ENTREACTION

AN INNOVATIVE CASE-TO-VIDEOSTORY APPROACH
IN ENTREPRENEURIAL EDUCATION

ENTREACTION CASE STUDIES E-BOOK

PARTNERS OF THE ENTREACTION! PROJECT

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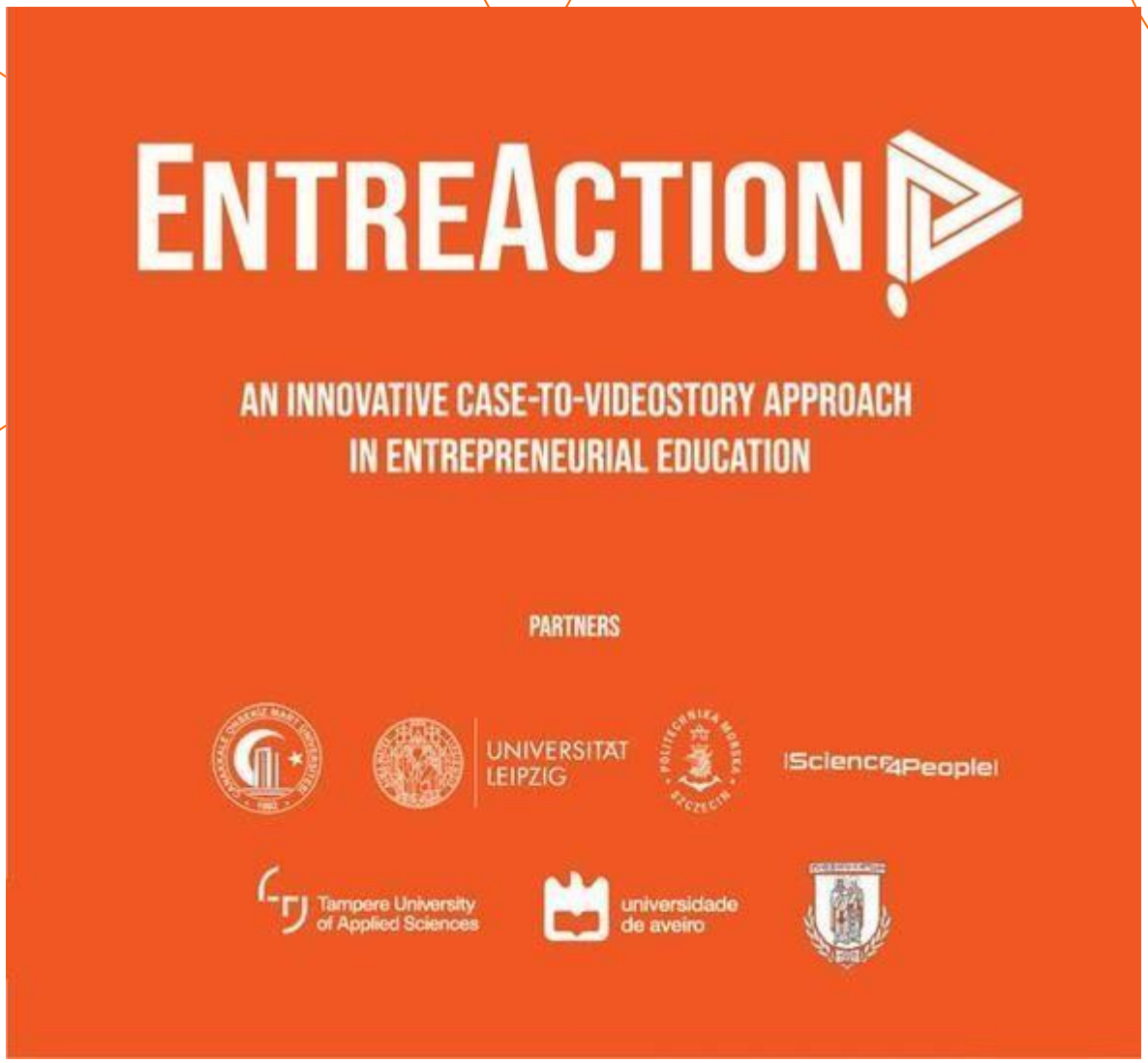

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TABLE OF CONTENTS

The inspiring beginning 6

Çanakkale Onsekiz Mart University (COMU) TURKIYE 7

Entrepreneurial story: One Square Meter *(by Mustafa Boz, Hülya Önal, H. Çağlar Doğru, Gökhan Akça, Tarık Yalçınkaya)* 8

Entrepreneurial story: Umuro Games *(by Mustafa Boz, Hülya Önal, H. Çağlar Doğru, Gökhan Akça, Tarık Yalçınkaya)* 11

The Maritime University of Szczecin (MUS), POLAND 14

Entrepreneurial story: Family passion for singing *(by Roma Strulak-Wójcikiewicz, Bogusz Wiśnicki, Oleksandra Osypchuk)* 15

Entrepreneurial story: One-person company *(by Oleksandra Osypchuk, Roma Strulak-Wójcikiewicz, Bogusz Wiśnicki)* 18

Entrepreneurial story: First business on wheels *(by Bogusz Wiśnicki, Oleksandra Osypchuk, Roma Strulak-Wójcikiewicz)* 21

Science4People (S4P), POLAND 24

Entrepreneurial story: MockUp testing *(by Jolanta Koszelew and Piotr Wołejsza)* 25

Entrepreneurial story: Educational toy – Unique selling proposition (UPS) *(by Piotr Wołejsza and Jolanta Koszelew)* 27

Tampere University of Applied Sciences (TAMK), FINLAND 29

Entrepreneurial story: Pauli Pieti - From Idea to Product *(by Ari Koivumäki)* ... 30

The University of Aveiro (UAVR), PORTUGAL 31

Entrepreneurial story: What does it take to be an entrepreneur? *(by Ana Daniel)* 32

Entrepreneurial story: The market need *(by Ana Daniel, Isabel Cação, Mariana Pita, Mário Vairinhos, Natália Martins, Nina Szczygiel, Rui Raposo and Tatiana Tchemisova)* 37

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Entrepreneurial story: André Jordão *(by Ana Daniel, Isabel Cação, Mariana Pita, Mário Vairinhos, Natália Martins, Nina Szczygiel, Rui Raposo and Tatiana Tchemisova)* 39

Entrepreneurial story: Partnerships for growth *(by Ana Daniel, Isabel Cação, Mariana Pita, Mário Vairinhos, Natália Martins, Nina Szczygiel, Rui Raposo and Tatiana Tchemisova)* 40

Entrepreneurial story: Knowledge and technology transfer *(by Ana Daniel, Isabel Cação, Mariana Pita, Mário Vairinhos, Natália Martins, Nina Szczygiel, Rui Raposo and Tatiana Tchemisova)* 42

from labs to market *(by Ana Daniel, Isabel Cação, Mariana Pita, Mário Vairinhos, Natália Martins, Nina Szczygiel, Rui Raposo and Tatiana Tchemisova)* 42

Entrepreneurial story: From research to business concept! *(by Ana Daniel, Isabel Cação, Mariana Pita, Mário Vairinhos, Natália Martins, Nina Szczygiel, Rui Raposo and Tatiana Tchemisova)* 44

Entrepreneurial story: Changing the game: how pivots *(by Ana Daniel, Isabel Cação, Mariana Pita, Mário Vairinhos, Natália Martins, Nina Szczygiel, Rui Raposo and Tatiana Tchemisova)* 46

changed the course of the company *(by Ana Daniel, Isabel Cação, Mariana Pita, Mário Vairinhos, Natália Martins, Nina Szczygiel, Rui Raposo and Tatiana Tchemisova)* 46

University of Leipzig (ULE), GERMANY 48

Entrepreneurial story: Promoting Africa from Germany: Unleashing the Spirit of Adventure on the African Continent *(by Bismark Agyei Yeboah)* 49

Entrepreneurial story: An Entrepreneurial Journey of Resilience and Impact *(by Bismark Agyei Yeboah)* 52

Entrepreneurial story: Eye-Able: Pioneering Digital Accessibility and Inclusion in the Business World *(by Bismark Agyei Yeboah)* 55

Entrepreneurial story: Cultivating a Sustainable Future through Innovative Indoor Farming *(by Bismark Agyei Yeboah)* 58

Entrepreneurial story: Sustainable Animal Protein Production through Insect Breeding Technology *(by Bismark Agyei Yeboah)* 61

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"St. Cyril and St. Methodius" University of Veliko Tarnovo (VTU), BULGARIA 64

Entrepreneurial story: The crises as an engine for change *(by Nedko Minchev)* 65

Entrepreneurial story: The economic crisis – 2007 *(by Ivan Stoyanov)* 68

Entrepreneurial story: The need for development *(by Nedko Minchev)* 71

Entrepreneurial story: The growth of the entrepreneur in a world of iterations and material values *(by Ivan Byanov)* 74

International Burch University Incubator (IBU), Bosnia and Herzegovina79

Entrepreneurial story: Be my step *(by Sara Nalo, Melisa Mutapcic and Selma Budnjo)* 80

Entrepreneurial story: Fighur – Fashionable Corsets for People with Spine Deformities *(by Najla Čeljo)* 82

Entrepreneurial story: Adventure of Amu *(by Amna Kolić, Irma Ramović & Ivan Mijić)* 84

Chouaib Doukkali University of El Jadida (UCD), MOROCCO 86

Entrepreneurial story: Djebli Club: A Cultural and Social Entrepreneurship Initiative *(by Karima Bouziane)* 87

Entrepreneurial story: Fashion with Purpose – The Entrepreneurial Journey of Kaoutar Fadel *(by Abdelmounim Bouziane)* 89

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The inspiring beginning

The creative energy of entrepreneurship permeates all spheres of the economy and society, opening up new ones or fundamentally transforming existing ones. Through their activities, entrepreneurs disrupt and build by destroying the equilibrium of the status quo, dynamizing business processes and achieving goals that others dare not consider. This e-book is intended for those who support young people in entrepreneurship, as well as for others who dream of becoming entrepreneurs and muster the courage to turn dreams, ideas and envisioned opportunities into real products and services. It "arms" with real case studies and tools through which the difficult path to personal and financial success can be walked, with us. We, the EntreAction: an innovative case-to-videostory approach in entrepreneurial education project team (No. 2022-1-BG01-KA220-HED-000086899), on our way to create videos with inspiring stories of real entrepreneurs from Bulgaria, Turkey, Poland, Portugal, Finland and Germany by inviting our associate partners from Bosnia and Herzegovina and Morocco, have created an amazing universe of true case studies to get thinking and drive us towards an entrepreneurial career. We firmly believe that in the hands of today's current and potential entrepreneurs lies the future prosperity of their companies, regions and national economies. Perhaps the inspiring beginning of your exciting journey into entrepreneurship is just around the corner. Grab it and write the next story in the next e-book just for you!

Veneta Hristova

Project Coordinator

March 2025, Veliko Tarnovo

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Çanakkale Onsekiz Mart University (COMU) TURKIYE

Çanakkale Onsekiz Mart University (ÇOMU) was founded in 1992, with its new status and intake from Turkey's large youth population, the university developed quickly in terms of the number of students, staff and facilities, spurring the opening of new faculties and colleges. The university has 50.000 students participating in a wide variety of programs taught by 1450 academic staff in 15 faculties, 3 polytechnic colleges and 13 vocational colleges. Teaching vision as the COMU is to have training emphasizing general techniques in Engineering, Medical, Agricultural and Educational areas.

Çanakkale Onsekiz Mart University (COMU) is one of the most competitive universities in Turkey, and always looking for more talented people to play a part in its future. COMU is a modern state university, committed to world-class academic excellence. The reputation and popularity of COMU in Turkey is based on the high-quality teaching and learning experience available to students at the university. At COMU, students have access to wide-ranging learning resources and up-to-date facilities. Çanakkale Onsekiz Mart University possesses a research fund which encourages the progress and development of society by financing scientific research projects. In addition, COMU actively seeks to propose and develop projects within international research programmes.

Official web-site: https://www.comu.edu.tr/

Source: COMU website

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Entrepreneurial story: One Square Meter

Title	**One Square Meter**
Phase	The company was established in 2016, and continues to develop depending on the market conditions in the country.
Organisation(s)	Çanakkale Onsekiz Mart University
Country(ies)	Türkiye
Name of entrepreneur, entrepreneurial company	Zeynep Özar Berksü / Çağrı Berksü – One Square Meter - https://www.onesquaremeter.co/
Type of learning experience	☐ biographical story ☑ idea generation ☑ opportunity identification ☑ development of market potential ☑ problem solving ☑ entrepreneurial reorganization/reengineering ☐ triggering event ☑ Other____Passion_____
Target audience	☑ Students ☑ Professors and researchers ☐ Staff ☑ Other – Entrepreneurship candidates
Summary	Zeynep Özar Berksü and Çağrı Berksü are the founders of One Square Meter, one of the pioneers of sustainable and slow fashion in Turkey. Zeynep Özar Berksü has a bachelor's and master's degree in political science. She has experience as an editor in magazines and copywriting in advertising agencies. Çağrı Berksü graduated from the department of Graphic Design. He worked as an art director in advertising agencies for many years. Together, they established One Square Metre in 2016.
Section	**Content**
BACKGROUND	The beginning of Zeynep Özar Berksu and Çağrı Berksü's entrepreneurial adventure involved the creation of bags printed with wood. They started making clothes after realising how expensive and difficult it was to produce bags in line with their philosophy. The term "One Square Meter" refers to the dimensions of the table that they used to begin designing and producing their line of handcrafted, naturally woven bags. They state that they did not have any capital and did not benefit from any incentives when they started entrepreneurship. They do not use synthetic fabrics in their production. They produce clothes from natural fibber cotton, linen, and wool fabrics.

