EMPOWERHER

ENSURING DIGITAL INNOVATION (GAMIFICATION), QUALITY AND RECOGNITION IN YW FOR BETTER GENDER BALANCE IN ENTREPRENEURSHIP EDUCATION

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GUIDELINES AND TEMPLATE FOR DEVELOPING EMPOWERHER ENTREPRENEURSHIP ACTIVITIES

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EmpowerHER Activity Template

Title of the Activity	Business Makeover Lab
Partner	ESPLAI SOCIAL
EmpowerHER Competence Framework reference	5. Business Model Canvas
Competences	• Business awareness • Customer orientation • Analysis/problem solving • Creativity • Team work Knowledge: • Understand the structure and components of the Business Model Canvas. • Recognize the interconnection between customer segments, value propositions, channels, and revenue streams. Skills: • Ability to apply the Business Model Canvas to develop or refine a business idea. • Capacity to analyze the feasibility and sustainability of a business model. • Competence in presenting and defending a business model in pitch or mentoring sessions. Attitudes: • Increased confidence in entrepreneurial thinking. • Openness to experimentation and iterative development.
Format	Both formats: Online and Offline.

Target Group	Young people Mixed groups This activity can be significant for beginners in entrepreneurship, as it will allow them to experience customer segments identification, value propositions and re-desing of a small business.
Duration	75 minutes
Materials & Tools Needed	Offline: Business Model Canvas templates for each group. Online: Zoom, Business Model Canvas on Jamboard.
Methodology	Introduction: The session will open by explaining that the objective of the activity is to understand and adapt real business models. Description of the activity: 1. Explain the 9 blocks with the EmpowerHER Module 5 presentation. 2. Create a scenario: For example: A local snack bar called "TastyTime" is losing customers after a nearby school switches to healthier food policies and now more students order online. The business is run by a young couple with limited budget but great cooking skills. Each group plays the role of a youth innovation team hired to help TastyTime redesign its business model using the BMC. 3. Groups fill in the canvas by: • Identifying new Customer Segments (e.g., online student communities) • Proposing new Value Propositions (e.g., healthy lunch packs, delivery) • Adjusting Channels, Revenue Streams, etc. 4. Each group presents their model in 3 minutes. 5. Peer Feedback (10 min)

	6. Peer feedback: • What worked? • What was unexpected? • What would you add?
Reflection & Evaluation	What was hardest to change? How did the context influence your model? What would you do differently if this were your own business? What did you enjoy or find challenging? What skills did you use or improve today? What would you do differently next time?
Resources	Business Model Canvas Explained: https://youtu.be/QoAOzMTLP5s?feature=shared EmpowerHER Module 5 presentation: https://view.genially.com/68623b709283f130e2855991/interactive-content-asociacio-esplai-social Business Model Canvas editable: • https://www.strategyzer.com/library/the-business-model-canvas • https://docs.google.com/presentation/d/1hoB3WzgCHOlcjvvwJjLFq8ZXPK8VrKtW8T29HEOJ3_Y/edit

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