



NatAlli Module

*Entrepreneurship:
Empowering Growth and Innovation*



www.NatAlli.eu



Co-funded by
the European Union



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01

Welcome!



Welcome to the Entrepreneurship Skills Module!





Why this matters?

Mentors should impart entrepreneurship skills to mentees because these abilities are critical **for navigating and overcoming challenges in uncertain environments.**

Such skills empower mentees to **innovate, adapt to changing circumstances, and take on leadership roles.**

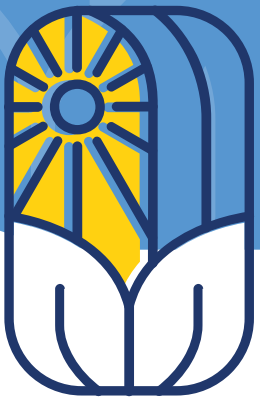
Welcome to the Entrepreneurship Skills Module!

By the end of this module, you will:

-  Recognise the impact of entrepreneurship skills in crisis contexts.
-  Understand the need for networking and communication tools.
-  Apply your knowledge in informed and strategic planning to setting up a business.
-  Mentor with pitching and positioning skills.

02

Theory





Why is Entrepreneurship important?

Crisis Recovery

Entrepreneurship drives career and economic rebuilding, especially in times of displacement.

Economic Growth

Innovators fuel job creation, social progress, and resilience in communities.

Impact

Entrepreneurs contribute to solving global challenges and boosting societal development.

Definition of Entrepreneurship

Entrepreneurship: the activity of setting up a business or businesses, taking on financial risks in the hope of profit.

Oxford Languages



Taking opportunities



Innovation



Willing to take risks

Why Entrepreneurship Skills matter

- **Empowerment and Adaptability:**

Entrepreneurship skills enable mentees to rebuild careers and adapt to challenges, especially in times of crisis.

- **Fostering Leadership and Innovation:**

Encourages resilience, creativity, and problem-solving to navigate complex environments.

- **Economic Independence:**

Equips mentees to establish successful ventures and achieve financial self-sufficiency.

- **Integration and Community Contribution:**

Helps mentees integrate into new societies and make meaningful contributions through business and leadership.

- **Practical Knowledge:**

Training includes business registration, financial literacy, networking, and cultural adaptation.

Building Blocks of Entrepreneurship

- **Business Registration:** Legal frameworks, licensing, and formalities.
- **Market Insights:** Adapting to consumer behaviour and cultural expectations.
- **Digital Skills:** Leveraging tools for marketing and e-commerce.
- **Language & Culture:** Navigating cultural norms and language for market integration.



Entrepreneurial Challenges

Raising Capital

Difficulty in accessing funds due to limited networks.

Cultural Barriers

Adapting to new cultural and business norms.

Balancing Work & Life

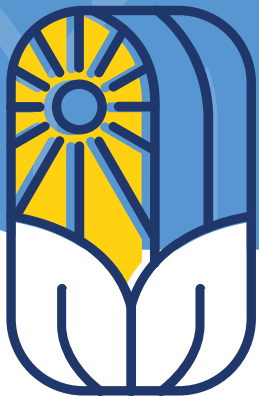
Managing personal and professional responsibilities.

Crisis Management

Developing resilience and strategies for handling uncertainty.

03

Food for Thought



Food for Thought

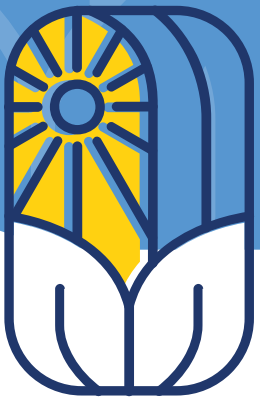
Reflect on and write down:

- How can you mentor mentees to develop a clear **business vision and a strategic plan** in an uncertain environment, focusing on long-term sustainability?
- What techniques can you use to teach women how to effectively manage **financial resources**, especially when operating with limited capital or funding?
- How can you help mentees cultivate essential **marketing and networking skills** that will enable them to connect with the right stakeholders and grow their businesses?



04

Tools



Comprehensive Networking Guide

Designed to help build meaningful connections and improve personal networking skills at any experience level, including referral sources and information providers.

Key Takeaways:

1. Follow Up and Stay Connected:

Keep relationships alive post-event through regular follow-ups.

2. Be Prepared with an Elevator Pitch:

Concise, confident self-presentation enhances networking success.