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	They are involved in every stage of the clothing, from the design to the creation of the collection, from the production to the marketing. Zeynep Özar Berksu is sewing and organizing the work in the background. She is also the editor of OGGUSTO's Sustainable Living category. Çağrı Beksu designs products, draws patterns, takes photographs, constructs his visual world, and trains employees. They promote their products on Instagram. They sell on their own website. They also take part in the photo shoots as models. Their background in advertising agencies allows them to be active in marketing and promotional activities. They emphasize that they design their products in a timeless and universal perspective, ignoring today's fast-moving consumption-based fashion approach and impositions.
STORY OBJECTIVES	"One square meter" is a love story born from the union of two people. It's a response to the choices they made about how they want to live their lives: "slow live, slow fashion". Their entrepreneurship philosophy is to guide the principles of slow, responsible, and sustainable fashion. They wish people to wear the clothes produced from quality fabrics with a good workmanship and to respect nature and to keep their stories alive with the wearers.
APPROACH OF PRESENTATION	The production process is carried out with the principle of 'production as needed'. Therefore, they don't have any stocks in their shop. Every cloth that comes out of the workshop is specially cut and sewn by taking the body measurements of the customer. "*We think that by appreciating our relationship with clothes, we may enhance our relationships with people and the natural world*." they say. They are inspired by their own daily needs. As a result of the demolition of Rana Plaza in Bangladesh, where hundreds of manufacturers are outsourced to world-famous brands, the death of more than 1,100 workers and the injury of many more have led to the emergence of the concept of "*Slow fashion*".
RESULTS TO THE USER (OUTPUTS)	-Transforming one couple's passion and live philosophy into an entrepreneurial business - assessing the market gap by determining the requirements of prospective customers who support the "*Live slowly*" philosophy and environmental preservation - A successful business idea and business plan brings success with determined work. - Ensuring continuous development by following the needs of the market - The requirement to expand from domestic markets to foreign ones in order to remain competitive in the global marketplace
BARRIER AND POSSIBILITY	Barriers: - Having an intensely competitive market around the world

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	- Natural fabrics and other materials used in production are very expensive and difficult to obtain - Higher costs compared to products produced in large quantities and with artificial fabrics - Large national and international companies in the market make it difficult for new entrepreneurs to enter the market and develop - Marketing and financial challenges Opportunities: - Increasing number of consumers who want to use products made from natural fabrics - Development of consumer awareness - Development of slow life and slow fashion movement against fast consumption - Working with a young and competent team
LINKS	Website: https://www.onesquaremeter.co/ Instagram : https://www.instagram.com/onesquaremeterco/ Linkedin: https://www.linkedin.com/company/one-square-meter/?originalSubdomain=tr

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Entrepreneurial story: Umuro Games

Title	**Umuro Games**
Phase	Umuro Games started the business in 2017, and continues to develop and diversify the business depending on new consumer preferences in Turkey and the world.
Organisation(s)	Çanakkale Onsekiz Mart University
Country(ies)	Türkiye
Name of entrepreneur, entrepreneurial company	Umur BURAK – UMUROÇ - https://umuro.net/
Type of learning experience	☐ biographical story ☑ idea generation ☑ opportunity identification ☐ development of market potential ☐ problem solving ☐ entrepreneurial reorganization/reengineering ☐ triggering event ☑ Other____Passion_____
Target audience	☑ Students ☑ Professors and researchers ☐ Staff ☑ Other – Entrepreneurship candidates
Summary	Umur Burak started his business '*Umuro Games Studio*' in Çanakkale Onsekiz Mart University Technopark campus in 2017 when he was 20. *Umuro Games* is a mobile-first digital game company that can develop games for all platforms simultaneously. Today, a team of 4 people produces games. Realizing that there are no computer games related to Turkish history, Umur Burak created the games of Ertuğrul Gazi, Ertuğrul Gazi 2, Ertuğrul Gazi 3 and Osmangazi. All these games reflect the establishment process of the Ottoman Empire. He has presented them to the computer game world. In order to open up to the world computer game market, he created the games of Vikings: Valhalla Saga, Legends Arena, Kart Racing Online and put them on the market. *Umuro Games* continues to grow by reaching more than 20 million users around the world with the games it has developed.
Section	**Content**
BACKGROUND	Umur Burak states that he was very keen on computers and video games from an early age. From a young age, he earned his pocket money by working in many different jobs during summer months. He repaired computers in the

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	computer maintenance and repair shop that his father took over. He disassembled and assembled computers. He had started his studies in the mathematics department at university. However, he left this department and moved on to the computer engineering department. In 2017, at the age of 20, he established *Umuro Games Studio*. Graduated as computer engineer. Realizing that there are no computer games related to Turkish history, Umur Burak created the games of Ertuğrul Gazi, Ertuğrul Gazi 2, Ertuğrul Gazi 3 and Osmangazi. All these games reflect the establishment process of the Ottoman Empire. He has presented them to the computer game world. In order to open up to the world computer game market, he created the games of Vikings: Valhalla Saga, Legends Arena, Kart Racing Online and put them on the market. *Umuro Games* continues to grow by reaching more than 20 million users around the world with the games it has developed. He emphasizes that the target market of the company is those between the ages of 10-18, but women have also become an important target group in the game market in recent years. *Umuro Games* received investment from Keiretsu Forum Türkiye in 2022 with a valuation of 1.75 million dollars. With the investment the company has received, he plans to implement NFT and Blockchain-based game projects. The company currently generates revenue by displaying advertisements on mobile platforms and digitally selling products on the PC and console side. The company is on its way to becoming one of Turkey's leading game developers today. Umur Burak emphasizes that *Umuro Games* is not only commercial but also a structure based on doing his job with passion. He says that his entrepreneurship was born from his desire to play and develop video games, which started at a very young age, and that he developed his first game for the PSP platform when he was 10 years old. Underlining that broadcasting is at least as important as development, Burak states that marketing games is more difficult than developing ones, there are very large companies in the computer game market in the world, and the competition is very tough. Umur Burak states that many studios have just noticed the importance of self-publishing and, but they anticipated this process in advance and have carried out the development and publishing process together; for this reason, he emphasizes that they are progressing more solidly in a process where other studios are struggling.

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STORY OBJECTIVES	It is to turn a person's interest and passion into a business venture. One of the most crucial components of entrepreneurship is motivation, which may be obtained through pursuing your passions.
APPROACH OF PRESENTATION	The entrepreneurial story is presented in chronological order. It reflects the entrepreneur's interest in computers and computer games since his childhood. How he directs his free time and education life in line with his passion is examined. Then, the presentation continues with the source of motivation to become an entrepreneur, the stages of entrepreneurial life, achievements, difficulties encountered, methods of overcoming difficulties, future goals, and advice for those who want to become entrepreneurs.
RESULTS TO THE USER (OUTPUTS)	- Transforming one person's passion and hobby into an entrepreneurial success. - Evaluating the gap in the market by identifying the needs of potential consumers. - A successful business idea and business plan brings success with determined work. - The importance of a successful business idea and business plan in providing financial support and investors - Ensuring continuous development by following the needs of the market and competitors - The necessity of opening up from the national market to international markets in order to keep up with the global world
BARRIER AND POSSIBILITY	Barriers: - Having an intensely competitive market around the world - The necessity of continuous innovation due to technological development - Large international companies in the market make it difficult for new entrepreneurs to enter the market and develop. - Marketing challenges Opportunities: - Receiving investments from national and international organizations. - Continuous growth of the national and international market - Developing new products to suit market needs - Closely following technological developments - Working with a young and competent team
LINKS	Website: https://umuro.net/ Android apps: https://play.google.com/store/apps/dev?id=5931123157174072533&hl=en&gl=US X: https://twitter.com/UmuroGame Youtube: https://www.youtube.com/c/UMURO

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The Maritime University of Szczecin (MUS), POLAND

The Maritime University of Szczecin (MUS) is a public, technical **university,** the history of which **dates to** 1947. Education is being carried out on the five faculties: Faculty of Navigation, Faculty of Marine Engineering, Faculty of Computer Science and Telecommunications, Faculty of Mechatronics and Electrical Engineering and Faculty of Transport Engineering and Economics where currently 3000 students are attending 15 BSc programmes, 6 MSc programmes, and 2 PhD programmes.
The staff of MUS consists of 500 employees including around 300 academic staff. The mission of MUS is to educate highly qualified maritime staff as well as offshore staff prepared to implement computer software and systems for supporting the transfer of information in the transport-**forwarding logistics** industry. The University boasts over 100 well-equipped laboratories, a modern research-training vessel - the m/s Nawigator XXI and 16 most technically advanced simulators. Meeting the requirements of international conventions and being a holder of numerous teaching quality certificates, makes Maritime University of Szczecin one of EU leaders among universities of this type. Moreover, MUS has been actively participating in numerous externally funded, international projects which resulted in state-of-the-art research and didactic infrastructure but also in researching into most pressing, maritime issues and following the latest educational trends (in 2003-2022 the value of MUS projects amounted to ca. 35 MEUR). MUS has been involved in projects co-financed from the following EU instruments and international programmes such as: Horizon 2020, Baltic Sea Region, South Baltic Programme, BONUS-185, Era-Net Transport III, Era-Net Martec, Polish-Norwegian Research Programme, Erasmus+ and structural funds (ERDF and ESF) via national programmes for training and development of innovation and infrastructure.

Source: MUS website

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Entrepreneurial story: Family passion for singing

Title	**Family passion for singing**
Phase	NGO operating since 2018, facing various development scenarios.
Organisation(s)	Maritime University of Szczecin
Country(ies)	Poland
Name of entrepreneur, entrepreneurial company	IGA'cki Band - Szczecin Shanty Academy
Type of learning experience	☒ biographical story ☐ idea generation ☐ opportunity identification ☐ development of market potential ☐ problem solving ☐ entrepreneurial reorganization/reengineering ☐ triggering event ☒ Other: NGO + family business
Target audience	☒ Students ☒ Professors and researchers ☒ Staff ☐ Other
Summary	The non-governmental organisation working to promote maritime, sailing and port culture in its musical aspect. Its main activity is to organise and conducting vocal workshops and shanties music concerts performed by the IGA'cki Band. NGO Szczecin Shanty Academy plans to further develop on the Polish and international market. There are significant barriers and opportunities associated with this.
Section	**Content**
BACKGROUND	Szczecin Shanty Academy is an initiative of people who care about the idea of promoting through music the history, tradition, and culture of the maritime character of Szczecin and Western Pomerania. They established the association in 2018 and operate as an NGO. Szczecin Shanty Academy organizes cultural projects co-financed from public funds. They are vocal workshops and concerts of the IGA'cki Band. The association is made up of members of the Wójcikiewicz family playing in the IGA'cki Band and volunteers supporting them. The NGO is primarily an entity that allows the family passion for music to be realized. The IGA'cki Band, which creates and presents original songs from sailing and tourist music, related to Szczecin and the region. Their repertoire includes their own interpretations and arrangements of well-known sailing songs, shanties

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	and songs from other musical genres. The main members of the band are Jacek and Iga Wójcikiewicz, i.e. father and daughter, and mother Roma is involved in organizational and promotional activities. They started their stage activity as the IGA'cki Band in 2016. Initially, the group performed only locally, but later they were invited to perform all over Poland and have experience abroad. So far, IGA'cki Band's repertoire consists of about 60 original songs, and has recorded 1 CD under the Creative Scholarship of the City of Szczecin. They core motivation for public activity was and is the desire to promote and build local identity based on maritime culture and music. A strong motivator is also the desire for self-realization of the association's members as composers, musicians, lyricists, screenwriters, directors, announcers, etc. NGO Szczecin Shanty Academy plans to further develop on the Polish and international market. In particular, they want to participate in international projects such as Interreg. Hence, the IGA'cki Band includes English songs in their repertoire. The planned development path of the NGO is to transform the legal form from the current association to the level of a public benefit organisation or foundation. The idea is to be able to carry out wider economic activities of the organisation, which the current legal status of the organization does not provide, for formal reasons..
STORY OBJECTIVES	IGA'cki Band - Szczecin Shanty Academy has the formula of a non-profit family business activity. It is a passion that can also be passed on to others. A number of important questions arise regarding this form of businesses: • Is it possible to reconcile family and professional life with such a demanding activity as concert activity? Doesn't this create conflicts? • Should the association remain family-based or open to others? What are the advantages and disadvantages of this? • Does commercialization of this venture make sense? Won't it kill the passion? The answers to these questions will allow us to better understand the conditions for the creation and development of NGOs.
APPROACH OF PRESENTATION	You should not persuade students your audience/students to get involved in non-profit businesses if they are not convinced about it. Classes should inspire discussion and exchange of arguments. Students should 'step into the shoes' of the Wójcikiewicz family and feel what motivates and limits them. Then they should say if they felt good about the new situation. In order to present the entrepreneur's story in the best possible way, the following approach to the presentation was adopted: - Introduction The presenter tells the story of the IGA'cki Band and the association and explains the interconnections between the family, the team and the NGO. Finally, various business development scenarios are shown: status quo, expanding the business without changing the NGO formula, commercialization by establishing a capital company. - Open questions

