

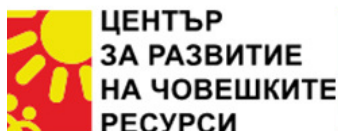


ASSOCIATION WALKTOGETHER
BULGARIA

DIGITAL ENTREPRENEURSHIP ACCELERATOR

23.08 – 01.09

BANSKO, BULGARIA



Съфинансиран от програма
„Еразъм+“
на Европейския съюз





OBJECTIVES OF THE DEA



ASSOCIATION WALKTOGETHER
BULGARIA

1

To promote EU youth policies, such as the frameworks on digital and entrepreneurship competences.

2

To modernize youth work through international cooperation and networking among the partners as well as by sharing the resources with consortium's stakeholders.

3

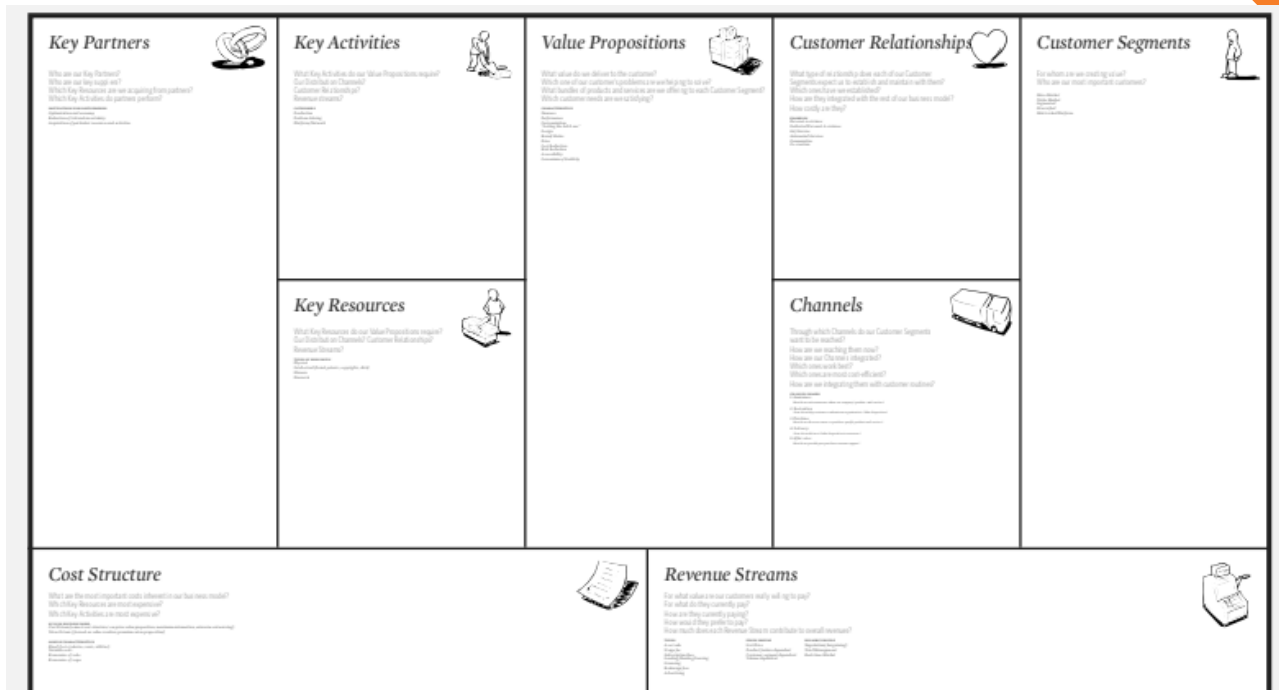
To improve both youth workers' soft skills and ICT skills by engaging them in digital activities through the use of digital content and digital tools.

4

To build youth workers' digital competences, to improve their motivation and capacity and to boost their employability.

