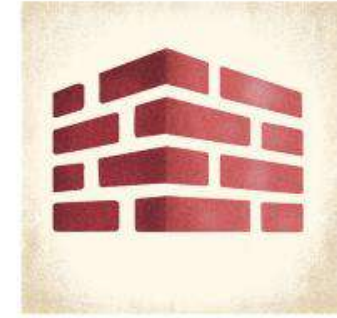




Learning genomics for food safety



LEGO GUIDELINES
The European Entrepreneurship Competence Framework
The European frame & funding
Business planning

The European Entrepreneurship Competence Framework

- **Definition of EntreComp**
- **The European Entrepreneurship Competence Framework WHEEL**
- **Link to the portal and to the EntreComp Manual**

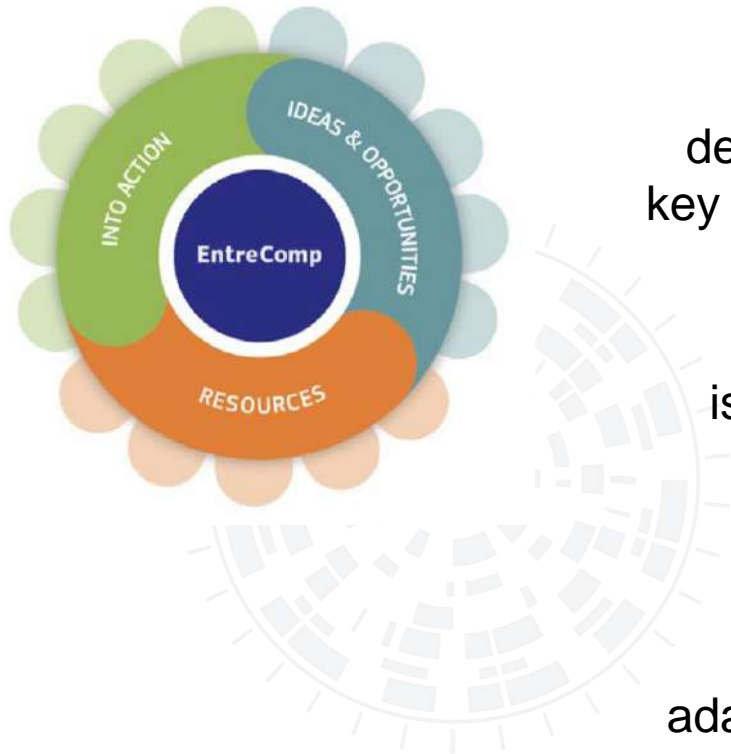
European frame & funding

- **EU funding frame & access to finance**
- **EU Intellectual Property rights, Trademarks & Patents**
- **Resources and useful links**

Business planning

- **The business plan**
- **The business Model CANVAS**

The European Entrepreneurship Competence Framework



EntreComp

is a comprehensive, flexible and multi-purpose reference framework designed to help you understand what is meant by entrepreneurship as a key competence for lifelong learning and to be able to use this in your work

