



## WP2.1.3. Mentors' CV (1)

Mentoring and support for young people starting digital entrepreneurship



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## Introduction to [www.NEWDIGISHIP.eu](http://www.NEWDIGISHIP.eu) E-learning

In today's digital era, the development of digital competences among young people holds significant importance, in the context of digital entrepreneurship. One of the significant advantages of starting a business on the internet is the potential for scalable earnings. Information technology has significantly reduced the cost of entry, making it easier for entrepreneurs to set up their online shops with minimal financial investment. Information and communication technologies serve as catalysts for innovation and play a crucial role in facilitating learning beyond traditional classroom settings. The utilization of these technologies, both before and after physical activities, enhances educational experiences and ensures their continuity. Consequently, educational processes increasingly shift toward online and e-learning environments. The advancements in technology, coupled with the distinctive behaviours and perceptions of the new generation, have accelerated this transition. As a result, [www.NEWDIGISHIP.eu](http://www.NEWDIGISHIP.eu), aims to enhance the quality of e-learning and e-learning environments through collaborative efforts, thereby promoting the digital entrepreneurship skills of young people.

This platform serves as a valuable source of knowledge for individuals looking to start or expand their businesses using the internet and other digital platforms. Digital entrepreneurship, which encompasses the creation and operation of online businesses, can be particularly appealing to entrepreneurs who are comfortable with technology. With access to a digital device and the internet, anyone can establish various types of online businesses.

The utilization of digital tools and e-learning methodologies enables the achievement of several goals. First and foremost, it fosters interpersonal communication skills, emphasizing the appropriate use of social media platforms. Additionally, it cultivates independent and lifelong learning skills, encouraging individuals to become self-directed learners capable of adapting to evolving demands. The NEWDIGISHIP project also emphasizes the development of ethical awareness and a sense of responsibility in the digital realm. The availability of flexible digital media tools has revolutionized business processes, allowing individuals to offer their products and services to a global audience. Digital entrepreneurship also enables businesses to quickly adapt and make changes to their services, branding, and pricing without experiencing substantial turnaround times. For instance, instead of investing in physical advertisements, a digital venture can adjust its pricing by simply altering online marketing information. Similarly, rebranding efforts can focus on updating website content, marketing materials, and product offerings, eliminating the need for physical location modifications.

By leveraging the power of the internet and digital platforms, aspiring entrepreneurs can tap into a world of opportunities and overcome traditional barriers associated with starting and growing a business. This platform equips individuals with the necessary knowledge and insights to navigate the digital landscape effectively and harness its vast potential for entrepreneurial success.

Furthermore, e-learning nurtures critical thinking, problem-solving, and creative thinking abilities, equipping individuals with essential cognitive skills. Participants also acquire digital knowledge and skills, gaining proficiency in managing and utilizing information effectively. The NEWDIGISHIP learning tools recognize the importance of multitasking and flexibility in the digital age, emphasizing their development. They also focus on enhancing analytical data management skills, enabling young people to navigate and utilize data efficiently. New-media literacy, including the ability to critically evaluate and engage with various media forms, is also addressed.

## **Mentoring and support for young people starting digital entrepreneurship**

By mentoring and supporting young people starting digital entrepreneurship first of all will start with the basics and defining the digital entrepreneur concept. This also will lead young people to benefit from digital workforce opportunities and to be more intrusive individuals in societies using digital financing methods, eco-innovation aspects, planning digital marketing strategies, user experience digital platforms and many more. The estimated completion time for each module ranges from 10 to 1.5 hours, depending on the content and exercises included.

### Module 1: Why should we be digital entrepreneurs? Explanations with examples

- What is digital entrepreneurship?
- The basics of digital entrepreneurship.
- Digital entrepreneurship vs other forms of business.
- Benefits of becoming a digital entrepreneur.
- Development of entrepreneurial.
- Funding and financing digital ventures.
- Legal and ethical considerations for digital Entrepreneurs.
- Challenges and opportunities in digital entrepreneurship.

### Module 2: Digital Financing Methods

- Introduction into the digital financing methods.
- Gradual shift from traditional financing methods to digital ones – comparison of advantages and disadvantages.
- Types of digital financing methods.
- Online payments.
- Peer-to-peer lending.
- Crowdfunding.
- Digital wallets.
- Cryptocurrency.
- General opting for a digital financing method in comparison individual vs professional businesses.