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	The presenter asks the questions given in the STORY OBJECTIVES section. Everyone interested should have a chance to respond. References to other examples of NGOs similar to the IGA'cki Band are advisable. - Work in groups Students divided into groups develop their development scenario for the IGA'cki Band based on the information received and their experiences and beliefs. - Conclusions Students present their recommended development scenarios. The leader should pay attention to potential risks and benefits. There is no winner because every scenario is valuable.
RESULTS TO THE USER (OUTPUTS)	The analysis of the IGA'cki Band - Szczecin Shanty Academy case study can provide a rich source of inspiration for students. More specifically, it is expected that students: - will learn the conditions of non-profit activity, - learn the effects of combining professional work with after-hours activities, - they will learn the advantages and disadvantages of a family business, - will be aware of the opportunities and threats related to the commercialization of non-profit activities (from NGO to private company).
BARRIER AND POSSIBILITY	Analysing the IGA'cki Band - Szczecin Shanty Academy case study, the significant barriers to the development of their business are: • limited financial resources which force the association's members to work independently without external support; • the current form of the NGO inspires confidence, but makes it impossible to conduct the big business associated with large concerts and related commitments; • family means shared emotions, negative ones have an impact on the team's activities; • concerts are constant traveling that takes time and energy; • all activities are carried out mainly by NGO members (supported in part by volunteers. Opportunities should be sought in: • support through international projects, i.a. Interreg; • the family spends a long time together, especially when traveling, which helps strengthen internal relations; • you don't have to do everything yourself. Outsourcing is possible, you just need to be motivated and trusted; • involving the local community in NGO activities, in order to get broader support from the residents of Szczecin and the region for ongoing and planned projects.
LINKS	https://igackibandsas.pl/ https://www.facebook.com/igackiband/ https://www.facebook.com/IGAckiBandczyliSzczecinskaAkademiaSzantowa/

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Entrepreneurial story: One-person company

Title	**One-person company**
Phase	A company that has been operating for 3 years on the market. Ready to scale its business.
Organisation(s)	Maritime University of Szczecin
Country(ies)	Poland
Name of entrepreneur, entrepreneurial company	Klaudia Pietrzyk, Louies Atelier
Type of learning experience	☒ biographical story ☐ idea generation ☐ opportunity identification ☐ development of market potential ☐ problem solving ☐ entrepreneurial reorganization/reengineering ☐ triggering event ☒ Other: values in business
Target audience	☒ Students ☐ Professors and researchers ☐ Staff ☐ Other
Summary	Louies Atelier is a sole proprietorship, run by a young girl Klaudia Pietrzyk. Company based on the philosophy of slow life. Offers scented bath balls and scented candles made from the finest ingredients for the opportunity to relax at home.
Section	**Content**
BACKGROUND	The company was founded in 2021. It's a sole proprietorship. Company operating at the local market. The company is located in Szczecin and offers two types of products: scented bath balls and scented candles. Production takes place at home, and is carried out following product safety data sheets, the production process is included in the procedures, production takes place 3 days a week. The motivation to start a business was the need to spread the idea of well-being and slow life through natural products, promoting aromatherapy fields and their potential, improvement of the private label with a desire to improve and develop in wellness. The owner of the company places great emphasis on the quality of the offered products and the values of her business. The most important thing for her is the quality and clarity of all guarantees. This affects the trust on which the entire community that she associates through the vision and idea of her brand

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	is based. She calls harmony and professionalism her mottos. Business, for her, is an opportunity for personal development and facing daily challenges. Currently, she is working on launching a new fragrance, i.e. a limited edition for the upcoming season, revitalizing of the current store website towards the target version, and developing a marketing strategy.
STORY OBJECTIVES	The overarching objective is to inspire young people to start a business because your hobby can be your business if you have passion and values to share. Defining your values, understood as personal or team priorities in business activities, is crucial to achieving success measured not only in the financial dimension.
APPROACH OF PRESENTATION	Providing an example of how to transform one's hobby into a business can be incredibly inspiring because Klaudia is just an ordinary young girl who independently runs her business from home. This means that anyone with passion and values can achieve the same. In order to present the entrepreneur's story in the best possible way, the following approach to the presentation was adopted: - Introduction To present the case, Klaudia speaks about her journey to becoming an entrepreneur. Additionally presents her approach to business, competitive advantage, and values. - Difficulties of being a one-person company Klaudia discusses the difficulties of being a one-person company, and how to combine home business with private life. Also, she presents problems faced in the daily functioning of her company and solutions that are implemented. - Future In the last part, Klaudia shared plans for the future and gave advice to young students who intend to create a company.
RESULTS TO THE USER (OUTPUTS)	The analysis of case study can provide a rich source of inspiration for students. More specifically, it is expected that students: - will be ready to take on the challenge of starting a business by themselves, - will understand the importance of values in business, - will understand the importance of a systematic approach to running a business, - will become aware of the difficulties associated with running a company.
BARRIER AND POSSIBILITY	Analysing Klaudia's case, the significant barriers to the development of her business are: • the lack of business experience; • intense competition in the market; • the need to create a recognizable brand on social media; • the need to hire employees to increase production. Opportunities should be sought in: • trends in well-being and slow life; • trend for handmade products;

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	• the possibility of selling on Instagram; • the possibility of appearing at local flea markets, sustainable fashion markets and other; • collaboration with influencers.
LINKS	www.louiesatelier.pl https://www.instagram.com/louiesatelier/

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Entrepreneurial story: First business on wheels

Title	**First business on wheels**
Phase	The first year of operation on a market that is quite accessible
Organisation(s)	Maritime University of Szczecin
Country(ies)	Poland
Name of entrepreneur, entrepreneurial company	Kuba Brzeziński, Tuk Tuk Café
Type of learning experience	☐ biographical story ☒ idea generation ☒ opportunity identification ☐ development of market potential ☐ problem solving ☐ entrepreneurial reorganization/reengineering ☐ triggering event ☐ Other: .....
Target audience	☒ Students ☐ Professors and researchers ☐ Staff ☐ Other _____
Summary	Kuba is a student, and he built his own Tuk Tuk Café, i.e. a mobile cafe. For a year, Kuba has been driving his vehicle to sell coffee in popular places in Szczecin. He tries to take advantage of opportunities that others do not take advantage of. Kuba's dream is to develop his company, and he dreams of a whole fleet of vehicles. Kuba is different from his fellow students in that he has more self-confidence and makes friends easily. Kuba's example shows how to follow your dreams despite many obstacles.
Section	**Content**
BACKGROUND	Kuba Brzeziński, a student at the Maritime University of Szczecin, is a young entrepreneur. The history of this business is very short. It is related to the combination of two fascinations that Kuba has. The first is automotive and the second is coffee. The inspiration came from family trips to Italy. There, Kuba drank a lot of coffee and had the opportunity to see cars that were not seen in Poland. He was particularly interested in scooters and small city vehicles. Kuba decided to build his own vehicle that he could drive around the city and sell freshly brewed coffee. He called his idea Tuk Tuk Café. He designed the vehicle and adapted it himself and it took him almost two years. He imported an Italian three-wheeled motorbicicle for transporting goods to Poland. He built a car body on existing supporting structure, in which he installed a coffee machine. It is a properly selected coffee machine powered by DC electricity and gas so that it can be used without external

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	power. Additionally, the car body has a designated space for the necessary equipment: water tank, battery, rectifier and gas cylinder. Of course, working on Tuk Tuk Café wasn't easy. All this took place while Kuba was on his 1st and 2nd year of studies, and he did not have a sufficient budget. More than once, working on Tuk Tuk Café negatively affected his grades in university and took away his time for recreation. It was trial and error job, but it was the first vehicle he had ever built. He is satisfied with the result, although he mentions in one breath what needs to be improved. For a year, Kuba has been driving his vehicle to sell coffee in popular places in Szczecin. He tries to take advantage of opportunities that others do not take advantage of. One of them is the agromarket that takes place every Sunday morning in the suburbs of Szczecin. Kuba gets up very early to drive there by his tuk tuk and install coffee selling point at the market. He is proud that he can sell over 100 cups of coffee here in one day. Kuba's dream is to develop his company, and he dreams of another vehicle or even a whole fleet of vehicles. He is considered a franchise model, somewhat influenced by the success story of McDonald's company. Kuba is different from his fellow students in that he has more self-confidence and makes friends easily. Sometimes he is too confident. But he doesn't stop striving for new goals, even when he fails.
STORY OBJECTIVES	Kuba's example shows how to follow your dreams despite many obstacles. Kuba treats Tuk Tuk Café as his business card, presenting not only his business profile, but also showing what kind of person, he is. His business dreams may come true. He needs a wise advisor and capital to develop his vehicle fleet. Nevertheless, some questions arise: • Will the university empower or pull him down? Should academic teachers take his business involvement into account? • Should he look for a business partner? Is it worth sharing your dreams? • How ambitious should his project be? Maybe this is the future Polish McDonald's?
APPROACH OF PRESENTATION	The classes should make students feel close to Cuba. These are some of them who chose the difficult path of an entrepreneur. He gets up in the morning on Sundays, when they are sleeping, to prove to himself that he can earn money for himself and his future. In order to present the entrepreneur's story in the best possible way, the following approach to the presentation was adopted: - Introduction The presenter presents the history of Tuk Tuk Café and the future plans declared by Kuba. He tries to adapt the narrative to the listeners so that they can identify with it. - Open questions The presenter asks the questions given in the STORY OBJECTIVES section. Everyone interested should have a chance to respond. Examples from their

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	university and business experiences are highly desirable. - Which of you can become a businessman? The question of how to recognize a businessman among students should be a starting point for joint analysis. Kuba said that he 'strongly believes in himself and his business', but is this the most important determinant of success?
RESULTS TO THE USER (OUTPUTS)	Being in Kuba's shoes for a moment and feeling his emotions and dilemmas is the most important thing. Everyone must answer for themselves whether this is an attractive or discouraging feeling.
BARRIER AND POSSIBILITY	Analysing the Tuk Tuk Café case study, the significant barriers to the development of students' first businesses are: • uncertainty of the chosen path; • limited experience and financial resources; • lack of sufficient time and energy to fulfil student responsibilities. Opportunities should be sought in: • students arouse customer trust; • the sooner you start your business, the greater your chances of gaining your own experience, which is so important; • the sooner you start your business, the greater your chances of gaining your own experience, which is so important.
LINKS	https://www.instagram.com/tuk.tukcafe/

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Science4People (S4P), POLAND

Science4People - We believe that science should serve society. That is why we established Science4People (S4P) to facilitate the goal that seems to be obvious. However, in practice, it is not easy. The world of science and the world of business are often wary. Science usually strives for perfection and even the best inventions can be further improved :) Business strives to maximize profit, preferably in the shortest possible time. That is why science and business are not always on the same way. To make them closer, we, as academic teachers, were carrying out two Strategic Partnership projects. Namely MELES – More Entrepreneurial Life at European School (2014-1-PL01-KA203-003501) and ABC-MELES 2.0 - Academic Business Coach (2017-1-PL01-KA203-038541). The first one helped us to develop a short interactive course on Entrepreneurship, test it and introduce to curricula at Project Partners universities. The second one has created a coaching approach to teaching Entrepreneurship course. Coach is able to support researchers and students in the commercialisation of research results. We have fantastic results. Our students created globally oriented companies e.g. Rift Cat https://riftcat.com/vridge or Photon https://photonrobot.com/pl, that sell their products to most countries in the world. The output of the first project (http://melesproject.eu/files/ebook.pdf) is still popular, having a few downloads per week, despite it was developed four years ago. Five years is almost an era in the technology-driven world. Actually, it is a digital era, which requires us to use innovative practices. E-book, which was a very popular medium in the previous decade, now is pushing out by new tools. Teachers, who have downloaded MELES e-book, pointed out, that each year it is harder and harder to convince students to use it. To meet their expectations, we prepared a questionnaire, which was sent to our summer school participants (90 persons during the last five years). We asked them about the way, they acquire knowledge. All of the responders use not-face-to-face channels. Over 60% declared that they like a chatbot communication tool. This is why we developed MELES-BOT - https://bot.science4people.eu/let-us-help-you/. In cooperation with 8 European Universities, we execute a grant titled: BOTLearning as a modern teaching method of GEN Z (2020-1-PL01-KA203-081777). We are aiming to implement innovative practices, which prepare pupils and students to live in the digital era. This is our first project executed in cooperation with Veliko Tarnovo University. The Science4People multidisciplinary team consists of 6 persons. Three people are deeply involved in the education process, mainly on the higher education level. Another team consists of two students - film studies and media culture alumni and IB International Baccalaureate alumni. The whole team supplements accountants, experienced in the EU funded projects. Such a multidisciplinary team has all required competencies to prepare storytelling scenarios, collect storytelling from entrepreneurs and companies and implement as an innovative method in entrepreneurship learning. Currently the company employs 15 people and executes 3 projects including MELES-BOT. Two others are research projects with strong social impact. JoinUs4Health, financed through Horizon2020, aims to combine Responsible Research and Innovation (RRI) and crowdsourcing as converging approaches to promote inclusive innovation and citizens engagement in cohort research. InfoTester aims for automatic and precise detection of disinformation by development and verification of original methods of vertical artificial intelligence.