EntreComp

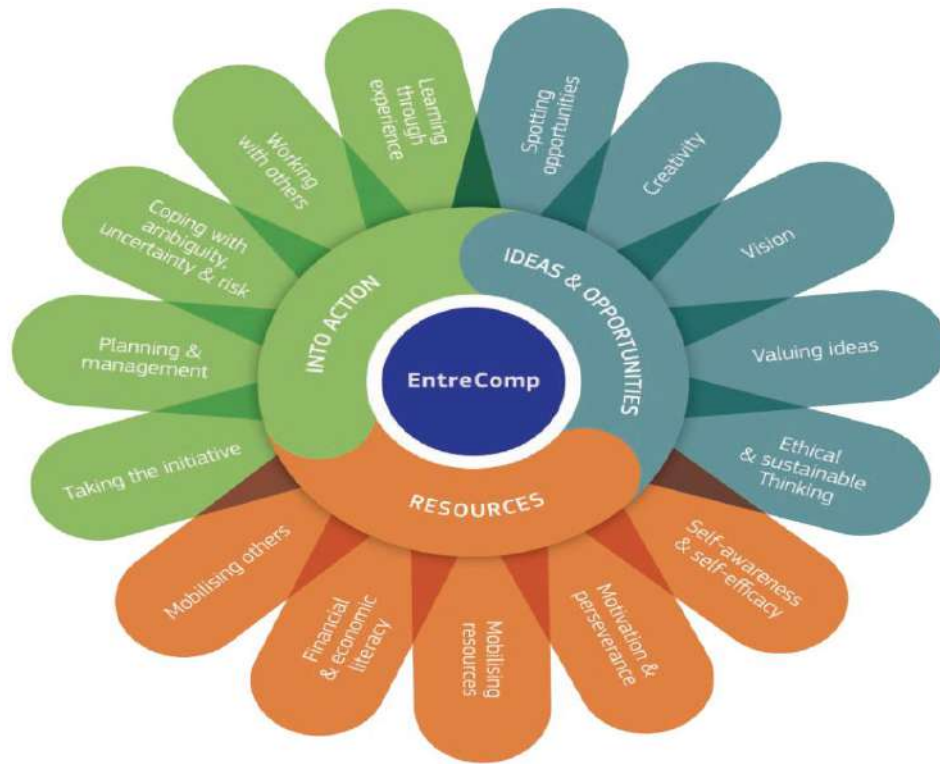
is intended to support and inspire actions to improve the entrepreneurial capacity of European citizens and organizations

EntreComp

launched in 2016 as part of the *New Skills Agenda for Europe*, can be adapted to support the development and understanding of entrepreneurial competence in any setting



<https://ec.europa.eu/social/main.jsp?catId=1317&langId=en>



The EntreComp wheel: 3 competence areas and 15 competences

EntreComp into Action

GET INSPIRED MAKE IT HAPPEN

A user guide to the
European Entrepreneurship
Competence Framework



USER GUIDE

<https://ec.europa.eu/jrc/en/publication/eur-scientific-and-technical-research-reports/entrecomp-action-get-inspired-make-it-happen-user-guide-european-entrepreneurship-competence>

The European Entrepreneurship Competence Framework



Competences per area

IDEAS & OPPORTUNITIES

COMPETENCE	HINT	DESCRIPTION
1.1 Spotting opportunities	Use your imagination and abilities to identify opportunities for creating value	<ul style="list-style-type: none"> Identify and seize opportunities to create value by exploring the social, cultural and economic landscape Identify needs and challenges that need to be met Establish new connections and bring together scattered elements of the landscape to create opportunities to create value
1.2 Creativity	Develop creative and purposeful ideas	<ul style="list-style-type: none"> Develop several ideas and opportunities to create value, including better solutions to existing and new challenges Explore and experiment with innovative approaches Combine knowledge and resources to achieve valuable effects
1.3 Vision	Work towards your vision of the future	<ul style="list-style-type: none"> Imagine the future Develop a vision to turn ideas into action Visualise future scenarios to help guide effort and action
1.4 Valuing ideas	Make the most of ideas and opportunities	<ul style="list-style-type: none"> Judge what value is in social, cultural and economic terms Recognise the potential an idea has for creating value and identify suitable ways of making the most out of it
1.5 Ethical & sustainable thinking	Assess the consequences and impact of ideas, opportunities and actions	<ul style="list-style-type: none"> Assess the consequences of ideas that bring value and the effect of entrepreneurial action on the target community, the market, society and the environment Reflect on how sustainable long-term social, cultural and economic goals are, and the course of action chosen Act responsibly

