making a **positive impact on society**, and **leaving your mark on the world.**



So, grab your cape and get ready for the adventure of a lifetime! With entrepreneurship, **the sky's the limit**, and your potential knows no bounds.

So, unleash your creativity, **ignite your passion**, and embark on an epic journey to become the superhero entrepreneur you were born to be!

What do you think?

What are the main elements of social entrepreneurship?



Take a look at the video and see how other young people see entrepreneurship and what it consists of!



The video was created as a part of the youth exchange "Little act, true change"



IKIGAI

Imagine IKIGAI as your own personal treasure map to uncover the ultimate secret to a fulfilling and joyful life!

Picture a colourful compass with four vibrant directions that guide you towards your true purpose:

What you love: This is the direction that ignites your heart with excitement and makes you leap out of bed every morning. It's all about doing what you absolutely adore and finding activities that bring you pure bliss and happiness.

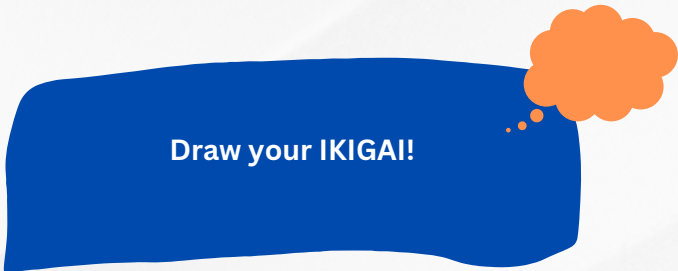
What you are good at: Imagine unleashing your hidden superpowers and showcasing your extraordinary talents to the world. It's about identifying the things you excel at naturally and finding ways to cultivate and strengthen those skills to superhero levels.

What the world needs: Think of yourself as a superhero on a mission to make the world a better place. IKIGAI leads you to discover the needs and desires of others, helping you find meaningful ways to contribute and make a positive impact in the lives of those around you.

What you can get paid for: Now, close your eyes and imagine the thrill of unearthing a hidden treasure chest full of abundance, satisfaction, and success. IKIGAI helps you find the perfect balance between doing what you love, what you're good at, what the world needs, and what can sustain your livelihood.

But here's the magical part: When you follow the IKIGAI compass and find the spot where all four elements converge, you discover the ultimate treasure—an **authentic, purposeful, and joy-filled life!**

So, grab your adventurer's hat, embrace the journey, and let IKIGAI be your trusty guide to unlocking the secrets of a life filled with passion, purpose, and **endless possibilities!**



Take a look at the video and see the explanation of IKIGAI!



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TARGET AUDIENCE



Congratulations on discovering your life purpose through the incredible power of IKIGAI! Now, get ready to embark on the next thrilling quest: defining your very own **target audience**!

Think of defining your target audience as identifying the **loyal fans** of your superhero alter ego. These are the awesome individuals who resonate with your mission, eagerly await your superpowers, and are genuinely excited about what you have to offer.

Just like a superhero with a trusty sidekick, your target audience is your loyal tribe, **your biggest supporters**, and the ones who truly understand and appreciate your unique gifts. They are the ones who will cheer you on, spread the word about your amazing endeavors, and be your partners in crime-fighting (or in this case, problem-solving).

But wait, there's more! Defining your target audience is like creating a secret headquarters tailored specifically for your superpowers. It's all about **understanding their desires, needs, and challenges** so that you can swoop in and save the day with your incredible offerings.

So, put on your detective hat and start investigating. Dive deep into the minds and hearts of your target audience.

What are their hopes, dreams, and aspirations?

What keeps them up at night?

How can your unique talents and offerings make their lives better?

Remember, just like a superhero tailor-fits their crime-fighting gadgets, you need to tailor your message, products, and services to resonate with your target audience. **Speak their language, offer solutions to their problems**, and create experiences that leave them in awe of your superpowers.

So, embrace this exciting adventure, define your target audience, and let your superhero powers shine.

It's time to save the day and make the world a better place, **one loyal fan at a time!**

Define these elements for your target group:

Age, Interests, Demographics, Needs, Location, Psychographic characteristics, Communication channels, Industries, Professions, Lifestyle
... add more!



Take a look at some of the elements of defining the target audience on the video!



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BUSINESS MODEL CANVAS

Picture yourself as the captain of a pirate ship, ready to conquer uncharted business territories. **The Business Model Canvas** is your treasure map, outlining all the essential elements you need to create a successful and profitable business.

Now, let's meet our fearless crew:

Customers

These are the adventurous souls who will join your crew, the customers who will love and support your business. You need to understand their needs, desires, and how to win their loyalty

This is the secret weapon that makes your business unique and irresistible. It's the treasure you offer to your customers that solves their problems, fulfills their wishes, and leaves them in awe.

Value proposition

Revenue

Ahoy, matey! This is where the gold coins come rolling in. You'll explore different ways to generate revenue, whether it's through product sales, subscriptions, or plundering the competition.

You can't sail the treacherous seas alone! You'll need allies and partners who bring their expertise and resources to help your business thrive. Together, you'll conquer new territories and share the spoils.

Key partners

Costs

Every pirate captain needs to manage their expenses wisely. This is where you'll keep a watchful eye on the costs involved in running your business. It's all about balancing the books and making sure your treasure stash stays intact.

Channels

These are the secret passages and channels you'll use to reach your customers. Whether it's through social media, online platforms, or brick-and-mortar stores, you'll find the best routes to connect with your target audience.

This is where the action happens! You'll identify the key activities required to make your business thrive. From designing and creating your products to marketing and delivering them, it's time to show off your pirate skills.

Activities

Resources

As a pirate captain, you'll need the right tools and resources to conquer the seas. Identify the assets, knowledge, and equipment you need to run your business smoothly.

Make your own pirate crew!

Create your business plan using the explained elements.



Take a look at the video about the business plan created by a group of young people:



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PITCHING

Get ready to step into the spotlight and unleash your inner pitch-perfect superstar! Pitching is not just about presenting your idea—it's an art form, a performance that captivates and convinces.

So, let's dive into the world of pitching with a fun twist!

Imagine you're a master magician, wielding the power to spellbind your audience with your words. As you step onto the stage, the spotlight illuminates your confident smile. You take a deep breath and prepare to cast your spell of persuasion.

With a flick of your wrist and a dash of charisma, you begin your pitch. Your words dance through the air, captivating minds and igniting **curiosity**. You sprinkle in a touch of **humor**, making them laugh and creating an **instant connection**.

Like a skilled illusionist, you showcase the **benefits, features, and the potential impact**. You highlight how your idea **solves a problem, meets a need**, or creates a delightful experience for your target audience.

With each word, your confidence grows, and the audience becomes spellbound. They lean in, eagerly waiting to hear more. You **anticipate their questions** and objections, effortlessly addressing them with the finesse of a master magician pulling a rabbit out of a hat.

As you near the end of your pitch, you build up the climax, leaving the audience on the edge of their seats. And then, with a grand finale, you deliver a powerful **call-to-action** that leaves them no choice but to join you on this magical journey.

As the applause erupts, you take a bow, knowing that you have cast a spell of persuasion, leaving a lasting impression on everyone in the room.

So, grab your metaphorical magician's hat, **practice** your spells of persuasion, and let your pitch shine like a dazzling magic trick.

Remember, in the world of pitching, the stage is yours to conquer, and the **magic is in your words!**

60-Seconds Pitch Challenge:

Sum up your idea, captivate your audience, and leave them hungry for more. Ready, set, pitch!



Take a look at the video about the pitching tactics that should NOT be used :)



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