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Entrepreneurial story: MockUp testing

Title	**MockUp testing**
Phase	1
Organisation(s)	Photon Entertainment
Country(ies)	Poland
Name of entrepreneur, entrepreneurial company	Marcin Joka, CEO PHOTON
Type of learning experience	X biographical story X idea generation X opportunity identification X development of market potential X problem solving X entrepreneurial reorganization/reengineering ☐ triggering event ☐ Other _____
Target audience	X Students X Professors and researchers X Staff ☐ Other
Summary	A brief description of the history, the entrepreneur, the company, the environment (up to 250 signs) Don't wait for the money for the first advanced prototype. Draw and test your solution as soon as possible - on a piece of paper, cardboard, plasticine. Mocup Testing is a great tool for communication in your team and the opportunity to show USP to users.
Section	**Content**
BACKGROUND	The video has the form of an interview with former students, conducted by their entrepreneurship teacher at the University.
STORY OBJECTIVES	This is an motivating element for young entrepreneurs/students: You can start as a young, from scratch and succeed. Just do your job, go ahead and not be afraid.
APPROACH OF PRESENTATION	Marcin shows the gallery of product versions. He emphasizes that even the product is implemented on the market they constantly change and improve something - here they show the latest version of product and describe what they changed in comparison with previous version.
RESULTS TO THE USER (OUTPUTS)	Be ready for a negative feedback. It is priceless because it will allow you to define your first version of the product before you invest a lot of time and money in it. It is priceless, because if it turns out that your proposal will not

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	be accepted on the market, you will either come up with the idea of a good pivot or close the project before it will consume your time, your money and your energy.
BARRIER AND POSSIBILITY	• Focus on the own product/service, • Preparing single right solution for long time
LINKS	Movie – link TBA

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Entrepreneurial story: Educational toy – Unique selling proposition (UPS)

Title	**Educational toy – Unique selling proposition (UPS)**
Phase	1
Organisation(s)	Photon Entertainment
Country(ies)	Poland
Name of entrepreneur, entrepreneurial company	Marcin Joka, CEO PHOTON
Type of learning experience	X biographical story X idea generation X opportunity identification X development of market potential X problem solving X entrepreneurial reorganization/reengineering ☐ triggering event ☐ Other _____
Target audience	X Students X Professors and researchers X Staff ☐ Other _____
Summary	A brief description of the history, the entrepreneur, the company, the environment (up to 250 signs) Don't worry that you are not the first on the market. If competition exists, it means that there is a need to solve the problem. Secondly, you can learn a lot from the competition at the very low cost. Thirdly, you can use competitive solutions to define your USP.
Section	**Content**
BACKGROUND	The video has the form of an interview with former students, conducted by their entrepreneurship teacher at the University.
STORY OBJECTIVES	This is an motivating element for young entrepreneurs/students: You can start as a young, from scratch and succeed. Just do your job, go ahead and not be afraid.
APPROACH OF PRESENTATION	At the beginning we present a short story (storytelling) which shows that PHOTON is already large, global company and develops well and then in the contrast we show a photo of four students who founded it - such ordinary young students who did not get scared of their own competition.
RESULTS TO THE USER (OUTPUTS)	At the end of the interview, we show the newest version of the company's product and ask: What about a Unique Selling Proposition in your newest

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	version of the product?
BARRIER AND POSSIBILITY	• Competition, which is an opportunity/possibility and the barrier, • Motivation
LINKS	Movie

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Tampere University of Applied Sciences (TAMK), FINLAND

Tampere University of Applied Sciences (TAMK) is a multidisciplinary and international higher education institution whose expertise ranges from engineering to business and entrepreneurship with a focus on pedagogics and vocational teacher training. As a university of applied sciences, TAMK has a special emphasis on practically oriented education and research activities. TAMK has over 13,000 students, of which ca 10,000 are degree students. The students can engage over 40 degree programmes, of which 9 are conducted in English. TAMK has ca 700 staff members. TAMK is an international higher education institute with 360 partner universities in 50 countries. TAMK's profile both as a modern and dynamic educational institution as well as an active project actor allows for genuine, long-lasting, and confidential partnerships with companies and SMEs, as well as with public and third sector organizations. Regarding the management and coordination of projects, TAMK has strong experience in running and participating in projects funded by varying funding instruments (H2020, Erasmus, EuropeAid, Business Finland, ESF, ERDF, Erasmus+, First, Northsouth-South, Interreg, etc.). TAMK's project staff has professional experience, skills, and competences in managing projects, while its administration is specialised in financial management, accounting and reporting. TAMK has three impact areas that are targeted to developing 1) learning capabilities in modern work environments and international networks, 2) adaptation of emerging technologies, and 3) ecological innovations and social challenges. These will work as a framework for integrating both education and research from varying fields of studies. The nine fields of study of TAMK named School of Pedagogical Innovations and Culture, School of Business and Media, School of Built Environments and Bioeconomy, School of Industrial Engineering, and School of Social Services and Health Care ensure that education and research activities are multidisciplinary, and large projects can be carried out by utilizing a vast variety of expertise. Through TAMK's research, development, and innovation (RDI) operations, TAMK searches for solutions to help our customers. In the RDI activities, the professional expertise of TAMK's staff and students' fresh ideas are applied to partners' development needs. Development projects are often implemented in so-called living labs. A living lab is a real-life test and experimentation environment where users and producers work collaboratively to produce innovative solutions. TAMK's strong expertise in the field of education is being applied in the development of products and services which include an educational component. TAMK has been a valuable member of several Erasmus+ Strategic Partnership and Cooperation Partnership, Knowledge Alliance, and Capacity Building projects. We are well prepared for and using many tools to support digitalized learning environments. With this EntreAction! project, our aim is to develop the current stage with new approaches, as well as to increase and support students' need for creating business case stories in the learning environment for media production by piloting and collecting the experiences in the outcome of such.

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Entrepreneurial story: Pauli Pieti - From Idea to Product

Title	**Pauli Pieti - From Idea to Product**
Phase	
Organisation(s)	TAMK - Tampere University of Applied Sciences
Country(ies)	Finland
Name of entrepreneur, entrepreneurial company	Pauli Pieti, Full-time inventor
Type of learning experience	☒ biographical story ☒ idea generation ☐ opportunity identification ☐ development of market potential ☒ problem solving ☒ entrepreneurial reorganization/reengineering ☐ triggering event ☐ Other _____
Target audience	☒ Students ☒ Professors and researchers ☐ Staff ☐ Other _____
Summary	In this video we meet the inventor, Pauli Pieti from Orivesi, Finland. He tells and describes us in a very vivid way how he decides to find a solution to everyday challenges.

Section	Content
BACKGROUND	
STORY OBJECTIVES	Give some thoughts and ideas for the audience how problem based solving works.
APPROACH OF PRESENTATION	
RESULTS TO THE USER (OUTPUTS)	
BARRIER AND POSSIBILITY	•
LINKS	

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The University of Aveiro (UAVR), PORTUGAL

The University of Aveiro (UA) is a young university, founded in 1973, with over 15000 full-time students (graduate and postgraduate). The University has a strong research profile, a unique model of governance (16 Departments, 4 Polytechnic Schools and various training centres), acting as a regional network for education and training promoting strong links with the surrounding community and was a pioneer in launching degrees in new subject areas. The BMD (Bachelor, Master, Doctorate) structure is fully implemented and learning outcomes are introduced. Recognition of prior learning is also implemented, for those who do not have the formal entry requirements. The University is a member of the European Consortium of Innovative Universities and was one of the first institutions to be granted the ECTS label in 2004, with this distinction having been renewed in 2009 and 2013 and the Diploma Supplement Label also awarded in 2013. UA participates in 3 ERASMUS MUNDUS Joint Masters programmes and 2 ERASMUS MUNDUS joint doctorate programmes.

UA also runs several joint doctoral programmes with other Portuguese Universities. It has also signed an agreement as one of the Portuguese institutions to participate in the programme of collaboration between Portugal and Carnegie Mellon University for the development of postgraduate programmes and research in the field of ICT (Information and Communication Technologies). At the same time, the collaboration between the Telecommunications Institute (IT) and the Physics sector with Siemens is an example of the way in which the university has encouraged both innovation and commercialization linked to research. It has also provided resources for its research policy through funding and the provision of high-quality researchers.

The UA team consists of experienced teachers and researchers in Natural Science, Entrepreneurship, Innovation, Social Networks, Digital Media and Mixed Reality. The team members are all qualified experts in the areas relevant to the project. They participated/coordinated in many international projects in the aforementioned areas and they are developers of innovative methodologies for (a)synchronous teaching in the areas of Science, Entrepreneurship, Innovation and Audiovisual production for students of STEAM, Management, Communication, and other courses. All team members have experience in the organization of research and teaching activities, such as conferences and workshops, intensive courses, and thematic schools.

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Entrepreneurial story: What does it take to be an entrepreneur?

Title	**What does it take to be an entrepreneur?**
Phase	
Organisation(s)	University of Aveiro
Country(ies)	Portugal
Name of entrepreneur, entrepreneurial company	André Jordão | Barkyn | https://barkyn.com
Type of learning experience	☐ biographical story ☒ idea generation ☐ opportunity identification ☐ development of market potential ☐ problem solving ☐ entrepreneurial reorganization/reengineering ☐ triggering event ☒ Other Entrepreneurial Skills
Target audience	☒ Students ☐ Professors and researchers ☐ Staff ☐ Other _____
Summary	Barkyn is an innovative Portuguese startup founded in 2017 by André Jordão, a former student of the University of Aveiro. The company is on a mission to enhance the lives of pets and their owners by providing high-quality services that blend science, technology, and a genuine love for animals. The key element of Barkyn lies in its personalized approach to canine nutrition, recognizing that each dog is unique with specific dietary needs. Consequently, Barkyn crafts customized dietary plans, taking into account factors such as age, weight, breed, and individual requirements to ensure that dogs receive the proper nutrition for a long and healthy life. In addition to personalized nutrition, Barkyn offers each customer access to online consultations with qualified veterinarians, streamlining the process of caring for pets' health from the comfort of their homes. Currently operating in the Portuguese, Spanish, and Italian markets, Barkyn generates approximately €7 million in revenue and is recognized as a noteworthy case study in e-commerce.
Section	**Content**
BACKGROUND	André Jordão took his first steps as an entrepreneur back in elementary school when he began selling silkworms, a popular hobby among kids his age who enjoyed raising them from caterpillar to butterfly. With the proceeds from this

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endeavour, he expanded his business model to include reselling other toys, demonstrating André's entrepreneurial spirit that surfaced at a remarkably young age.

Despite his passion for dogs, Barkyn wasn't his first business venture. His initial foray into entrepreneurship was within the gastronomy sector, creating a platform that allowed amateur chefs to sell their culinary specialties locally. This initiative earned him a spot in an acceleration program in Berlin, so he moved from Portugal to Germany. However, the venture faced challenges due to German regulations that hindered such businesses and the team's lack of business experience.

Despite the venture's ultimate outcome, this experience served as a valuable lesson, expanding André's expertise and introducing him to the future partners of his second startup. Together, they developed Wunder, a carpooling app whose technology was later acquired by major companies such as BMW and Volkswagen.

Wunder's growth in Germany encountered setbacks due to legislative changes, preventing its operation in the country. Transforming this obstacle into an opportunity, Wunder pivoted its business strategy to expand into Eastern Europe, encompassing markets like Poland and the Czech Republic. According to André, these strategic moves marked the initial steps toward Barkyn.

With the birth of his daughter and a desire to achieve a harmonious balance between professional and personal life, André returned to Portugal, laying the groundwork for the creation of Barkyn. Despite being a customer of traditional physical pet food stores as the owner of two large dogs, André found their offerings unsatisfactory, and his pets didn't seem to enjoy the food either. Barkyn emerged as a solution, allowing him to "connect the dots" by aligning with his lifelong passion for dogs and promoting a service that contributes to their well-being.

In 2017, Barkyn was officially established, adopting a business model centered around an online platform where customers could procure personalized pet food tailored to their pets' needs and preferences through a monthly subscription. Additionally, customers gained access to online consultations with veterinarians. The entire service ethos revolves around customer focus, personalization, and an unmatched quality-price ratio. Beyond the Portuguese market, Barkyn expanded its reach to Spain and Italy, achieving a revenue exceeding €7 million.