The European Entrepreneurship Competence Framework



Competences per area
RESOURCES

COMPETENCE	HINT	DESCRIPTION
2.1 Self-awareness & self-efficacy	Believe in yourself and keep developing	<ul style="list-style-type: none"> • Reflect on your needs, aspirations and wants in the short, medium and long term • Identify and assess your individual and group strengths and weaknesses • Believe in your ability to influence the course of events, despite uncertainty, setbacks and temporary failures
2.2 Motivation & perseverance	Stay focused and don't give up	<ul style="list-style-type: none"> • Be determined to turn ideas into action and satisfy your need to achieve • Be prepared to be patient and keep trying to achieve your long-term individual or group aims • Be resilient under pressure, adversity, and temporary failure
2.3 Mobilising resources	Gather and manage the resources you need	<ul style="list-style-type: none"> • Get and manage the material, non-material and digital resources needed to turn ideas into action • Make the most of limited resources • Get and manage the competences needed at any stage, including technical, legal, tax and digital competences
2.4 Financial & economic literacy	Develop financial and economic know-how	<ul style="list-style-type: none"> • Estimate the cost of turning an idea into a value-creating activity • Plan, put in place and evaluate financial decisions over time • Manage financing to make sure your value-creating activity can last over the long term
2.5 Mobilising others	Inspire, enthuse and get others on board	<ul style="list-style-type: none"> • Inspire and enthuse relevant stakeholders • Get the support needed to achieve valuable outcomes • Demonstrate effective communication, persuasion, negotiation and leadership

The European Entrepreneurship Competence Framework



Competences per area
INTO ACTION

COMPETENCE	HINT	DESCRIPTION
3.1 Taking the initiative	Go for it	<ul style="list-style-type: none"> • Initiate processes that create value • Take up challenges • Act and work independently to achieve goals, stick to intentions and carry out planned tasks
3.2 Planning & management	Prioritise, organise and follow up	<ul style="list-style-type: none"> • Set long-, medium- and short-term goals • Define priorities and action plans • Adapt to unforeseen changes
3.3 Coping with uncertainty, ambiguity & risk	Make decisions dealing with uncertainty, ambiguity and risk	<ul style="list-style-type: none"> • Make decisions when the result of that decision is uncertain, when the information available is partial or ambiguous, or when there is a risk of unintended outcomes • Within the value-creating process, include structured ways of testing ideas and prototypes from the early stages, to reduce risks of failing • Handle fast-moving situations promptly and flexibly
3.4 Working with others	Team up, collaborate and network	<ul style="list-style-type: none"> • Work together and co-operate with others to develop ideas and turn them into action • Network • Solve conflicts and face up to competition positively when necessary
3.5 Learning through experience	Learn by doing	<ul style="list-style-type: none"> • Use any initiative for value creation as a learning opportunity • Learn with others, including peers and mentors • Reflect and learn from both success and failure (your own and other people's)

EU funding programs

DIRECT FUNDING

Access the Funding & Tender Portal

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/home>

INDIRECT FUNDING

is managed by national and regional authorities and comprises nearly 80% of the EU budget, mainly through 5 big funds that come under the umbrella of the **European Structural and Investment Funds**:

European Regional Development Fund – regional and urban development

European Social Fund – social inclusion and good governance

Cohesion Fund – economic convergence by less-developed regions

European Agricultural Fund for Rural Development

European Maritime and Fisheries Fund



Find and contact your NATIONAL CONTACT POINT

ACCESS TO FINANCE

EU portal dedicated site can help you to apply for loans and venture capital supported by the European Union.

Select your country in the interactive map to search for financial opportunities:

https://europa.eu/youreurope/business/finance-funding/getting-funding/access-finance/index_en.htm



Leggo



Access & Join the *Startup Europe Partnership (SEP)*

SEP is the integrated *pan-European open innovation platform* that helps the best EU scaleups grow. Best scaleups meet the best corporates and investors with a single goal: make things happen. Whether that means procurement (product licensing or initiating co-development/POCs), investments, and exits (acquisitions and IPOs).

<https://startupeuropepartnership.eu/>



the *European Investment Project Portal (EIPP)*

Submit/Register your project in to boost its visibility to a large network of international investors!