3. Identify Conversational Icebreakers:

Use compliments or questions to start engaging conversations.



Benefits of the Networking Guide Tool

Self-Paced Exploration:

- Designed for women to navigate networking at their own pace.

Flexible Learning Chapters:

- Engage with chapters that best fit your current needs or review familiar concepts for reinforcement.

Practical Exercises:

- Utilise exercises to build confidence and refine networking skills.

Continual Follow-Up:

- Implement follow-up strategies to maintain and strengthen connections over time.

Inspiration from Role Models:

- Learn from successful networkers to enhance personal growth and strategy.

Communication Tool for Skills Development

This guide helps you use the Communication Tool to build a strong online presence, enhance professional relationships, and effectively navigate digital communication channels.

How to Use LinkedIn:

1. Create and optimise your professional LinkedIn profile.
2. Connect with industry professionals and follow key companies.
3. Use LinkedIn for job research and enhancing your online brand.



How to use the Communication Tool for Skills Development

Duration: 6 weeks to establish profile and integrate optimisation.

- **6 Step program:**

- Step 1: Set Up Your Online Presence

- Step 2: Optimise Your Profile

- Step 3: Expand Your Network

- Step 4: Engage in Digital Conversations

- Step 5: Build Your Brand

- Step 6: Develop Networking Habits

- Step 7: Create a Personal Action Plan

- **Additional Tips:**

- Engage with LinkedIn learning resources.
 - Participate in community groups for support and feedback.
 - Keep an eye on cultural sensitivities and adapt communication styles accordingly.

Environmental Analysis

- Strategic tool to assess internal and external factors influencing success.
- Focus on evaluating market trends, economic conditions, and competitive landscapes.
- Comprehensive understanding of the business environment, identifying opportunities and threats and informing strategic decision-making.



How to use Environmental Analysis

- Gain a clear, practical understanding of environmental analysis and how to apply it effectively within an organisation or while creating a business.
- Visit the website <https://www.questionpro.com/blog/environmental-analysis/> to learn about the importance and the techniques, and go through the analysis process together with the mentee.

Example techniques

SWOT analysis

1

German Federal Ministry of the Interior and Community

2

PESTEL Analysis

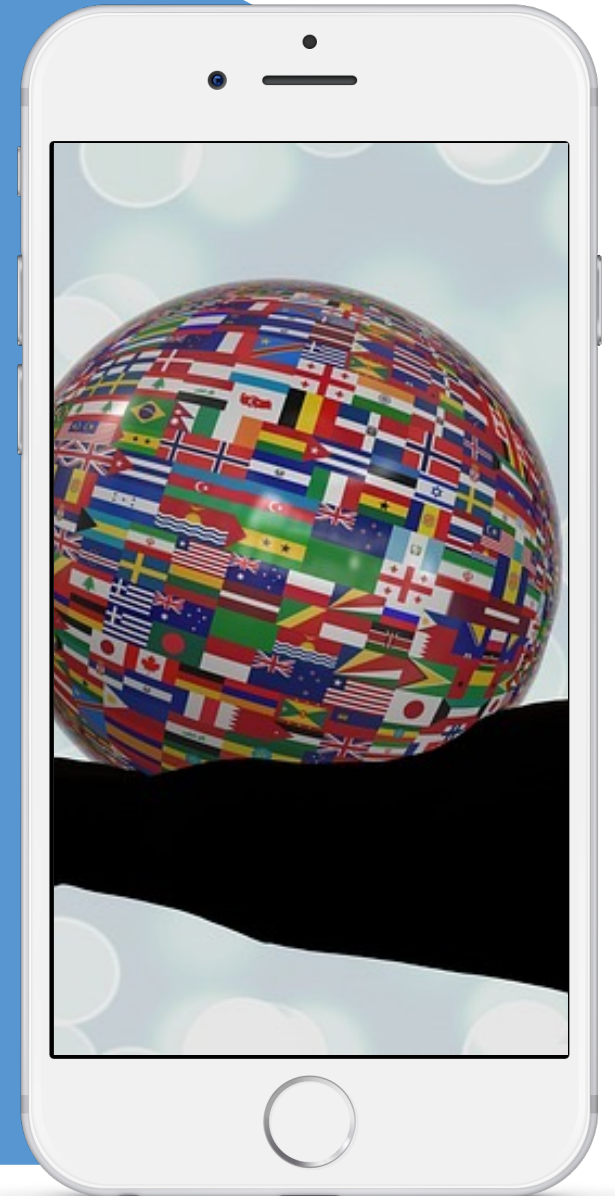
German Federal Ministry of the Interior and Community



Setting up business abroad

This tool contains guides that provide practical advice and essential information on topics such as developing a business idea, creating a business plan, understanding financing options, and fulfilling legal requirements.