When asked about the most crucial characteristics for an entrepreneur, André emphasizes the ability to identify genuine pain points for a specific customer segment. Entrepreneurs must embody curiosity and a willingness to learn, not only about the market but also about technology, enabling them to create innovative and distinctive solutions. Emotional resilience emerges as another

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	pivotal trait, enabling entrepreneurs to navigate challenges and stress effectively. Lastly, André underscores problem-solving skills—proposing solutions that genuinely add value to the customer. To thrive as an entrepreneur, it is paramount to invest in a growing market, recognizing that a modest share of such a market can translate into substantial revenues. Furthermore, the team stands as the cornerstone of the business, given that the initial business idea is likely to undergo multiple transformations before implementation, with the experience and dedication of the team being indispensable for this evolution.
STORY OBJECTIVES	The overarching objective is to inspire an entrepreneurial mindset by presenting André Jordão's journey as a compelling narrative of resilience, adaptability, and strategic decision-making in the face of challenges and opportunities. More specifically this story also contributes to: **1. Illustrate Entrepreneurial Journey:** The primary objective is to narrate André Jordão's entrepreneurial journey, starting from his early experiences selling silkworms in elementary school to the establishment of Barkyn, highlighting his ability to identify business opportunities and adapt to challenges. **2. Emphasize Learning Experience:** Emphasize the lessons learned from André's initial venture, showcasing how challenges became valuable experiences that broadened his expertise and connected him with future partners. **3. Navigate Obstacles and Pivots:** Illustrate how an entrepreneur overcomes obstacles and were transformed it into opportunities for business expansion, such as in the case of Wunder's setbacks in Germany due to legislative changes and its strategic pivot to Eastern Europe. **4. Entrepreneurial Characteristics**: Extract key entrepreneurial characteristics from André's insights, including the ability to identify customer pain points, curiosity, a willingness to learn, emotional resilience, and problem-solving skills. **5. Success Factors for Entrepreneurs:** Communicate André's perspectives on success factors for entrepreneurs, emphasizing the importance of investing in growing markets and the critical role of a dedicated and experienced team in business evolution.
APPROACH OF PRESENTATION	To effectively present the case study of André Jordão's entrepreneurial journey, incorporating a variety of teaching approaches can engage learners and provide a comprehensive understanding of the entrepreneurial process. ● **Case Study Analysis:** the main objective is to develop analytical skills to identify key elements, make connections, and draw conclusions. Use

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	case study analysis worksheets or frameworks to help students break down the case systematically. ● **Group Projects:** the main objective is to foster teamwork and collaborative problem-solving. For instance, assign students into groups and task them with developing a business plan or strategy based on a specific phase of André's journey. This encourages collaborative learning and allows for diverse perspectives. ● **Class Debates:** the main objective is to encourage critical thinking and argumentation. Pose open-ended questions related to André's entrepreneurial decisions or challenges. Divide the class into groups and organize a debate, requiring students to defend their positions with evidence from the case study. ● **Reflection and Journaling:** the main objective is to encourage self-reflection and critical analysis. Assign students journal entries or reflective essays where they analyze André's entrepreneurial journey, discuss the challenges faced, and propose alternative solutions. This promotes metacognition and deeper understanding.
RESULTS TO THE USER (OUTPUTS)	The analysis of Barkyn's case study can provide a rich source of insights, lessons, and inspiration for students, entrepreneurs, and individuals interested in the dynamics of entrepreneurship. More specifically, it is expected that students would: ● Gain insights into the decision-making process of an entrepreneur; ● Recognize and analyze the entrepreneurial traits and skills demonstrated by the entrepreneur; ● Understand how curiosity, adaptability, resilience, and problem-solving played crucial roles; ● Understand how challenges were navigated and transformed into opportunities; ● Analyze how André integrated his passion for dogs into a viable business model; ● Explore the alignment between personal interests and entrepreneurial endeavors; ● Reflect on André's perspective on crucial characteristics for entrepreneurs; ● Inspire an entrepreneurial mindset by showcasing André Jordão's journey as a source of motivation and learning; ● Encourage learners to develop resilience, adaptability, and a strategic approach in their own entrepreneurial pursuits.
BARRIER AND POSSIBILITY	Analyzing both barriers and possibilities within André Jordão's case study provides a nuanced understanding of the challenges he faced and the strategies he employed to overcome them, offering valuable insights for individuals interested in entrepreneurship. More specifically, the case study addresses barriers such as:

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	• The need to address regulatory demands; • The lack of business experience; • Market entry challenges and overcoming cultural differences and competition. Moreover, the case study addresses multiples possibilities to foster business development, such as: • Strategic pivots: André demonstrated the ability to strategically pivot his ventures based on changing circumstances, turning obstacles into opportunities. • Entrepreneurial Learning: André's entrepreneurial journey provides a wealth of learning opportunities for aspiring entrepreneurs to understand the complexities and dynamics of business; • Integration of Passion: André successfully integrated his passion for dogs into a viable business model, demonstrating the possibility of aligning personal interests with entrepreneurial endeavors. • Customer-Centric Approaches: Barkyn's customer-centric approach, with personalized pet food and online consultations, demonstrates the potential for success by prioritizing customer needs and satisfaction. • Resilience and Adaptability: André's resilience and adaptability in the face of setbacks provide valuable lessons for entrepreneurs, showcasing the importance of perseverance and the ability to pivot when necessary. • Inspiration for Entrepreneurs: The case study serves as an inspirational source for aspiring entrepreneurs, encouraging them to learn from challenges, stay resilient, and pursue their passion.
LINKS	https://www.youtube.com/watch?v=nEpTpNbxQ74 https://www.youtube.com/watch?v=HHA63qW81u8 https://www.youtube.com/watch?v=zOFOG0m0mTA https://www.youtube.com/watch?v=ADhSS3H-Mjk

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Entrepreneurial story: The market need

TITLE	**The market need**
ORGANISATION(S)	UAVR - University of Aveiro
COUNTRY(IES)	Portugal
NAME OF ENTREPRENEUR, ENTREPRENEURIAL COMPANY	Bruno Abreu, SCUBIC
STAGE	3/4
TYPE OF LEARNING EXPERIENCE	☐ Biographical story ☐ Idea generation x Opportunity identification ☐ Development of market potential x Problem solving ☐ Entrepreneurial reorganization/reengineering ☐ Triggering event ☐ Other _____
TARGET AUDIENCE	☐ Students x Professors and researchers ☐ Staff ☐ Other _____
SUMMARY	*A brief description of the history, the entrepreneur, the company, the environment (up to 250 characters)* SCUBIC is a company committed to delivering effective solutions for systems and processes improvement. SCUBIC team works upon the principles of responsibility, diversity, competence, innovation and sustainability toward socially and environmentally relevant problems.
Section	**Content**
BACKGROUND	Bruno Abreu has a solid academic background and entrepreneurial orientation toward environmentally relevant solutions. He has a degree in Mechanical Engineering and a PhD in Energetic Systems and Climate Changes, both from the University of Aveiro. In his doctorate dissertation he worked on mixturing carbon nanotubes into liquids and studied how and why the thermal properties change. He is also an experienced researcher (he worked in research for almost 9 years) and a co-founder of another business venture, what gave him further knowledge, skills and awareness for establishing SCUBIC. He describes himself as a person enjoying working in teams with objective oriented tasks. SCUBIC was established in 2015, and is a tech and data analytics spin-off that develops smart solutions to improve the operation of water utilities. SCUBIC combines data science, knowledge of water management, energy efficiency

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	techniques, hydraulics and software engineering in order to deliver effective solutions for systems and processes improvement. For the purpose, SCUBIC uses machine learning techniques with real-time, historical, and meteorology data. It is now also present in Brazil.
STORY OBJECTIVES	Create a pilot to test and evaluate the product/market (test technology and pilot to fine-tune the product).
APPROACH OF PRESENTATION	Interview, video-recorded and transcribed, based on a defined interview guide.
RESULTS TO THE USER (OUTPUTS)	
BARRIER AND OPPORTUNITIES	Barriers: ● Some knowledge in engineering necessary to understand some descriptions of processes and tools
LINKS (if applicable)	https://scubic.tech/en/

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Entrepreneurial story: André Jordão

TITLE	
ORGANISATION(S)	UAVR - University of Aveiro
COUNTRY(IES)	Portugal
NAME OF ENTREPRENEUR, ENTREPRENEURIAL COMPANY	André Jordão
STAGE	
TYPE OF LEARNING EXPERIENCE	☐ Biographical story ☐ Idea generation ☐ Opportunity identification ☐ Development of market potential ☐ Problem solving ☐ Entrepreneurial reorganization/reengineering ☐ Triggering event ☐ Other _____
TARGET AUDIENCE	☐ Students ☐ Professors and researchers ☐ Staff ☐ Other _____
SUMMARY	*A brief description of the history, the entrepreneur, the company, the environment* *(up to 250 caracters)*
Section	**Content**
BACKGROUND	
STORY OBJECTIVES	
APPROACH OF PRESENTATION	
RESULTS TO THE USER (OUTPUTS)	
BARRIER AND OPPORTUNITIES	
LINKS (if applicable)	https://barkyn.com/ https://www.youtube.com/watch?v=1KbrAntFQBc

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	https://www.youtube.com/watch?v=_Z5VA8c-FRw

Entrepreneurial story: Partnerships for growth

TITLE	Partnerships for growth
ORGANISATION(S)	UAVR - University of Aveiro
COUNTRY(IES)	Portugal
NAME OF ENTREPRENEUR, ENTREPRENEURIAL COMPANY	António Teixeira, PICadvanced
STAGE	Growth
TYPE OF LEARNING EXPERIENCE	☐ Biographical story ☐ Idea generation ☐ Opportunity identification x Development of market potential ☐ Problem solving ☐ Entrepreneurial reorganization/reengineering ☐ Triggering event ☐ Other: partnerships for growth
TARGET AUDIENCE	☐ Students x Professors and researchers ☐ Staff ☐ Other _____
SUMMARY	*A brief description of the history, the entrepreneur, the company, the environment (up to 250 caracters)* PICadvanced is a spin-off of the University of Aveiro focused on providing innovative solutions for the PON market starting with NG-PON2 transceivers - including innovation in the optics, electronics and in the blending of the two - while maintaining a compromise with quality, high performance and all members of PICadvanced's ecosystem, including its employees, clients and suppliers.
Section	**Content**
BACKGROUND	**How did you come up with the business idea?** Antonio Teixeira has focused throughout his entire research career on optical signal processing, analysis and development. After having worked for Nokia for four years, focusing exclusively on setting a new standard for access networks, he teamed up with two of his graduate students, and stated designing systems. From that point, there was a spark of inspiration, a notion that with a lot of implementation effort, they could take their research on integrated photonics to the real world.

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	António used his network of contacts to test the idea, having also received some investment from some American companies that believed in the business idea. **What were the phases of the company's growth?** The company was launched in October 2014, and soon after celebrated its first contract. From that point the company has gone through different phases. They started by developing resale services. However, at the time, it was mostly about paying the bills. They then moved on to the second phase where their sales increased, and there was a surplus that could be invested in R&D. In the third phase, they developed the first generation of products, and now they are in the sustainable growth phase, where everything operates almost autonomously. During this process, a number of patents were filed during 2017-2019, enabling the commercialization of the company's products in highly competitive markets. Having been noted as one of Portugal's top 25 start-ups, PICa has solved many complex problems through optics, from design and development to packaging and testing, that are used in the electrotechnology, telecommunications, and biomedicine industries. In 2020, the company raised €4 million in a Series A financing round led by telecom giant Verizon Ventures, with support from 200M Co-investment Fund managed by PME Investimentos.
STORY OBJECTIVES	Importance of partnerships for scaling-up. Presenting the different stages of scaling-up a company.
APPROACH OF PRESENTATION	Interview, video-recorded and transcribed, based on a defined interview guide.
RESULTS TO THE USER (OUTPUTS)	Enhancing students' competencies on how start-ups scale-up, as well as the main obstacles they face.
BARRIER AND OPPORTUNITIES	Main Barriers: - Lack of knowledge of the market, especially in the case of the international market; - Need to adapt the business model to the requirements of highly competitive markets; - need to develop a strategy for raising funds to support the growth process; Main opportunities: - Real case study that, despite all the obstacles, managed to successfully develop a sustainable business model around technology developed at the University of Aveiro;
LINKS (if applicable)	https://picadvanced.com/ https://www.picadvanced.store/ https://www.it.pt/News/NewsPost/4686

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Entrepreneurial story: Knowledge and technology transfer from labs to market

TITLE	Knowledge and technology transfer from labs to market
ORGANISATION(S)	UAVR - University of Aveiro
COUNTRY(IES)	Portugal
NAME OF ENTREPRENEUR, ENTREPRENEURIAL COMPANY	Catarina Custódio, METATISSUE
STAGE	3
TYPE OF LEARNING EXPERIENCE	☐ Biographical story x Idea generation ☐ Opportunity identification ☐ Development of market potential ☐ Problem solving ☐ Entrepreneurial reorganization/reengineering ☐ Triggering event x Other: Technology transfer, knowledge value
TARGET AUDIENCE	☐ Students x Professors and researchers ☐ Staff ☐ Other _____
SUMMARY	*A brief description of the history, the entrepreneur, the company, the environment (up to 250 characters)* Metatissue is a spin-off company, focused on designing and manufacturing human protein-based products that find application in cell culture, tissue engineering and regeneration and disease modeling.
Section	**Content**
BACKGROUND	Catarina Custodio's background in chemistry had led her to get a degree, Phd and a postdoc in Portugal and abroad. She is a co-founder of COMPASS Research Group and a European Female Founders Forum. More recently, she moved into her next venture, Metatissue, of which she is a co-founder and, currently, a CEO. Matatissue has become a highly diversified and multidisciplinary team, with members from very different backgrounds. This has been the key not only to build a strong and motivated team, but also to continue developing new technologies capable of satisfying the needs of society and customers.
STORY OBJECTIVES	From laboratories to the market: the process of transferring and converting knowledge into value.

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APPROACH OF PRESENTATION	Interview, video-recorded and transcribed, based on a defined interview guide.
RESULTS TO THE USER (OUTPUTS)	
BARRIER AND OPPORTUNITIES	
LINKS (if applicable)	https://metatissue.com/

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Entrepreneurial story: From research to business concept!