<https://ec.europa.eu/eipp/desktop/en/index.html>



Access & Join the *Startup Europe*

Startup Europe strengthens networking opportunities for deep tech scaleups and ecosystem builders to accelerate the growth of the European startup scene.

<https://digital-strategy.ec.europa.eu/en/policies/startup-europe>



Intellectual property, types of protection available and procedures to be followed within the EU Frame



Intellectual property rights

Patents

Trade-marks

Copyright

Trade secrets

Design protection

Website domains

Database protection

Geographical indications

LEGO

EU guidance on licensing and selling copyright, trade-marks, patents and other IP

Licensing and selling intellectual property

Infringement of intellectual property rights



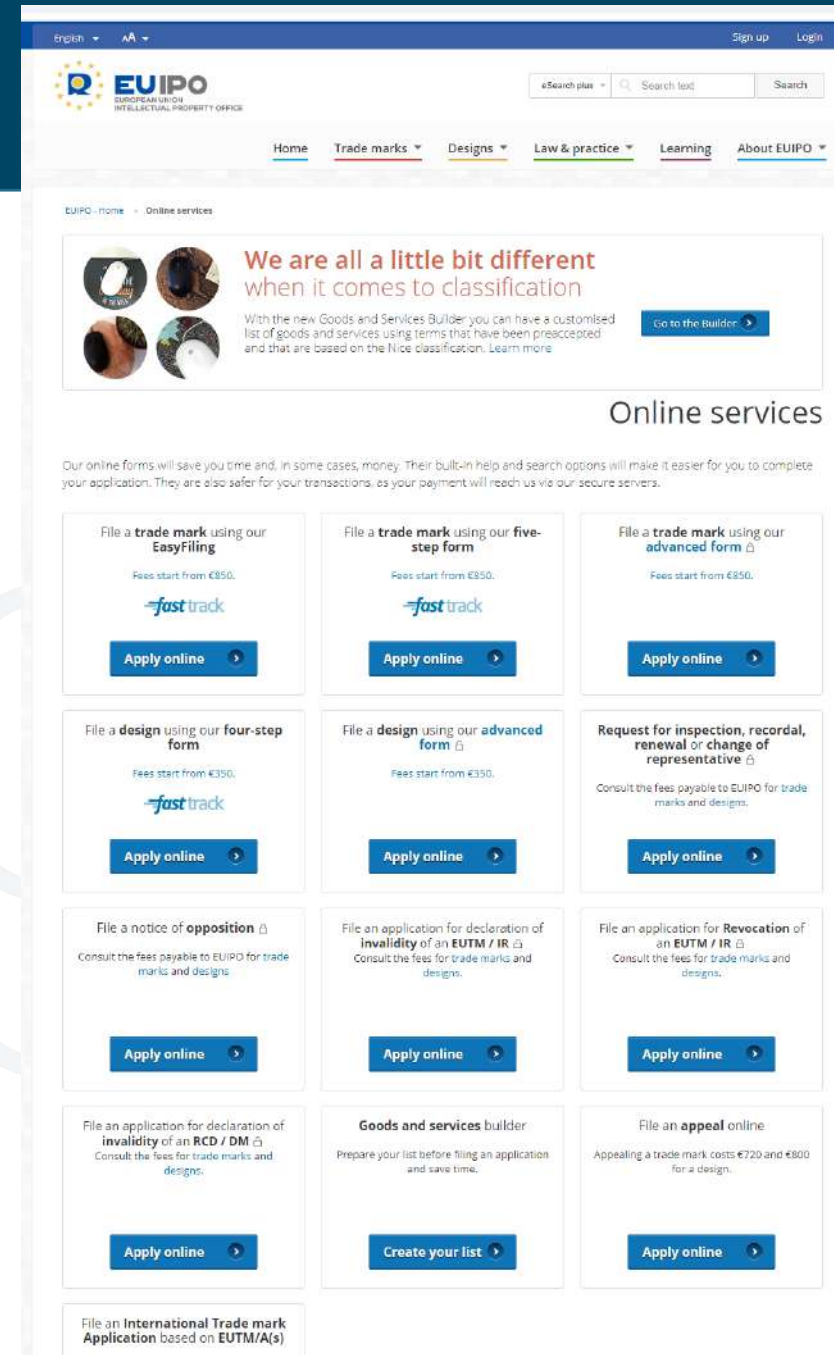
<https://euipo.europa.eu/ohimportal/en/home>