It also covers key areas like market analysis, registration processes, and networking resources to support the successful start of your business.



How to use setting up business abroad

- Providing the mentee with a guide <https://westmbh.de/wp-content/uploads/2022/09/WEST-Leitfaden-Existenzgruendung.pdf> for the initial stage of founding.
- Going through a step-by-step approach together with the mentee to create a foundation for the entrepreneurial journey.
- Use country-specific guides depending on where the location is



Relevant resources

1

Starting a business (for different countries in the EU):

European Union

2

Country-specific:

Ireland

Netherlands

3

Other relevant topics:

Seed Capital (Germany)

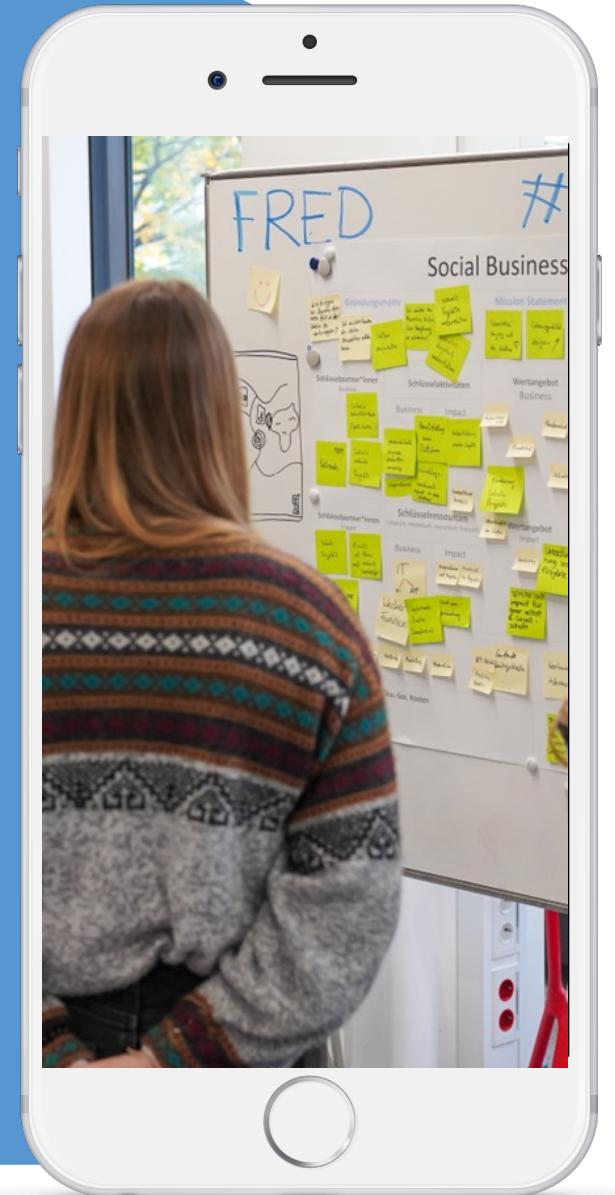
Legal systems (Germany)

Crash Course in Bureaucracy (Germany):

Investment Ready

This tool represents the **Business Model Canvas**

- It provides a visual, strategic tool for designing, analysing, and improving a business model.
- The canvas breaks down a business model into nine essential building blocks, allowing users to map out, test, and innovate their business strategy.
- This holistic approach helps businesses identify opportunities for innovation, align their strategy with sustainability goals, and engage stakeholders in creating value that benefits both the organisation and the community.



How to use the tool, **Investment ready**

- Mentors can use it to help mentees understand the key components of their business in a structured way.
- Through the addition of the Sustainable Business Model Canvas, mentees can incorporate environmental, social, and economic factors, ensuring that their business model not only drives profitability but also contributes to long-term sustainability and positive societal impact.
- Mentors can work on this canvas together with their mentees.

SUSTAINABLE BUSINESS MODEL CANVAS

VISION & MISSION

- What is the long-term goal and purpose of the business model?
- What role should economic, environmental or social goals play?
- What specific contribution will your start-up have made to achieving sustainability goals in 5 or 10 years?