TITLE	From research to business concept!
ORGANISATION(S)	UAVR - University of Aveiro
COUNTRY(IES)	Portugal
NAME OF ENTREPRENEUR, ENTREPRENEURIAL COMPANY	Luís Moutinho, NU-RISE
STAGE	1/2
TYPE OF LEARNING EXPERIENCE	☐ Biographical story ☐ Idea generation ☐ Opportunity identification ☐ Development of market potential x Problem solving ☐ Entrepreneurial reorganization/reengineering ☐ Triggering event x Other: Research funding, business concept
TARGET AUDIENCE	☐ Students x Professors and researchers ☐ Staff ☐ Other _____
SUMMARY	*A brief description of the history, the entrepreneur, the company, the environment (up to 250 caracters)* Nu-Rise is a spin-off based in Ílhavo, Portugal, dedicated to finding solutions for cancer treatment. Nu-Rise develops nuclear radiation sensors and equipment for industry, research instrumentation and medical applications.
Section	**Content**
BACKGROUND	Luís Moutinho has a master's degree in Biomedical Devices and Materials and a PhD in Physics, both from the University of Aveiro. During his PhD, Luis was abroad in international collaborations: LBL Lab, (Berkeley, USA) and IFIC (Valencia, Spain). He has more than 10 years of experience in innovating and R&D. He is the co-inventor of a PET system licensed to a multinational company. Luís has also been a research fellow involved in a number of research projects, participated in several entrepreneurship programs and won several prizes, and, in 2015, he moved into Nu-Rise which he co-founded and of which he is a CEO. Nu-Rise develops nuclear radiation sensors and equipment for industry, research instrumentation and medical applications. Nu-Rise initiated in-vitro trials of a new device for in-vivo and real-time dosimetry, solving the lack for radiation monitoring in prostate and breast brachytherapy. Company's prime goal is to help

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	doctors to deliver safer, faster and accurate radiotherapy. This month (March 2023), Nu-Rise has closed a USD 3.25 million investment to lead next generation of radiotherapy. In general, since the start of NU-RISE, Luís obtained more than EUR 250 000 in non-dilutive funding and EUR 175 000 in equity funding.
STORY OBJECTIVES	Research, technology and business idea
APPROACH OF PRESENTATION	Interview, video-recorded and transcribed, based on a defined interview guide.
RESULTS TO THE USER (OUTPUTS)	
BARRIER AND OPPORTUNITIES	
LINKS (if applicable)	http://www.nu-rise.com/ https://www.linkedin.com/company/nu-rise/ https://www.jornaldenegocios.pt/empresas/tecnologias/detalhe/startup-de-aveiro-que-quer-solucoes-para-o-cancro-angaria-325-milhoes

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Entrepreneurial story: Changing the game: how pivots changed the course of the company.

TITLE	Changing the game: how pivot changed the course of the company.
ORGANISATION(S)	UAVR - University of Aveiro
COUNTRY(IES)	Portugal
NAME OF ENTREPRENEUR, ENTREPRENEURIAL COMPANY	Rogério Nogueira, WATGRID
STAGE	3/4
TYPE OF LEARNING EXPERIENCE	☐ Biographical story ☐ Idea generation x Opportunity identification ☐ Development of market potential ☐ Problem solving ☐ Entrepreneurial reorganization/reengineering ☐ Triggering event ☐ Other: Product development and market pivot
TARGET AUDIENCE	☐ Students x Professors and researchers ☐ Staff ☐ Other _____
SUMMARY	*A brief description of the history, the entrepreneur, the company, the environment (up to 250 caracters)* Watgrid is a high-tech company providing R&D expertise and innovative products for liquid quality and quantity assessment.
Section	**Content**
BACKGROUND	Rogério Nogueira has a degree and a Phd in Physics, both from the University of Aveiro, and an executive certificate on management and leadership from MIT Sloan School of Management. Among other duties, he currently is a principal research scientist at Instituto se Telecomunicacoes - Head of Optics & Photonics Research Area, vice-president and co-founder of the Portuguese Optical Society (SPOF), and president of the Portuguese Territorial Committee for the International Commission for Optics (ICO). He also is a co-founder and CEO of Watgrid, a spin-off and high-tech innovative company offering new solutions for liquid monitoring, including the awarded Winegrid platform, for wine production monitoring. Watgrid is a Portuguese company focused on the development of innovative technological solutions for the digitalization of processes in liquid-related industries. based on IoT, Watgrid systems are composed of a visualization

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	platform, computing platform with an artificial intelligence engine, and hardware (monitoring sensors). Through the Winegrid brand, specific for the wine industry, the company has been leading the digital transformation of the sector by delivering proprietary and unique solutions to the market. Its patented state-of-the-art technology enables a proactive and predictive approach to the winemaking process and is already being used by some of the most renowned wine producers worldwide. The core team of Watgrid joins accumulated experience of >30 years in research, project management, product development and technology transfer. The team has already published 6 patents and more than 400 scientific papers. The innovative character of the company has also already resulted in several innovation awards in the industry.
STORY OBJECTIVES	Product and business pivot (from water to wine)
APPROACH OF PRESENTATION	Interview, video-recorded and transcribed, based on a defined interview guide.
RESULTS TO THE USER (OUTPUTS)	
BARRIER AND OPPORTUNITIES	
LINKS (if applicable)	https://www.watgrid.com/ https://www.linkedin.com/in/rogerionogueira/?originalSubdomain=pt https://www.it.pt/News/NewsPost/4731

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University of Leipzig (ULE), GERMANY

As a comprehensive university, the Alma Mater Lipsiensis (**University of Leipzig - UL**) covers the entire spectrum from natural sciences, law and to a wide range of study programmes in the humanities and social sciences. After the conversion to Bachelor and Master degrees, the University currently offers around 136 degree programmes. In addition to its multitude of consecutive B.A./M.A: programmes, the University offers many advanced Master and postgraduate programmes, plus distance learning courses, making its educational profile unique in Saxony. Interdisciplinary teaching, modern equipment, committed and experienced lecturers and on top of that a convenient and exciting city – there are many good reasons for studying at the second-oldest university in Germany. The University is a place of international cooperation in research and teaching. 50 bilateral agreements on the university level and approximately 350 ERASMUS agreements associate the University with universities all over the world while 43 agreements on the faculty level and 39 binational postgraduate degree agreements supplement the university's international radius of engagement. The Leipzig Alumni International network encompasses more than 1,800 committed graduates of the UL from more than 110 countries who are actively associated with their alma mater. Leipzig University incorporates a high level of entrepreneurial activities, mainly in the following fields: 1. Lectures and workshops at undergraduate level (mandatory courses and electives): in many faculties, e.g. International Business Online Marketing, Export Manager), 2. Lectures and workshops at post-graduate level (mandatory courses and electives): international full-time MBA program (Small Enterprise Promotion and Training), 3. Start-Up Incubator SMILE at Leipzig University, a consulting service for (planned) start-ups, students and scientists who want to set up a new company, providing office space, training, coaching or support in applying for public funds.

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Entrepreneurial story: Promoting Africa from Germany: Unleashing the Spirit of Adventure on the African Continent

TITLE	**Promoting Africa from Germany: Unleashing the Spirit of Adventure on the African Continent**
ORGANISATION(S)	ULE – Leipzig University
COUNTRY(IES)	Germany
NAME OF ENTREPRENEUR, ENTREPRENEURIAL COMPANY	Founders: David Heidler und Johannes Soeder Company: Akwaba Africa
STAGE	Market Expansion
TYPE OF LEARNING EXPERIENCE	X Biographical story X Idea generation X Opportunity identification ☐ Development of market potential X Problem solving ☐ Entrepreneurial reorganization/reengineering X Triggering event ☐ Other _____
TARGET AUDIENCE	X Students X Professors and researchers ☐ Staff ☐ Other _____
SUMMARY	Akwaba Afrika offers unforgettable and sustainable tours across Africa. Their journey began during their African Studies program at Leipzig University, fueled by previous travel experiences. They navigated challenges and gained support from organizations, bringing their vision to life. With expertise in different regions, they introduced innovative marketing campaigns and are set to achieve certification. Akwaba Afrika exemplifies the power of passion, perseverance, and a deep appreciation for Africa, inviting travelers to experience transformative adventures and redefine the art of travel with humility and strength.
Section	**Content**
BACKGROUND	In the heart of Leipzig, a story that encapsulates the essence of humility and strength unfolds. This story is embodied by the Adinkra symbol from Ghana, "Dwennimmen," which means "the horns of a ram" and represents strength (in mind, body, and soul), humility, wisdom, and learning. This symbol serves as the logo for Akwaba Afrika, a great company. Founded in 2014 by David Heidler from Ettlingen and Johannes Soeder from Greifswald, Akwaba Afrika has become synonymous with unforgettable and sustainable private and group tours

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	across the African continent. The word Akwaba (original "Akwaaba") comes from the language of the Akan peoples of West Africa and means "welcome". It stands for the incomparable African warmth and hospitality that is shown to guests and travelers in many places In the winter semester of 2010/11, David and Johannes embarked on a journey of curiosity, enrolling in the Bachelor's program in African Studies at the renowned Leipzig University. Prior to their academic pursuits, both had already ventured abroad, with David spending time in Tanzania from December 2009 to August 2010 and Johannes working as an au pair in South Africa in 2005 and 2006. During a break in their first semester, they embarked on an awe-inspiring adventure together, exploring Tanzania, Kenya, Ethiopia, and Somaliland, leaving an indelible mark on their hearts. Their entrepreneurial spirit ignited as their studies progressed, enriched by immersive experiences in countries like Zimbabwe, Malawi, Zambia, Rwanda, Uganda, and Ghana. They yearned to create something extraordinary. Ideas flowed, from launching a fashion label to developing innovative technology-based solutions like mobile apps for transportation. However, the vision of organizing transformative tours resonated the most. David's previous work in the German sales department of a Tanzanian travel agency provided valuable insights and connections, solidifying their decision. At Akwaba Afrika, roles are clearly defined. David masterfully handles accounting and trade fair planning, focusing on East Africa. On the other hand, Johannes oversees project management, design, sustainability initiatives, and certification by the esteemed CSR label Tourcert. His expertise lies in Southern and West Africa. Together, they embark on ambitious endeavors. For instance, they introduced an unprecedented promotional campaign featuring captivating virtual reality videos—a groundbreaking approach yet to be seen in the German market. When asked if they find fulfillment in their entrepreneurial journey, their smiles radiate confirmation. However, they candidly recount the initial challenges they faced. Acquiring immense knowledge and building extensive networks within a short period was no small feat. The unwavering support from organizations like SMILE (Self-Management Initiative Leipzig), EFRE (European Regional Development Fund), and the city of Leipzig played a pivotal role in their success. Despite these hurdles, the fear of failure loomed large during the first six months. Yet, as David sagely put it, "You just need bite and stamina." Their professional focus centers on the African continent, its awe-inspiring nature, and its vibrant people. The duo's academic journey through African Studies granted them access to the continent's political and historical tapestry and cultural and social nuances. However, they agree that a significant portion of the knowledge and skills they employ today transcends their academic studies. Practical experience, networking, and staying abreast of daily news form the backbone of their work. Akwaba Afrika stands as a testament to the power of passion, perseverance, and

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	a deep appreciation for the beauty and diversity of Africa. Join them as they unlock the spirit of adventure, revealing the mesmerizing wonders across the vast African continent. Let Akwaba Afrika be your gateway to extraordinary memories and transformative experiences as they continue redefining travel with humility and strength.
STORY OBJECTIVES	To demonstrate how personal experiences and passion can evolve into a profitable business. The story also indicates that geographical location cannot be a limitation as there is the potential for establishing businesses beyond one's location - internationalization.
APPROACH OF PRESENTATION	A biographical story highlighting the academic journey, immersive experiences, challenges faced, support received, and the passion and perseverance driving Akwaba Afrika.
RESULTS TO THE USER (OUTPUTS)	• The how of "transforming passion to business." • Establishing networks in unfamiliar areas • Progressive development of business • Exploring local private and public funding opportunities for start-ups • Developing partnerships in business start-ups
BARRIER AND OPPORTUNITIES	1. Barriers: Acquiring knowledge and building networks, fear of failure, and navigating the competitive travel industry 2. Opportunities: Collaboration possibilities, funding opportunities, knowledge sharing, and global market launch.
LINKS (if applicable)	Website: https://akwaba-afrika.de/ YouTube: Individuell Reisen mit Akwaba Afrika

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Entrepreneurial story: An Entrepreneurial Journey of Resilience and Impact

TITLE	**An Entrepreneurial Journey of Resilience and Impact**
ORGANISATION(S)	ULE – Leipzig University
COUNTRY(IES)	Germany
NAME OF ENTREPRENEUR, ENTREPRENEURIAL COMPANY	Founders: John-Henning Peper, Frank Amankwah, Thu Thi Hoang, Sören Lohse, and Stephan Busch Company: Disaster Relief Systems (DRS)
STAGE	Prototype Development, Fundraising, and Market Development
TYPE OF LEARNING EXPERIENCE	☐ Biographical story ☐ Idea generation ☐ Opportunity identification X Development of market potential X Problem solving ☐ Entrepreneurial reorganization/reengineering X Triggering event ☐ Other _____
TARGET AUDIENCE	X Students X Professors and researchers ☐ Staff ☐ Other _____
SUMMARY	Disaster Relief Systems (DRS) was founded by a passionate team committed to addressing disaster management challenges. They aimed to provide affordable technical equipment for humanitarian aid, focusing on water filtration, power generation, and emergency communication. DRS developed state-of-the-art products through innovation and collaboration, gained recognition, and celebrated milestones. They received support from various organizations and individuals, including a successful crowdfunding campaign. DRS's dedication led to partnerships and opportunities to showcase its solutions. Grateful for the support received, they remained committed to their mission. DRS's journey exemplifies purpose, innovation, and collective action, and they continue to make a tangible impact with their Portable Water Purification Unit. Join them in building a compassionate and resilient world.
Section	**Content**
BACKGROUND	Disaster Relief Systems (DRS) embarked on its entrepreneurial journey, driven by a passionate team determined to make a meaningful difference in disaster management. The story of DRS began with a group of diverse professionals who shared a common desire to prioritize the well-being of people and the safety of our environment. Their collective vision ignited a spark, propelling them to

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operate beyond a purely profit-oriented model and adopt a more sustainable, problem-oriented business approach. The aim was clear: to provide affordable technical equipment for immediate aid in humanitarian catastrophes.

Recognizing the adverse effects of climate crises and the toll they take on human lives, DRS set out to enhance the efficiency of humanitarian aid. Their mission was to develop reliable, portable, and easy-to-use solutions that would empower relief organizations to provide effective support in disaster-stricken areas. With a strong focus on water filtration, power generation, and emergency communication, DRS aimed to ensure access to essential resources and services in times of crisis.