### Module 3: Digital business Models: eco-innovation and sustainability design entrepreneurship Learn the fundamentals of cloud computing

- Digital business models with eco-innovation.
- Eco-innovation through digitalization.
- Co- creation in digital ecosystems.
- Sustainability- driven design entrepreneurship.
- Ethical consideration.

### Module 4: Marketing Plans on digital media and digital platforms

- Understand the concept and importance of social media marketing.
  - ✓ Introduction to Digital Marketing Plans.
  - ✓ Defining digital marketing.
  - ✓ Importance of digital marketing plans.
  - ✓ Digital media and platforms overview.
  - ✓ Common digital marketing metrics.
- Elements of a Digital Marketing Strategy and Plan.
  - ✓ Developing a brand message. User experiences of companies on digital platforms
  - ✓ Setting goals and objectives.

- ✓ Target audience analysis.
- ✓ Creating a budget and timeline.
- ✓ Social media marketing.
- ✓ Search Engine Optimization (SEO).
- ✓ Execution and optimization.
- Trends and Future Outlook.
- Conclusion and Resources.

Module 5: Entrepreneurial Culture and Business Models ideas Learn the principles and fundamentals of SEO (Search Engine Optimization).

- Entrepreneurial Mindset and Culture.
  - ✓ Importance of entrepreneurial mindset and culture.
  - ✓ Components of entrepreneurial culture.
  - ✓ Characteristics of successful entrepreneurs.
  - ✓ Way to develop an entrepreneurial mindset and culture.
- Business Models for Digital Entrepreneurship.
  - ✓ Types of business models for digital entrepreneurship.
  - ✓ Examples and case studies of successful business models.
  - ✓ Criteria for choosing a suitable business model.
- Ideas Generation and Validation.
- Industry Examples and Future Trends.

Module 6: Sustainability of digital networks with economic opportunities and business partnerships

- Introduction to sustainability in digital businesses: definition, importance, and challenges.
- Legal and regulatory framework of sustainability in digital businesses.
- Assessment of the environmental footprint of digital businesses: carbon emissions, energy and resource consumption, among others.
- Sustainability strategies in digital businesses: from production of goods and services to distribution and delivery.
- Tools for implementing sustainable strategies in digital businesses: renewable energies, energy efficiency, circular economy, among others.
- Measurement of the impact of sustainability strategies in digital businesses: indicators, monitoring and evaluation tools.
- Success stories and best practices of sustainability in digital businesses.
- Fostering a culture of sustainability in digital businesses: raising awareness, sensitization, and motivation for the adoption of sustainable practices.

Module 7: User experiences of companies on digital platforms

- Introduction to user experience (UX) on digital platforms.
- Fundamentals of psychology and ergonomics applied to interface design.
- User-centred design: how to understand user needs and expectations.
- Interface design and information architecture to improve usability and accessibility.
- Iterative design process: how to iterate and continuously improve the user experience.
- User experience evaluation: how to measure and analyse user satisfaction.
- Continuous improvement of user experience: how to apply the results of evaluations to improve user experience.

Module 1: Why should we be Digital Entrepreneurs? Explanations with examples

MODULE 1	Why should we be Digital Entrepreneurs? Explanations with examples by ESQUARE
Introduction and topics	<p>This module offers the initial introduction into the extended and highly present topic of the digital entrepreneurship, the positioning in the global entrepreneurial world and the advantages it brings along.</p> <ul style="list-style-type: none"> <li>• What is Digital Entrepreneurship?</li> <li>• The Basics of Digital Entrepreneurship</li> <li>• Digital Entrepreneurship vs other forms of business</li> <li>• Benefits of becoming a Digital Entrepreneur</li> <li>• Development of Entrepreneurial Traits</li> <li>• Funding and Financing Digital Ventures</li> <li>• Legal and Ethical Considerations for Digital Entrepreneurs</li> <li>• Challenges and Opportunities in Digital Entrepreneurship</li> </ul> <p>In addition, the course might suggest practical examples and case studies to illustrate in detail the theoretical concepts.</p>
Expected learning outcomes	<p>Upon completion of this module, trainees should:</p> <ul style="list-style-type: none"> <li>• Have an overall understanding of basic concepts of digital entrepreneurship</li> <li>• Have an ability to identify digital opportunities</li> <li>• Grow in an Entrepreneurial Mindset and Self - Motivation</li> <li>• Weigh the advantages and disadvantages of Digital Entrepreneurship playing into their career path</li> <li>• Understand the guide and proposed ideas on how to support the entrepreneurship in the digital space financially</li> </ul>
Skill & competences	<ul style="list-style-type: none"> <li>• Strategic thinking. Digital entrepreneurs need to think strategically to identify and pursue opportunities for growth and profitability, understanding industry trends, customer behavior and competitive landscapes.</li> </ul>