01

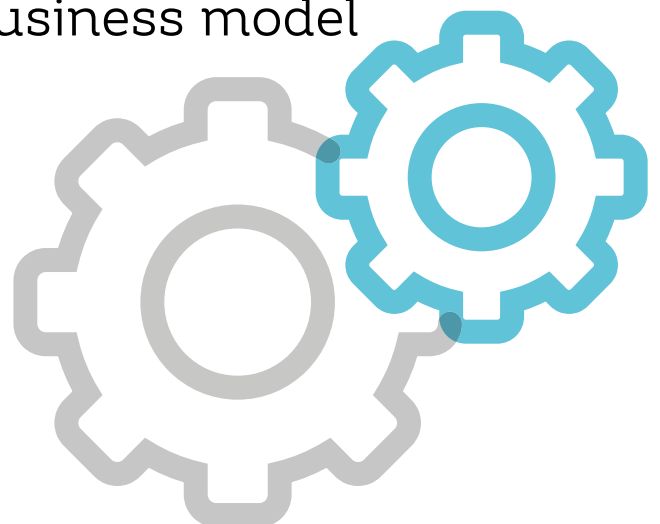
The Business canvas



What Business canvas is ?

The participants learn more about how they can manage their businesses, handle customer relationships, different advertisements channels, key activities related to their businesses, key resources.

They were given handouts of “Business model canvases” and tested.



Fundraising Canvas¹

How to use the Fundraising Canvas?

In one page, in the "Fundraising Canvas" below, you will write the most important elements that you will include later in your fundraising plan and strategy. After filling this document you will have a more clear view about:

- ✓ What you need so your organization to be financially and economically sustainable?
- ✓ How you will make profit and how you will use your profit?
- ✓ What are your main resources and activities that can bring financial sustainability of your organisation?
- ✓ How you can plan for future improvements in your fundraising activities?

Fill in all the areas in the canvas. Start by defining the WHAT or VISION. Continue with your AUDIENCES or WHO are they and then go to investigating the LANDSKAPE or HOW to address your fundraising strategy. Finalise the canvas with the FINANCES or your costs and income.

This "Fundraising Canvas" will support you in outlining a clear Business Model of your organization.

ON (WHAT)	LANDSCAPE (HOW)	AUDIENCES (WHO)
<p>KEY CAUSE DIFFERENTIATORS</p> <p><i>What makes your organization unique? What distinguishes it from other charities and commercial organisations operating in the same space?</i></p>	<p>KEY PARTNERS</p> <p><i>Who do you currently partner with to help carry out your key activities? Who has the resources to help you carry out your key activities, but isn't currently a partner?</i></p>	<p>KEY CHANNELS</p> <p><i>How do you reach and engage your audiences? List your means of communication to all the audiences you identify for your organization (donors, beneficiaries, volunteers, board, etc.)</i></p>
	<p>KEY RESOURCES</p> <p><i>WHAT are the resources needed: finance, equipment, manpower, other?</i></p>	
<p>FINANCES (HOW MUCH)</p> <p><i>Define the overall budget you need to secure to implement your key activities for the period of 1 year</i></p>		
<p>REVENUE STREAMS</p> <p><i>Identify the main revenue sources of revenue and how they have changed over the last 1-3 years? For new organizations, consider here your</i></p>	<p>KEY COST STRUCTURE</p> <p><i>What are the main costs associated with your model? What does your model cost?</i></p>	

Participants were divided in 5 teams. Each team had to create their own business ideas and to think how to find budget for it. They were assigned topics and they had to find a problem in the assigned sphere (education, health and wellness, digital). After they had found the problem they had to create a product, which will solve the problem.

After that, each group presented their ideas in front of everyone, after which, everyone had the chance to share their critics and opinions of the products.

03

The pre-Accelerator Journey



The Digital Entrepreneurship project created opportunities for 32 young people, youth workers, and newcomers in the business field to work together and to develop 6 new start ups.

Teams of 6 pleaded in front of 2 successful managers of businesses and, fought to defend their best products and get a funds for their new business projects.

Georgi Mutafchiev from DiGi Fest and entrepreneur himself was part of the jury team.

The primary aim of the DEA project is the education of youth workers that will be able to transfer the gained skills, tools and knowledge towards young new digital entrepreneurs.