With a relentless commitment to innovation, DRS embarked on a journey to create state-of-the-art products that met the demands of relief organizations. Their approach involved cost-oriented standardization, allowing for the development of stackable, connectable, and transportable containers that could swiftly deploy essential resources to disaster-stricken regions. This groundbreaking concept garnered attention and support from various institutions and individuals who shared their vision.

A memorable kickoff event in Leipzig on 31.07.2021 brought together professionals, families, and friends who celebrated the team's achievements. The event showcased the progress in developing the air-droppable water filter unit and provided a platform for discussing future goals and target areas for development.

Understanding the importance of collaboration and collective action, DRS initiated a crowdfunding campaign to build an air-droppable water filter unit capable of serving 15,000 people in disaster-affected areas. They reached out to individuals and companies, emphasizing the impact that even a small donation could make in providing global relief. The campaign gained momentum thanks to the support and dedication of their network.

DRS's dedication and innovative approach attracted the attention of the German Federal Foundation Environment Deutsche Bundesstiftung Umwelt, leading to a new project partnership. This collaboration further supported the development of ecologically viable solutions for building disaster resilience. Additionally, participation in Interschutz 2022, a renowned trade fair, allowed DRS to showcase their Mobile Water Purification Unit (SAS-W2500) to a wide audience, garnering interest and recognition from national and international aid organizations.

Throughout their entrepreneurial journey, DRS remained grateful for the unwavering support they received from various institutions and individuals. The SEPT Competence Center of Leipzig University, the start-up initiative SMILE, the EXIST start-up grant, the German Federal Environmental Foundation, and Code for Africa e.g. were instrumental in their success. The support and partnership of these organizations reinforced DRS's commitment to their mission and motivated them to push forward.

Disaster Relief Systems (DRS) exemplifies the entrepreneurial spirit that

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	combines purpose, innovation, collaboration, and gratitude. With their pilot product, the Portable Water Purification Unit (SAS-750), they are poised to make a tangible difference in disaster-affected areas, providing clean water to thousands of people. Their entrepreneurial journey is a testament to the power of passion, dedication, and collective action in creating a resilient and compassionate world.
STORY OBJECTIVES	To demonstrate how personal experiences and passion can evolve into a profitable business. An Entrepreneurial endeavor can be developed for humanitarian aid.
APPROACH OF PRESENTATION	The story is presented chronologically, highlighting the seeds of purpose, the power of purpose, pioneering innovation, triumphs and milestones, collective support, collaboration and recognition, gratitude and commitment, and the journey's resilience and impact.
RESULTS TO THE USER (OUTPUTS)	- The how of "transforming passion to business." - Exploring local private and public funding opportunities for start-ups - Using Crowdfunding to support an initiative
BARRIER AND OPPORTUNITIES	• Barriers: Climate crises and their adverse effects, competition, acquiring support, and funding. • Opportunities: Support from various organizations, crowdfunding, collaboration and partnerships, and recognition from national and international aid organizations.
LINKS (if applicable)	Website: https://disaster-relief-systems.de/ https://www.wifa.uni-leipzig.de/en/sept-competence-center/smile/ag-disaster-relief-systems YouTube video: Disaster Relief Systems

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Entrepreneurial story: Eye-Able: Pioneering Digital Accessibility and Inclusion in the Business World

TITLE	**Eye-Able: Pioneering Digital Accessibility and Inclusion in the Business World**
ORGANISATION(S)	ULE – Leipzig University
COUNTRY(IES)	Germany
NAME OF ENTREPRENEUR, ENTREPRENEURIAL COMPANY	Founders: Oliver Greiner, Tobias Greiner, and Chris Schmidt Company: Eye-Able
STAGE	Growth and Impact
TYPE OF LEARNING EXPERIENCE	X Biographical story ☐ Idea generation X Opportunity identification ☐ Development of market potential X Problem solving ☐ Entrepreneurial reorganization/reengineering ☐ Triggering event ☐ Other _____
TARGET AUDIENCE	X Students X Professors and researchers ☐ Staff ☐ Other _____
SUMMARY	Eye-Able aims to address accessibility gaps on websites and empower individuals with disabilities and impairments in the digital world. Their comprehensive software solution enables website operators to enhance usability and accessibility, expanding their target audience and promoting inclusivity. Eye-Able's commitment to digital accessibility, social impact, and an inclusive workplace sets them apart as pioneers in the field.
Section	**Content**
BACKGROUND	Eye-Able emerged from a deep sense of purpose and a personal experience. Oliver Greiner, the managing director, witnessed the challenges faced by his best friend, Lennart, who had a genetic vision disorder. Inspired by Lennart's struggle and the need to address the accessibility gaps on websites, Oliver embarked on a mission to create a solution that would empower individuals with disabilities and impairments in the digital world. Eye-Able's business idea focused on the importance of digital accessibility and inclusion. The company developed the Eye-Able software, a comprehensive solution that enables website operators to enhance the usability and accessibility

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	of their sites. By improving accessibility, website owners can expand their target audience and demonstrate their commitment to inclusivity. Eye-Able's software comprised three components: an assistance technique to personalize website interfaces, a test software to meet accessibility standards, and an admin area to monitor and visualize digital accessibility progress. Eye-Able's commitment to digital accessibility and social impact garnered recognition and accolades. The team received prestigious awards, including the Federal Government's Kultur- und Kreativpiloten, the Start?Zuschuss! funding program, and the Businessplan Competition Northern Bavaria 2022. Media outlets, such as Bayerischer Rundfunk, recognized Eye-Able's innovative approach and reported on their endeavors. The prevailing perception that social projects cannot be economically successful deterred many aspiring entrepreneurs; however, Eye-Able aimed to debunk this misconception, showcasing that a sustainable and socially driven business model could drive growth and generate profit. By integrating individuals with disabilities into their business model as a target audience, Eye-Able demonstrated the economic potential of digital accessibility. Eye-Able recognized the need to foster social and economic acceptance of profit-oriented social projects. They aimed to change perceptions and encourage more entrepreneurs to venture into social areas by promoting dialogue and raising awareness. Eye-Able believed combining social impact with profit-oriented business models could drive innovation and bring new technologies to market. Eye-Able exemplified their commitment to inclusion by creating an inclusive workplace environment. Recognizing the talents and capabilities of people with disabilities, they ensured that their employees' workspaces and support systems accommodated their needs. Eye-Able strived to eliminate the perception of individuals with disabilities as mere quota fulfillments, highlighting their value as committed and loyal employees. They emphasized the economic advantages and opportunities of employing individuals with disabilities, including subsidized workplace equipment and wages. Eye-Able overcame initial financial challenges and gained well-known clients for their assistance software. With a growing team of approximately 20 people, they aimed to continue their expansion and make a lasting impact on inclusion and accessibility. Eye-Able recognized the growing interest among young people and educational institutions in the importance of accessibility and inclusion, paving the way for a more accessible digital future. Eye-Able's entrepreneurial journey embodied its vision of an inclusive internet for all. Through continuous research, workshops, and collaborations with institutes such as the German Institute for the Blind and the Berufsförderwerk Würzburg, Eye-Able strived to make digital accessibility a reality. They fought tirelessly for more inclusivity and digital participation to bridge the gap and ensure everyone could access, understand, and interact with the online world. Eye-Able's unwavering dedication inspired entrepreneurs and individuals worldwide, proving that technology and social impact can coexist, driving positive societal change.

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	The growing portfolio of prominent companies and organisation using and supporting Eye-Able's technology includes Leipzig University, University of Illinois Chicago, FC St. Pauli (2nd German Bundesliga football club), SC Freiburg (German Bundesliga football club), German Institute for the Blind, HypoVereinsbank, BFW Würzburg, Software One, Ministry of Labour, Health, Social Affairs NRW, NMOSD by Roche, Table Germany, Babor, HAYS, among others.
STORY OBJECTIVES	Changing perceptions and fostering acceptance for profit-oriented social projects.
APPROACH OF PRESENTATION	The story is presented chronologically, highlighting the birth of Eye-Able, their vision of inclusion, recognition, and milestones, overcoming challenges, advocating change, living inclusion, the journey ahead, and driving digital accessibility and inclusion in the epilogue.
RESULTS TO THE USER (OUTPUTS)	- Sustainable and socially driven business model could drive growth and generate profit.
BARRIER AND OPPORTUNITIES	- Barriers: Prevailing perception of social projects as economically unsuccessful, financial challenges. - Opportunities: Collaboration with institutions, growing interest in accessibility and inclusion among young people and educational institutions.
LINKS (if applicable)	Website: Our vision: An Internet for all people | Eye-Able® YouTube: How Eye-Able services improve your accessibility

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Entrepreneurial story: Cultivating a Sustainable Future through Innovative Indoor Farming

TITLE	**Cultivating a Sustainable Future through Innovative Indoor Farming**
ORGANISATION(S)	ULE – Leipzig University
COUNTRY(IES)	Germany
NAME OF ENTREPRENEUR, ENTREPRENEURIAL COMPANY	Founders: Kay Plat, Alexander Jaworski and Dr. Markus Meier Company: Greenhub
STAGE	Market Development
TYPE OF LEARNING EXPERIENCE	☐ Biographical story ☐ Idea generation X Opportunity identification X Development of market potential X Problem solving ☐ Entrepreneurial reorganization/reengineering ☐ Triggering event ☐ Other _____
TARGET AUDIENCE	X Students X Professors and researchers ☐ Staff ☐ Other _____
SUMMARY	Greenhub, an innovative company, embarked on an entrepreneurial journey to revolutionize sustainable food production. Through research, partnerships, and funding, they developed innovative indoor farming technologies, paving the way for a more accessible and environmentally friendly future of agriculture. Now officially incorporated, Greenhub is set to transform the indoor farming sector and significantly impact global food systems.
Section	**Content**
BACKGROUND	Greenhub was established during the COVID-19 pandemic with the mission to make healthy and affordable food accessible to all. In April 2020, at the height of the COVID-19 pandemic, a collaboration project began between Greenhub and madebymade GmbH. Their shared mission was to revolutionize sustainable value chains in food production. The project, named "TEMIFUGA," received funding from the Sächsische Aufbaubank (SAB) through the "InnoTeam" program. Recognizing the environmental impact of shrimp rearing, the team chose shrimp as a demonstration object to address sustainability deficits in the food production

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	value chain. To combat climate change and promote practical sustainability, they aimed to develop an innovative technology demonstrator for micro-loop systems in the food supply, incorporating sustainable feed design based on insects. Greenhub envisioned a world where healthy and affordable food was accessible to all, which led to the establishment of the company. With the support of the EXIST start-up grant from the Federal Ministry for Economic Affairs and Energy (BMWI) and the Project Management Organisation Jülich (PTJ), they embarked on the path to transform their vision into reality. Greenhub partnered with the aquaculture research anchor group of the Alfred Wegener Institute Helmholtz Centre for Polar and Marine Research to validate their technology. They developed prototypes for vertical indoor cultivation systems, conducting experiments on fish and plant growth cycles within the context of aquaponics research. The exciting pilot phase with the Alfred Wegener Institute marked a significant milestone for Greenhub. Their hydroponics and aquaponics prototypes showcased intelligent, sensor-based control technology and a user-friendly app, streamlining daily management and reducing human intervention. Valuable data was generated, paving the way for further enhancements and adaptations to create a marketable product by the end of 2022. Greenhub's dedication was noticed as they were selected for the prestigious EIT Food Seedbed Incubator program, joining 40 teams across Europe to develop solutions for sustainable agriculture. Through fruitful conversations and engagements at events like the EIT Food Venture Summit, Greenhub gained invaluable feedback, challenging their technology and business model in a solution-oriented way. Their entrepreneurial journey extended globally as Greenhub made its mark in Hong Kong. Engaging with other companies in the indoor farming sector, they explored collaboration possibilities and funding opportunities and shared knowledge with industry experts and research institutions. Finally, on a memorable day, Greenhub received news that they were granted the technology start-up grant from the Sächsische Aufbaubank (SAB). This support propelled them closer to their goal of certification and market launch by the middle of the year, bringing their climate-smart agriculture systems and software from Saxony to the world. In 2023, after years of hard work, Greenhub made was officially incorporated as a company. With unwavering gratitude for their partners and community, who shared their vision and supported their journey, Greenhub was ready to revolutionize the indoor farming sector. Their mission to provide fresh, nutritious, and locally grown produce to everyone, regardless of location or arable land, fueled their determination to drive change and create a sustainable future. As Greenhub embarks on this exciting new chapter, they remain committed to pushing the boundaries of indoor farming and making a lasting impact. The

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	world eagerly awaits their innovative solutions and the positive transformation they will bring to the global food system.
STORY OBJECTIVES	Transform the vision of accessible and sustainable food into reality, validate technology through partnerships and research, create marketable products, and drive change in the indoor farming sector.
APPROACH OF PRESENTATION	A story highlighting the collaboration with another start-up madebymade GmbH, funding support, aquaculture research partnership, and participation in the EIT Food Seedbed Incubator program. This will be done through an interview, video recording, and transcription based on a defined interview guide.
RESULTS TO THE USER (OUTPUTS)	▪ Development of a natural-resource base business contributing to sustainability ▪ Contributions to Sustainability and circular economy ▪ Progressive development of business ▪ Exploring local private and public funding opportunities for start-ups ▪ Developing partnerships in business start-ups ▪ Research-based business development ▪ The importance of sharing business stories
BARRIER AND OPPORTUNITIES	▪ Barriers: Addressing sustainability deficits in the food production value chain, developing and validating technology, and securing funding and grants. ▪ Opportunities: Collaboration possibilities, funding opportunities, knowledge sharing, and global market launch.
LINKS (if applicable)	website: https://www.greenhub.eu/#/ YouTube: Greenhub

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Entrepreneurial story: Sustainable Animal Protein Production through Insect Breeding Technology

TITLE	**Sustainable Animal Protein Production through Insect Breeding Technology**
ORGANISATION(S)	ULE – Leipzig University
COUNTRY(IES)	Germany
NAME OF ENTREPRENEUR, ENTREPRENEURIAL COMPANY	Founders: Kai Hempel, Dr. Jonas Finck, Henrik Reichstein Company: madebymade
STAGE	Development of market potential and global expansion
TYPE OF LEARNING EXPERIENCE	☐ Biographical story ☐ Idea generation X Opportunity identification X Development of market potential X Problem solving ☐ Entrepreneurial reorganization/reengineering ☐ Triggering event ☐ Other _____
TARGET AUDIENCE	X Students X Professors and researchers ☐ Staff ☐ Other _____
SUMMARY	A Leipzig start-up developing a sustainable insect protein source for animal feed. With external public and private funding and support, they built an industrial plant and aim to expand globally with modular facilities, contributing to sustainability and shaping the world through continuous improvement.
Section	**Content**
BACKGROUND	The remarkable entrepreneurial journey of madebymade began in a humble garage in the north of Leipzig. The visionary founders—Kai Hempel, Dr. Jonas Finck, and Henrik Reichstein—shared an audacious dream: to create a sustainable source of animal protein for the feed industry. Their passion drove them to embark on an extraordinary entrepreneurial venture known as madebymade. Fuelled by their determination, the founders utilized groundbreaking data from their experimental garage setup to apply for a technological grant from the SAB. With this crucial support, they transformed their business plan's proof of concept into a tangible reality. A local investor, Golzern Holding GmbH, recognized the immense potential and eagerly provided funding for the Pre Seed Phase.