	<ul style="list-style-type: none"> <li>• Financial Management: Digital entrepreneurs acknowledge the importance of financial management to make informed decision about revenue expenses and investments.</li> <li>• Determine the right objective for a business's goal based on unbiased de-construction of subjective pros and cons</li> <li>• Develop key strategies on how to expand the thought process to involve the creativity and innovation to develop new products, services or business models.</li> <li>• Leadership and management and effective communication: Digital entrepreneurs should have strong leadership and management skills to build and lead teams.</li> </ul>
Exercises Included	Self-reflective questions will be used throughout the module to encourage trainees to think and analyse where they stand in regard to what they are reading at the moment.
Self-assessment quizzes	Multiple choice questions on the topics/content developed in the Module
Reading materials	Case studies, links to relevant articles and blogs, etc. + Video / audio contents, if relevant
Estimated completion time	Approx. 1.5 hours

## Module 2: Digital Financing Methods

MODULE 1	Digital Financing Methods by ESQUARE
Introduction and topics	<p>This module offers the theoretical and practical insight into the digitalization of traditional financing services using modern technologies.</p> <ul style="list-style-type: none"> <li>• Introduction into the digital financing methods</li> <li>• Gradual shift from traditional financing methods to digital ones – comparison of advantages and disadvantages</li> <li>• Types of digital financing methods</li> <li>• Online payments</li> <li>• Peer-to-peer lending</li> <li>• Crowdfunding</li> <li>• Digital wallets</li> <li>• Cryptocurrency</li> <li>• General opting for a digital financing method in comparison individual vs professional businesses</li> </ul> <p>In addition, the course might suggest practical examples and case studies to illustrate in detail the theoretical concepts.</p>
Expected learning outcomes	<p>Upon completion of this module, trainees should:</p> <ul style="list-style-type: none"> <li>• Have an overall understanding of basic concepts of digital financing methods</li> <li>• Have an ability to identify the best fitting method based on the type of business</li> <li>• Weigh the advantages and disadvantages of different digital financing methods</li> <li>• Understand the guide and proposed ideas on how to support the entrepreneurship in the digital space financially</li> </ul>
Skill & competences	<ul style="list-style-type: none"> <li>• Digital literacy: Students acquire the ability to use technology such as smartphones, computers, and the internet – navigating digital platforms, using online payments systems, and understanding basic cybersecurity principles.</li> <li>• Financial Literacy: Students understand financial concepts, such as budgeting, saving, investing, managing, and preventing debt in their business plan construction.</li> </ul>

	<ul style="list-style-type: none"> <li>• Analytical skills: Students acquire the ability to gather and analyse financial data, such as market trends, investment opportunities, working with financial reports and making decision based on the data.</li> <li>• Risk management skills: The students are able to assess and manage financial risks, such as market fluctuation, credit risk and fraud.</li> <li>• Using the digital platforms specific as best fits for the intended business models – the ability to navigate through different types of digital financing methods.</li> </ul>
Exercises Included	<p>Self-reflective questions will be used throughout the module to encourage trainees to think and analyse where they stand in regard to what they are reading at the moment.</p> <p>Case studies: Case studies support the training based on a real example of a business model with numbers of a specific business.</p>
Self-assessment quizzes	Multiple choice questions on the topics/content developed in the Module
Reading materials	Case studies, links to relevant articles and blogs, etc. + Video / audio contents, if relevant
Estimated completion time	Approx. 1.5 hours