KEY PARTNERSHIPS

- Who are your key partners and what key resources do you receive from them?
- Which partners do you need to make your offer sustainable (e.g. associations/research institutes)?

KEY ACTIVITIES

- What key activities does your company need in each area?
- How can the key activities be made more environmentally friendly and fairer?



KEY RESOURCES

- What resources are needed to implement the business model?
- Are there any environmentally critical or socially controversial processes?
- To what extent does a clear focus on sustainability ensure the acquisition of key resources?



VALUE PROPOSITION

- How does the offer benefit the customer?
- What customer problem is being solved?
- What makes the product/service unique?
- What positive impact does the offer have on the environment and society?



CUSTOMERS

- Who are your customers and what makes them tick?
- Which distribution channels are appropriate?
- How important is sustainability to your customers now and in the future?



COMPETITORS

- Who are your main competitors?
- What is the structure of the market (trends)?
- To what extent do the environmental or social aspects of the market offer a competitive advantage?



OTHER RELEVANT STAKEHOLDERS

- What other organisations or people (apart from key partners and customers) will be affected by the proposed activity?
- Do they have a positive, negative or neutral attitude towards the business idea?
- What influence do they have on your success?



COST STRUCTURE

- What are the key costs associated with your business model?
- Describe your cost structure. Describe the fixed and variable costs!
- How can savings be made through efficient and environmentally friendly processes or measures, e.g. in resource consumption or recycling?



REVENUE STREAMS

- What is the maximum cost of the product and/or service? How much are your customers prepared to pay?
- How should the pricing model be structured?
- Will a sustainable approach make your business model more attractive to investors (e.g. greater willingness to invest or willingness of customers to pay)? If so, which ones?



Adapted from Fichter, K. and Schabel, A. (2019). Borderstep Institut, Berlin



Relevant resources

1

Persona Canvas:

Business Design Tools

2

The most important steps towards self-employment:

Existenzgründungsportal
des BMWK

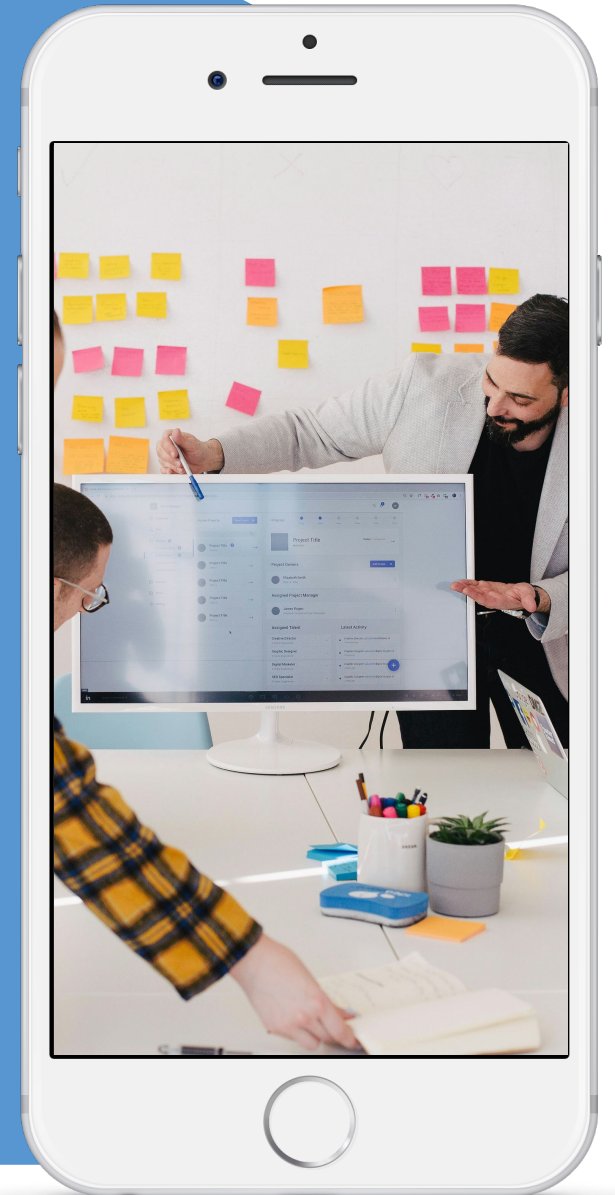
3

Business Plan & Marketing Skills

Existenzgründungsportal
des BMWK &
Podium Corp Inc. 2025

Pitching your business plan

- Pitching your business isn't just about delivering a great presentation—it's about choosing the right opportunities.
- The [Analyzing Pitching Opportunities Tool](#) from Harvard Business School helps entrepreneurs and business leaders assess whether a pitching opportunity aligns with their strategic goals, investor fit, and resource capacity.
- Instead of blindly chasing every pitch, this tool helps you focus your efforts on the opportunities that matter most—where your chances of success are highest.

