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	Human Canvas
Partner	ESPLAI SOCIAL
EmpowerHER Competence Framework reference	5. Business Model Canvas
Competences	• Business awareness • Creativity • Flexibility/adaptability • Communication Knowledge: • Understand the structure and components of the Business Model Canvas. • Recognize the interconnection between customer segments, value propositions, channels, and revenue streams. Skills: • Capacity to analyze the feasibility and sustainability of a business model. • Ability to apply the Business Model Canvas to develop or refine a business idea. Attitudes: • Increased confidence in entrepreneurial thinking. • Openness to experimentation and iterative development.
Format	Offline (in-person)

Target Group	Young people Mixed groups This activity can be significant for budding entrepreneurs, as it allows them to experience each of the Business Model Canvas blocks and how they change based on different contexts. Regarding the project's target group (adolescent and young women), they can reflect on how gender influences each of the Business Model Canvas blocks based on the scenarios they have experienced.
Duration	50 minutes
Materials & Tools Needed	Signs with the names of the 9 blocks of the Business Model Canvas.

Methodology	Introduction: The session will open by explaining that the objective of the activity is to understand each BMC block through role-playing. Description of the activity: 1. Explane the 9 blocks with the EmpowerHER Module 5 presentation. 2. Prepare signs for each of the 9 blocks. 3. Assign each participant to a block. They will personify the block (they are now "Key Activities," "Customer Segment," etc.). 4. Pick a simple business (e.g., a food truck or local thrift shop). 5. The facilitator tells a short story: "Your business wants to change from a market stall to an online shop." 6. As the scenario changes, participants must physically move or react to show how their block is affected.
Reflection & Evaluation	How did one block's change impact others? Which blocks felt most "connected"? What did you enjoy or find challenging?
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

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