## Module 3: Digital business Models: eco-innovation and sustainability design entrepreneurship

MODULE 3	Digital business Models: eco-innovation and sustainability design entrepreneurship by ESQUARE
Introduction and topics	<p>This module introduces how digital business models can be harnessed to foster eco-innovation and promote sustainability-drive design entrepreneurship. By aligning digital innovation wit sustainable practices, businesses can create value while minimizing their environmental footprint. The main points revolve around the following topics:</p> <ul style="list-style-type: none"> <li>• Digital Business Models with Eco-Innovation</li> <li>• Eco-innovation through Digitalization</li> <li>• Co- creation in digital ecosystems</li> <li>• Sustainability- Driven Design Entrepreneurship</li> <li>• Ethical consideration</li> </ul> <p>In addition, the course might suggest practical examples and case studies to illustrate in detail the theoretical concepts.</p>
Expected learning outcomes	<p>Upon completion of this module, trainees should:</p> <ul style="list-style-type: none"> <li>• Understand the typical characteristics of different digital business models</li> <li>• Comprehend digital solutions that contribute to energy efficiency, waste reduction, sustainable supply chain management and circular economy practices</li> <li>• Examine the role of open innovation platforms, crowdsourcing and user participation in generating sustainable solutions</li> <li>• Design user-centric and circular principles integrated into digital business models to promote sustainability</li> <li>• Process and evaluate the related data, digital divide, and inclusivity in the context of sustainable digital business models.</li> </ul>
Skill & competences	<ul style="list-style-type: none"> <li>• Identifying and analyzing digital business models implementing eco-sustainability</li> <li>• Evaluate the implantation of eco -friendly and sustainable processes into a business plan and its creation</li> <li>• Use tools to monitor, measure, design and create graphics of eco guide to see the progress and implementation of green policies</li> <li>• Develop key strategies of sustainable and green policy implementation</li> </ul>
Exercises Included	<p>Self-reflective questions will be used throughout the module to encourage trainees to think and analyse where the stand in regard to what they are reading at the moment.</p>

Self-assessment quizzes	Content developed in modules with work sheets
Reading materials	Case study: Eco-Innovation and business performance in emerging and developed economies. (Santos, Rezende, Basso, 2019) <a href="https://www.sciencedirect.com/science/article/abs/pii/S0959652619325247">https://www.sciencedirect.com/science/article/abs/pii/S0959652619325247</a>
Estimated completion time	Approx.1.5 hours

#### Module 4: Marketing Plans on digital media and digital platforms

<b>MODULE 4</b>	<b>Marketing Plans on digital media and digital platforms by YOUTH BRIDGE</b>
Introduction and topics	

	<p>This module introduces techniques and concepts linked to Digital marketing; give an insight into the impact of digital media; introduce an overview on the latest trends and provide effective tools to create impactful digital marketing strategy for start-ups and other businesses.</p> <ol style="list-style-type: none"> <li>1. Introduction to Digital Marketing Plans <ul style="list-style-type: none"> <li>● Defining digital marketing</li> <li>● Importance of digital marketing plans</li> <li>● Digital media and platforms overview</li> <li>● Common digital marketing metrics</li> </ul> </li> <li>2. Elements of a Digital Marketing Strategy and Plan <ul style="list-style-type: none"> <li>● Developing a brand message</li> <li>● Setting goals and objectives</li> <li>● Target audience analysis</li> <li>● Creating a budget and timeline</li> <li>● Social media marketing</li> <li>● Search Engine Optimization (SEO)</li> <li>● Execution and optimization</li> </ul> </li> <li>3. Trends and Future Outlook</li> <li>4. Conclusion and Resources</li> </ol>
<p>Expected learning outcomes</p>	<p>Upon completion of this module, learner should:</p> <ul style="list-style-type: none"> <li>● Understand digital marketing principles and techniques.</li> <li>● Able to research, formulate and implement comprehensive digital marketing plans.</li> <li>● Identify and analyse target audiences using digital data and analytics tools.</li> <li>● Create and implement digital marketing campaigns.</li> <li>● Create content tailored to the specific platform.</li> <li>● Develop a critical perspective on digital marketing and digital platforms.</li> <li>● Learn to adapt to the changing nature of digital media and digital marketing to remain competitive in the marketplace.</li> </ul>
<p>Skill &amp; competences</p>	<ul style="list-style-type: none"> <li>● Digital literacy</li> <li>● Strategic thinking</li> <li>● Critical thinking</li> <li>● Data analysis</li> <li>● Information literacy</li> <li>● Adaptability</li> <li>● Essential digital marketing tools</li> </ul>
<p>Exercises Included</p>	<p>Self-reflective questions, quizzes, and assessments to track progress and reinforce key concepts.</p>