EUIPO is the **European Union Intellectual Property Office** responsible for managing the EU trade mark and the registered Community design.

EUIPO works with the IP offices of the EU Member States and international partners to offer a similar registration experience for trade marks and designs across Europe and the world.

Access **EUIPO Portal** to access:

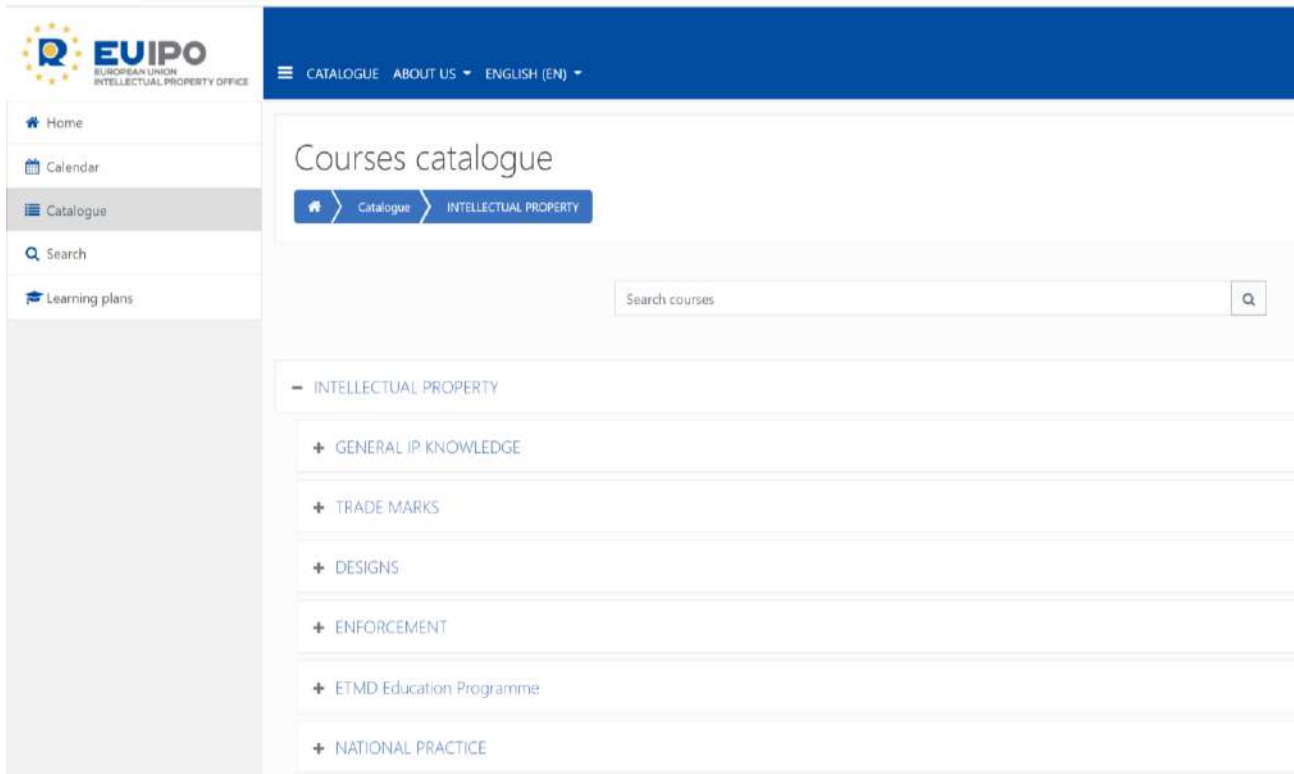
- **Information**
- **On-line services**
- **Learning resources on IP, trademark,**