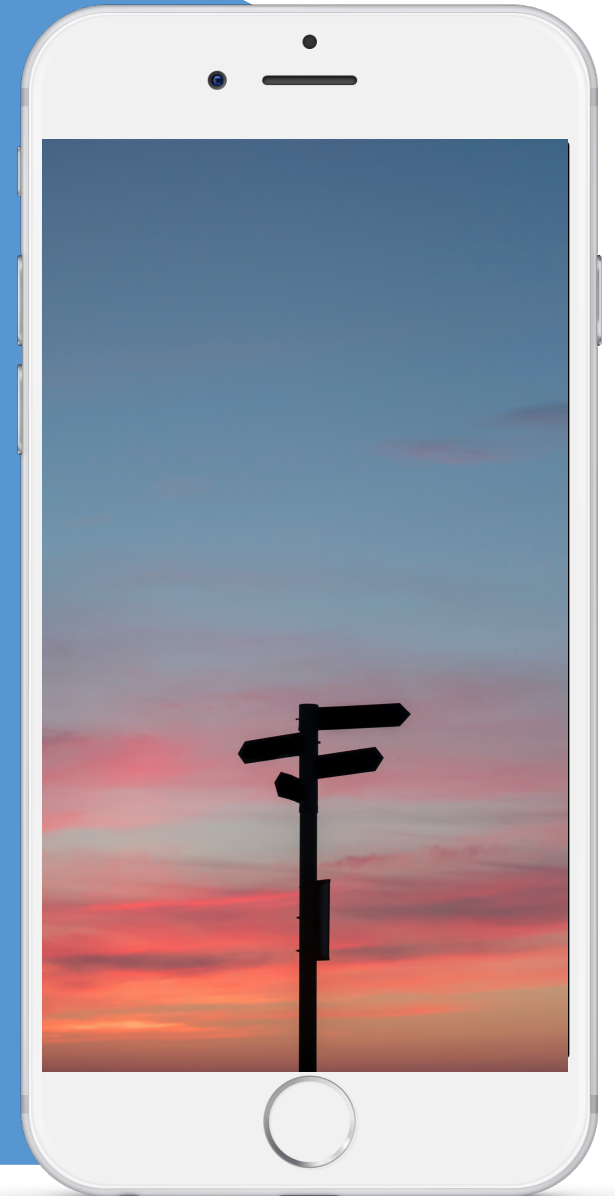


How to use pitch your business plan

- **Tips for Pitching Your Business Plan:**
https://www.alumni.hbs.edu/Documents/trending/Analyzing%20Pitching%20Opportunities%20Tool.pdf?utm_source=chatgpt.com
- **Mentors can go through the tips with their mentee to prepare the pitch together or to review and revise it.**

Market Positioning

- Mentors can help the mentees position in and understand local markets, barriers, investment landscapes, and impact potentials with the help of this tool.
- Some mentees might not have sufficient knowledge about the markets of the host countries but have a smart business idea, therefore this tool helps them (with the one-on-one help of experienced mentors) to market their business in a new environment.



How to use the Market Positioning Tool

- Mentors can help mentees develop a clearer understanding of their brand's position and strengths in the market: Brand differentiation matrix exercise ([Toolkit Restart, p. 94](#))
- Setting a vision for the future of the brand ([Toolkit Restart, p. 95](#)): This innovative exercise is designed to help the mentees craft a strategic visualisation of their brands' future and develop a clear understanding of their desired market positioning.
- Navigating market reach ([Toolkit Restart, p. 104](#)): This tool defines target audience step by step, ensuring brand resonates with those who matter most: <https://blog.hubspot.com/marketing/target-audience>



NatAlli

Regenerative Alliances

Thank you

Please contact Nelli Scharapow for more information:

<https://natalliproject.eu/contact/>



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