Self-assessment quizzes	Multiple choice questions on the topics/content developed in the Module
Reading materials	<ul style="list-style-type: none"><li>● Case studies and real-life examples</li><li>● Resources and tools for learners to apply what they learned.</li><li>● Relevant sources on the topic: blogs, videos, infographics, etc.</li></ul>
Estimated completion time	Approx. 1.5 hours

#### Module 5: Entrepreneurial Culture and Business Models ideas

MODULE 5	Entrepreneurial Culture and Business Models ideas by YOUTH BRIDGE
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Introduction and topics	<ol style="list-style-type: none"> <li>1. Entrepreneurial Mindset and Culture <ul style="list-style-type: none"> <li>● Importance of entrepreneurial mindset and culture</li> <li>● Components of entrepreneurial culture</li> <li>● Characteristics of successful entrepreneurs</li> <li>● Way to develop an entrepreneurial mindset and culture</li> </ul> </li> <li>2. Business Models for Digital Entrepreneurship <ul style="list-style-type: none"> <li>● Types of business models for digital entrepreneurship</li> <li>● Examples and case studies of successful business models</li> <li>● Criteria for choosing a suitable business model</li> </ul> </li> <li>3. Ideas Generation and Validation</li> <li>4. Industry Examples and Future Trends</li> </ol>
Expected learning outcomes	<ul style="list-style-type: none"> <li>● Understand the entrepreneurial culture and its significance for digital entrepreneurship.</li> <li>● Understand the different business models for digital entrepreneurship and its applications.</li> <li>● Understand the different types of digital entrepreneurship and their characteristics.</li> <li>● Awareness of the opportunities and challenges in the digital entrepreneurship world.</li> <li>● Understanding the methods for generating innovative business ideas.</li> </ul>
Skill & competences	<ul style="list-style-type: none"> <li>● Constant learning</li> <li>● Flexibility</li> <li>● Self-awareness</li> <li>● Responsibility</li> <li>● Accountability</li> <li>● Critical thinking</li> <li>● Creative thinking</li> </ul>
Exercises Included	Self-reflective questions will be used throughout the module to encourage learners to think and analyse where they stand in regard to what they are reading at the moment.
Self-assessment quizzes	Multiple choice questions on the topics/content developed in the Module
Reading materials	<ul style="list-style-type: none"> <li>● Case studies and real-life examples</li> <li>● Relevant sources on the topic: blogs, videos, infographics, etc.</li> </ul>
Estimated completion time	Approx. 1 hour

Module 6: Sustainability of digital networks with economic opportunities and business partnerships

MODULE 6	Sustainability of digital networks with economic opportunities and business partnerships by ESPLAI SOCIAL
Introduction and topics	<p>This module introduces concept of sustainability in digital business, including the social, economic and environmental sustainability.</p> <ol style="list-style-type: none"> <li>1. Introduction to sustainability in digital businesses: definition, importance, and challenges.</li> <li>2. Legal and regulatory framework of sustainability in digital businesses.</li> <li>3. Assessment of the environmental footprint of digital businesses: carbon emissions, energy and resource consumption, among others.</li> <li>4. Sustainability strategies in digital businesses: from production of goods and services to distribution and delivery.</li> <li>5. Tools for implementing sustainable strategies in digital businesses: renewable energies, energy efficiency, circular economy, among others.</li> <li>6. Measurement of the impact of sustainability strategies in digital businesses: indicators, monitoring and evaluation tools.</li> <li>7. Success stories and best practices of sustainability in digital businesses.</li> <li>8. Fostering a culture of sustainability in digital businesses: raising awareness, sensitization, and motivation for the adoption of sustainable practices.</li> </ol>
Expected learning outcomes	<p>Upon completion of this module, trainees should:</p> <ul style="list-style-type: none"> <li>● To understand the concept of sustainability (social, economic and environmental) and its application in the context of digital business.</li> <li>● To identify the challenges and opportunities of sustainability in digital business.</li> <li>● Know the practices and tools that enable the implementation of sustainable strategies in digital business.</li> <li>● To learn how to evaluate and measure the impact of sustainability strategies in digital business.</li> <li>● Raise awareness of the importance of sustainability in digital business and motivate participants to adopt sustainable practices in their own companies.</li> </ul>
Skill & competences	<ul style="list-style-type: none"> <li>● Critical thinking</li> <li>● Responsible behaviour from business management</li> <li>● Empathy</li> <li>● Awareness of future challenges</li> <li>● Management of relationship with the different stakeholders that are relevant for digital businesses</li> </ul>
Exercises Included	<p>Self-reflective questions will be used throughout the module to encourage trainees to think and analyse where they stand in regard to what they are reading at the moment.</p>