Guest lecturer Stanislav Janich, gave his best practices and failures to the participants in order to share his experience doing a business.

**"DON'T WORRY ABOUT FAILURE; YOU ONLY HAVE TO BE RIGHT ONCE."
DREW HOUSTON, DROPBOX CO-FOUNDER**

04

What is Erasmus + program?



Presentation on what Erasmus + is and how to write, manage and implemnt projects.



Discussing project ideas, finding common problems...

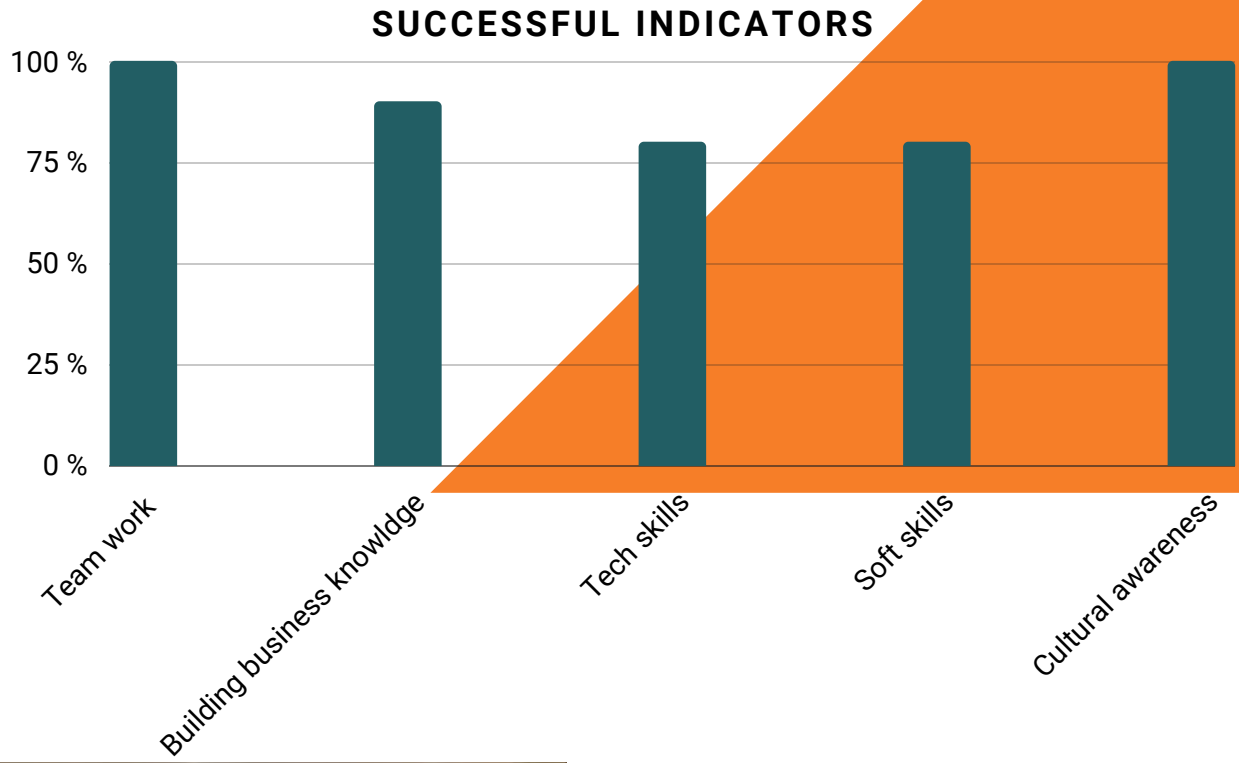


What is Youthpass Certificate?
<https://www.youthpass.eu/bg/>



What we achieved

05



THE PROJECT HAS BEEN FUNDED BY THE NATIONAL AGENCY OF BULGARIA AND CO-FUNDED BY ERASMUS+ PROGRAM.



Network for European
Citizenship and Identity



Association Lidosk



CET Platform



Best Seller



Kizil elma



Asociatia TEAM 4
Excellence,



Building Bridges



Association WalkTogether