Green Entrepreneurship a Training (GET-UP) Projec

Unit/Module:Being Creative and Innovative in a Green Context

Type of Document: Workshop Session Plan

Session 2: Knowledge is Power

Date:		Time:	
Location:		Facilitated By:	
Title:			

Overall Aim:	To build upon the individual characteristic examined in the previous course through the explanation and application of a series of tours allowing for the examination of the marketing to the benefit of you the entrepreneur. These tools consist of researching, benchmarking, building/using a moodboard, and system thinking, serving to unlock and define your market space.
Learning Outcomes:	LO1: Understand the most efficient and beneficial manner of research and investigation for you business LO2: Learn and practice the application of the process of benchmarking and use of a mood board a methods for rapid market assessment and market opportunity locator LO3: Understanding what is System Thinking and how to use the tool in order to appropriately summarize large quantities of information for improved decision making.

Time	Learning Outcome	Input	Slides	Learning Assessment and Activities

Time	Learning Outcome	Input	Slides	Learning Assessment and Activities
09:30-09:40 (10'min)	-	**Workshop Overview** ● An overall introduction to the class agenda for the day ● Brief introduction		Brief summarization of session plan and defining the importance of accessing and

		into the tops of researching, benchmarking, building/using a moodboard, and system thinking		analyzing market.
09:40-10:00 (20'min)		**Researching and investigating** ● Understand how to appropriately sort through online and offline resources in order to arrive to the valuable information ● How to generate insights from the investigation and research into a topic ● Development of ability to summarize information without loss of pertinent data		Refining the techniques of students to access information needed through the benefits of the digital era How to turn mass information into insight
10:00-10:15 (15'min)		**Benchmarking** ● Introduction into the origins and applicable use of benchmarking ● Understanding how to use benchmarking to find market space ● Application of benchmarking in order to define a business opportunity ● business innovation		Lecture on the use of Benchmarking to analyze the market, the positioning of a company, and the opportunities which the market offers

10:15-10:35 (20'min)		**Moodboard** ● Introduction to a moodboard as a tool for examination of the ecosystem of the market ● How to use the tool in your own enterprises ● The benefits a moodboard gives in summarizing information, providing opportunities for analysis, and uncovering new windows in the sector		Introduction of moodboard and examination of functionality through case studies from experience of Rapsodia Innovation Center
10:35-10:50(15'min)		**System Thinking** ● Introduction of the tool, origins in the software world, and application to business practices ● Understanding how to visually digest the large quantity of information one accumulates over the course of an investigation.		Lecture on the methodology of System Thinking with specific examples of how it has been applied in variety of business innovation settings
10:50-11:00 (10'min)		**Review, Conclusion, Summary** ● A review of the session and highlight of key lessons learned from the exercises and discussions ● Summary of the tools mentioned and passing out of materials which overview days course (Toolkit)		Providing toolkit in the form leaflets stating the breakdown, key points, and application of the learned tools

TOTAL: 90' min			