Self-assessment quizzes	Multiple choice questions on the topics/content developed in the Module
Reading materials	Case studies, links to relevant articles and blogs, etc. + Video / audio contents, if relevant
Estimated completion time	Approx. 1.5 hours

## Module 7: User experiences of companies on digital platforms

MODULE 7	User experiences of companies on digital platforms by ESPLAI SOCIAL
Introduction and topics	<p>This module is focused in offering the young entrepreneur a vision about the importance of UX in digital businesses.</p> <ol style="list-style-type: none"> <li>1. Introduction to user experience (UX) on digital platforms.</li> <li>2. Fundamentals of psychology and ergonomics applied to interface design.</li> <li>3. User-centred design: how to understand user needs and expectations.</li> <li>4. Interface design and information architecture to improve usability and accessibility.</li> <li>5. Iterative design process: how to iterate and continuously improve the user experience.</li> <li>6. User experience evaluation: how to measure and analyse user satisfaction.</li> <li>7. Continuous improvement of user experience: how to apply the results of evaluations to improve user experience.</li> </ol> <p>In addition, the course could include practical examples and case studies to illustrate theoretical concepts, as well as exercises and assignments for students to apply what they have learned.</p>
Expected learning outcomes	<p>Upon completion of this module, trainees should:</p> <ul style="list-style-type: none"> <li>● Understand the fundamentals of user experience (UX) and its importance in digital platforms.</li> <li>● Learn user-centred design techniques and methodologies to improve user experience.</li> <li>● Learn best practices for usability and accessibility on digital platforms.</li> <li>● Understand the iterative design process and how to apply it to the creation of digital interfaces.</li> <li>● Develop skills for the evaluation and continuous improvement of user experience on digital platforms.</li> </ul>
Skill & competences	<ol style="list-style-type: none"> <li>1. Understand the user-centred design process: Students should be able to understand the user-centred design process, from user research to implementation of solutions.</li> <li>2. User research: Students should be able to collect data about users and use that data to design solutions that meet their needs.</li> <li>3. Interaction design: Students should be able to design effective and engaging interactions for users, using techniques such as wireframing and prototyping.</li> <li>4. Visual design: Students should be able to create attractive and coherent visual designs that meet the needs of users.</li> <li>5. User experience evaluation: Students should be able to evaluate user experience through usability testing and other techniques to identify problems and opportunities for improvement.</li> </ol>



	<ol style="list-style-type: none"> <li>6. Responsive design and accessibility: Students should be able to design for multiple devices and consider accessibility for people with disabilities.</li> <li>7. UX project management: Students should be able to manage UX projects from start to finish, including collaboration with other professionals and time and budget management.</li> <li>8. Effective communication: Students should be able to communicate their designs and solutions clearly and effectively to clients and other team members.</li> <li>9. Knowledge of digital design tools: Students should be familiar with digital design tools such as Sketch, Figma, Adobe XD, among others.</li> </ol>
Exercises Included	Self-reflective questions will be used throughout the module to encourage trainees to think and analyse where they stand in regard to what they are reading at the moment.
Self-assessment quizzes	Multiple choice questions on the topics/content developed in the Module
Reading materials	Case studies, links to relevant articles and blogs, etc. + Video / audio contents, if relevant
Estimated completion time	Approx. 1.5 hours

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