The screenshot shows the EUIPO website interface. At the top, there is a navigation bar with 'English', 'AA', 'Sign up', and 'Login'. Below this is a search bar and a main menu with 'Home', 'Trade marks', 'Designs', 'Law & practice', 'Learning', and 'About EUIPO'. The main content area is titled 'Online services' and features a promotional banner: 'We are all a little bit different when it comes to classification' with a 'Go to the Builder' button. Below the banner is a grid of 12 service cards, each with a title, description, fee information, and an 'Apply online' button. The services include: 'File a trade mark using our EasyFiling' (fees start from €850), 'File a trade mark using our five-step form' (fees start from €850), 'File a trade mark using our advanced form' (fees start from €850), 'File a design using our four-step form' (fees start from €350), 'File a design using our advanced form' (fees start from €350), 'Request for inspection, recordal, renewal or change of representative', 'File a notice of opposition', 'File an application for declaration of invalidity of an EUTM / IR', 'File an application for Revocation of an EUTM / IR', 'File an application for declaration of invalidity of an RCD / DM', 'Goods and services builder' (Prepare your list before filing an application and save time), 'File an appeal online' (Appealing a trade mark costs €720 and €800 for a design), and 'File an International Trade mark Application based on EUTM/A(s)'.



Learning resources on IP, trademark, EUIPO ACADEMY LEARNING PORTAL



The screenshot shows the 'Courses catalogue' page. On the left is a navigation menu with 'Home', 'Calendar', 'Catalogue' (selected), 'Search', and 'Learning plans'. The main header includes 'EUIPO EUROPEAN UNION INTELLECTUAL PROPERTY OFFICE', 'CATALOGUE', 'ABOUT US', and 'ENGLISH (EN)'. Below the header is a search bar for 'Search courses'. The main content area is titled 'Courses catalogue' and features a breadcrumb 'Catalogue > INTELLECTUAL PROPERTY'. A list of categories is shown with expandable icons: 'INTELLECTUAL PROPERTY', 'GENERAL IP KNOWLEDGE', 'TRADE MARKS', 'DESIGNS', 'ENFORCEMENT', 'ETMD Education Programme', and 'NATIONAL PRACTICE'.



The screenshot shows the 'Upgrade your knowledge to help your business grow' page. The header includes 'English', 'AA', 'Sign up', and 'Login'. The EUIPO logo and a search bar are present. A navigation menu includes 'Home', 'Trade marks', 'Designs', 'Law & practice', 'Learning', and 'About EUIPO'. The main banner features the text 'Upgrade your knowledge to help your business grow' over an image of a person working at a laptop. Below the banner, a paragraph states: 'The SME learning corner aims to provide quality content to support and upskill you in your business journey.' A grid of course cards is displayed, including 'IP as Valuable Business Assets' (2020 SCORM EN), 'Commercial Exploitation of IP Rights: Trade Mark Licensing' (2020 SCORM EN), and 'Experience of an SME' (2016 Case-study EN). Each card has an 'ENROLL >' button. On the right, the 'ideas powered for business' logo is shown, along with a list of services: 'SME Fund', 'Free IP support', 'Register with Fast Track', 'Upgrade your IP skills', 'Trade mark Walkthrough', 'Design Walkthrough', 'EDR case handlers', and 'Become a collaborator'.

PATENT: *Title by virtue of which the owner is given a temporary monopoly of exploitation of a finding, for a limited period of time, consisting of the exclusive right to carry it out, use it and make a commercial use of it, prohibiting such activities from other subjects. A patent does not give the holder an authorisation for the free use of the invention covered by the patent, but only the right to exclude other subjects from its use.*

The exclusive right conferred by the patent is effective only within the state that issued it (principle of territoriality)

BUT also see  (<https://euipo.europa.eu/ohimportal/en/home>)

Only technological innovations with industrial application, which present themselves as new, original and concrete solutions to a technical problem, can be patented. They can be the subject of a patent: Industrial inventions; Utility models; New plant varieties



A **business plan** is a formal written document containing the goals of a business, the methods for attaining those goals, and the time-frame for the achievement of the goals. It also describes the nature of the business, background information on the organization, the organization's financial projections, and the strategies it intends to implement to achieve the stated targets. In its entirety, this document serves as a road-map (a plan) that provides direction to the business.

https://en.wikipedia.org/wiki/Business_plan



Business plan (**BP**) is usually required to **obtain a loan or a start-up funding** at national level (including structural funding frames)



Relevant **templates & practical guidelines** used to facilitate producing a BP:

- [General Guidelines for Developing a BP \(EU\)](#)
- [Small Business Administration \(USA\)](#)



General structure:

- Cover page, table of contents & Executive Summary
- Mission statement
- Business Description (Company, Management, Product/services)
- Market Analysis (including business environment analysis, SWOT, industry background, competitive analysis)
- Strategy and Implementation Summary (operations plans & marketing plan)
- Financial Plan











The Sustainable Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<p>Key Partners </p> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>MOTIVATION FOR PARTNERSHIPS: Specialization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p>	<p>Key Activities </p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>CATEGORIES: Production Problem Solving Platform Network</p>	<p>Value Propositions </p> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>CHARACTERISTICS: Newness Performance Customization "Getting the Job Done" Design Brand Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</p>	<p>Customer Relationships </p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>EXAMPLES: Personal Assistance Dedicated Personal Assistance Self-Service Automated Services Communities Co-Creation</p>	<p>Customer Segments </p> <p>For whom are we creating value? Who are our most important customers?</p> <p>POSSIBILITIES: Mass Market Niche Market Segmented Diversified Multi-sided Platform</p>
<p>Key Resources </p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>TYPES OF RESOURCES: Physical Intellectual (brand patents, copyrights, data) Human Financial</p>		<p>Channels </p> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p>CHANNEL PHASES: 1. Awareness 2. Evaluation 3. Purchase 4. Delivery ... of products & services and Value Proposition</p>		
<p>Cost Structure </p> <p>What are the most important costs inherent to our business model? Which Key Resources are the most expensive? Which Key Activities are most expensive?</p> <p>IS YOUR BUSINESS MORE: Cost Driven (lowest cost structure, low price value proposition, mass/min automation, exclusive outsourcing) Value Driven (focused on value creation, premium value proposition)</p> <p>SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rent, salaries) Variable Costs Economies of Scale Economies of Scope</p>			<p>Revenue Streams </p> <p>For what value are our customers really willing to pay? For what do they currently pay? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>FIXED PRICING: List Price Premium / status dependent Customer segment dependent Volume dependent</p> <p>DYNAMIC PRICING: Negotiation (bargaining) Yield management Real-time Market</p> <p>TYPES: Subscription Fee Usage Fee Lending/Renting/Licensing Advertising Fee </p>	
<p>Eco-Social Costs </p> <p>What ecological or social costs is our business model causing? Which Key Resources are non-renewable? Which Key Activities use a lot of resources?</p> <p>EVALUATION INSTRUMENTS: Life Cycle Assessment (of products and services) Carbon Cost Bulletin Sheet</p>			<p>Eco-Social Benefits </p> <p>What ecological or social benefits is our business model generating? Who are the beneficiaries? Are they potential customers? Can we transform the benefits into a Value Proposition? If yes, for whom?</p> <p>INSTRUMENTS: Social Reporting Standard Common Good Balance Sheet</p>	

Based on: www.businessmodelgeneration.com

Small footer text and icons



With the support of the
Erasmus+ Programme
of the European Union



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www.learngenomics.eu



Disclaimer:

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