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	Relocating to a vibrant new site in the south of Leipzig, the madebymade team collaborated with strong partners to develop the first phase of their revolutionary pilot plant. They transformed a former pellet plant into a cutting-edge insect breeding facility, commencing their remarkable transformation in March 2018. Emboldened by their progress, KAURI CAB GmbH joined as an investor in early 2020, propelling madebymade's growth to new heights. With unwavering dedication, madebymade completed the construction of their first modular insect breeding plant in early 2021, marking a pivotal milestone in their journey. Today, their industrial plant stands tall and proud, producing an ever-increasing number of insects across an expansive 2500m² area. What sets madebymade apart is their ingenious modular construction, utilizing shipping containers—a testament to their pragmatic approach. Continuously striving for excellence, they optimize their processes and improve with each passing day. The successful construction of their first industrial insect farm was no small feat. It was made possible through the collaborative efforts of their dedicated investors, the unwavering support from the bank, the SAB's invaluable funding, and the LIFE funding program of the European Union. But above all, the relentless determination and hard work of the rapidly growing madebymade team propelled them forward. Having conquered this milestone, they now set their sights on planning and implementing their next plant, fueled by renewed energy and unwavering determination. At madebymade, their mission is simple: to revolutionize protein production in a resource-saving and regional manner, embracing the principles of a circular economy. Their impact is magnified through the modularity of their plants. In early 2021, they proudly unveiled Germany's first modular insect breeding facility, and now they are gearing up for expansion. Guided by its visionary 5-4-3 strategy, madebymade aims to build four additional plants in three different countries within five years, thereby exponentially multiplying its global impact. Their ultimate goal is continuously improving and actively shaping the world alongside motivated and satisfied partners, customers, employees, and suppliers.
STORY OBJECTIVES	Contribute to sustainability, improve daily impact, and foster strong partner relationships.
APPROACH OF PRESENTATION	A story highlighting the journey from startup to the development of an industrial insect breeding plant. This will be done through an interview, video recording, and transcription based on a defined interview guide.
RESULTS TO THE USER (OUTPUTS)	▪ Development of a natural-resource base business contributing to sustainability ▪ Contributions to sustainability and circular economy ▪ Progressive development of business ▪ Exploring local private and public funding opportunities for start-ups ▪ From local with plans for global expansion

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BARRIER AND OPPORTUNITIES	▪ Barriers: Overcoming challenges in building the first industrial insect farm, securing funding, and optimizing the breeding process. ▪ Opportunities: Global expansion and multiplying impact through additional plant construction.
LINKS (if applicable)	Website: Landingpage | madebymade News section: News | madebymade YouTube video: madebymade

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"St. Cyril and St. Methodius" University of Veliko Tarnovo (VTU), BULGARIA

"St. Cyril and St. Methodius" University of Veliko Tarnovo (VTU) is established in 1963. At present VTU is a major Bulgarian institution of higher learning and the first full-fledged Bulgarian University outside the country's present capital specializing in a wide range of fully accredited degree programs in 6 of 9 spheres of higher education in Bulgaria: Pedagogical sciences and Teacher training; Languages and Philological Sciences; Social, Law and Business Sciences; Communication and Information Sciences; Art and Design; Mathematics and Informatics Sciences and National Security. It has an established reputation as a national and international centre for study and research. The University of Veliko Tarnovo undertook a thorough curriculum renewal process that was carried out within the framework of the European Higher Education Area and aimed at meeting the state requirements for the academic degrees "Bachelor", "Master" and "PhD student". In this respect, the University has also introduced the European Credit Transfer System (ECTS) and European Diploma Supplement. The University has 9 faculties, that offer over 60 BA programmes, over 130 MA programmes, and 64 PhD programmes, affiliate in Vratsa and Teacher Training College in Pleven. The approximate number of teaching staff is above 450 as it consists of full professors, associated professor, assistant professors and lecturers. Current enrolment at the university is about 10,000 including both Bulgarian and international students. At present, the University houses 16 Foreign Language Resource Centres. One of the most significant international programmes that the University of Veliko Tarnovo has established and actively supports is the annual International Summer Seminar in Bulgarian Language and Culture.

The University of Veliko Tarnovo is in Top 3 Sending Institutions of the European Commission for 2017 as we continue to be in the top positions of sending institutions in Bulgaria under the Erasmus + programme KA1. It has the capacity to run European projects, because of the well-organized International Relations department, that is responsible for all projects under the Erasmus+ programme. At University level there are running also other projects under different national or international programs. The University has long-lasting cooperation with a lot of European and non-European Universities and has a leading position in Bulgaria. The Erasmus office is organizing in the last years every year International staff weeks – for teaching staff, for training and for Bulgarian schools abroad. Currently the University of Veliko Tarnovo is involved in the application for the initiative European Universities.

Source: VTU official site

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Entrepreneurial story: The crises as an engine for change

Title	The crises as an engine for change
Phase	Stage 2 – IDEA/CONCEPT VERIFIED
Organisation(s)	VTU
Country(ies)	Bulgaria
Name of entrepreneur, entrepreneurial company	Encho Tsanevski CROWN
Type of learning experience	☐ biographical story ☐ idea generation ☐ opportunity identification ☐ development of market potential ☒ problem solving ☐ entrepreneurial reorganization/reengineering ☐ triggering event ☐ Other _____
Target audience	☒ Students ☐ Professors and researchers ☐ Staff ☐ Other _____
Summary	A brief description of the history, the entrepreneur, the company, the environment (up to 250 signs) During the pandemic, a lot of businesses were forced to seriously change their business model. Such a global factor as the spread of the Covid had a different impact on different businesses, and this was mainly dictated by the size and sectoral affiliation of the businesses. Many entrepreneurs who had been successful over the last 10-15 years were faced with the dilemma of how to proceed. Their practice lacked experience of how to overcome such situations.
Section	**Content**
BACKGROUND	CROWN is engaged in the manufacture and trade of hinges. The owner, Encho Tsanevski was introduced to this business by his father before he came of age in 1998. The production technology used includes machines (presses, lathes, oxy) and 2-3 low skilled workers. The main problems in the development of the business over the years have been the typical ones for such a small enterprise - problems with the distribution of the finished product, problems with the staff, problems with the machinery and equipment used. The problems with the sales of the finished product are gradually being solved. The owner's solutions in this direction are related to the use of better-quality raw materials, specialization of manual labor and, above all, partial modernization of the technological equipment used. These additive technological innovations are the result of efforts to deal with the typical problem of any production - downtime losses due to frequent breakdowns and subsequent repairs. Solving both product and equipment quality problems gradually brought the company to

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	the market leadership position, but at the same time caused new capacity problems. The possibilities of increasing production capacity based on the existing technological level of the equipment and the deepening of the specialization of manual labor reached their limit around 2015. A period of lack of perspective in development followed, during which the managerial focus was on making the equipment work and increasing the working day, the number of employees, and the working shifts of the staff. The lack of prospects for further development led the owner to look for new opportunities. Two options emerged: ■ Migration - his family lacks the so-called language barrier and there are job opportunities in a Western European country with very good working conditions and providing a standard of living for the whole family well above the national average. ■ Diversification of the business by adding the import and sale of used cars. Ultimately deciding on the second option. Unfortunately, the expected result was not achieved. In such conditions, in 2019 Encho is facing the biggest problem since he has been in business - lockdown due to the Covid pandemic - stopping customer requests. Questions for history: What will you do? Development A month after the announcement of the lockdown, the first customer requests were registered. Surprisingly, every request was paid for in advance (something that hasn't been the practice since 2008) - the unknown is driving businesses to hedge. It turns out that Chinese cargo is blocked and Encho's business reaches the limits of its capacity in a very short time. And even though all the machines are working and extra people have been hired, order fulfilment is questionable and the quantities ordered are soaring. Questions to the story: What will you do? Development After a few months, Encho realized an innovative breakthrough in the "tightest" spot in the production process - something he had been trying to do for years but had not been successful until now. He creates and implements improvements to one of the machines, which fundamentally changes the business model. He now only needs one worker, and the capacity has increased about 5 times. This allows him to continue to operate at a lower cost with increasing demand and rising market prices without any change in quality.
STORY OBJECTIVES	The purpose of the story is: To trigger empathy in students and to develop a solution to the problem according to their views and competences.
APPROACH OF PRESENTATION	The approach of the presentation should be to role-play the situation, with the chronology presented by a presenter/artist. A pause is taken after the questions.

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	The story in the Development section is told.
RESULTS TO THE USER (OUTPUTS)	Developed students' competencies to develop alternatives. Acquire knowledge and skills to design variations and visionary thinking.
BARRIER AND POSSIBILITY	The barriers are: - Lack of knowledge of the subject of enterprise risk management. - Lack of competence to develop an alternative and evaluate a new idea. The opportunities are: - A real-life business situation that can be used to support competence development and entrepreneurial thinking. ● - Practical understanding to create an assessment and forecast of a situation.
LINKS	

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ENTREACTION

Entrepreneurial story: The economic crisis – 2007

Title	The economic crisis - 2007
Phase	Stage 2 – IDEA/CONCEPT VERIFIED
Organisation(s)	VTU
Country(ies)	Bulgaria
Name of entrepreneur, entrepreneurial company	Ivaylo Ivanov, Omnis Ltd.
Type of learning experience	☐ biographical story ☐ idea generation ☐ opportunity identification ☐ development of market potential ☒ problem solving ☐ entrepreneurial reorganization/reengineering ☐ triggering event ☐ Other _____
Target audience	☒ Students ☐ Professors and researchers ☐ Staff ☐ Other _____
Summary	A brief description of the history, the entrepreneur, the company, the environment (up to 250 signs) The economic crisis in 2007 threatened a large number of businesses. Small, family-owned businesses were the most affected. They were faced with the dilemma of cutting staff to stay in business or going into liquidation.
Section	**Content**
BACKGROUND	The company Omnis is engaged in sewing and repair of clothes. It is a family-owned company with a staff of ten seamstresses and one owner-manager at the start of the Economic Crisis of 2007. It was established in 1995. In 12 years, it has built up a client network to sustain operations and bring in revenue. Main customers are small clothing shops and private individuals. The manager has created a cohesive team due to trust and respect for employees. In 2005, the owner's son joined the company. He must help the company development. The son is a young and energetic person, a university graduate and with great ambitions for the future. The young man's responsibilities are to secure new contracts and help the development of the company. The owner's goal is to train him and replace him. With his support, the young man was able to increase the company's financial performance by 1.2 to 1.3 points. At the same time, he opened a sales outlet in a smaller location to offer his own products and those of related companies. The 2007 crisis interrupted the rise. Customer outflows and a drop in orders began. To cut costs, the recently opened shop is closed. The effect is short-lived and only manages to secure existence for two months. "Omnis begins to find it increasingly difficult to cover its needs. The negative trend in financial receipts continues. In fact, for the first time since its creation, the company is losing money in such volumes. The generations are clashing over the recovery from the crisis.

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The father is of the opinion that everything possible must be done to keep the employees in work, pay their salaries and provide them with a livelihood. The motivation for this position is that he started his business with these people and for him they are part of the family. My conscience does not allow me to leave them on the street. The position is to pay the salaries with the accumulated profits and personal funds. Despite the difficulties this is to be done while there is money. For it will soon all be over, and the financial efforts will be rewarded by the labor of the people. He declared that under no circumstances would he part with any of his 10 employees. They are an important part of his life and to dismiss even one is a betrayal to him and he will lose their trust and friendship.

The son is in a radically opposite position. In his opinion, action should be taken immediately. The first step is to cut costs. He proposes that the staff of the company be reduced to 50%. After one month, if there is no effect, the remaining employees should go part-time - hourly. On the other hand, the company is small and does not get attractive prices from suppliers, alternatives have to be found for the raw materials and supplies used. Otherwise, there is a danger that the company will go bankrupt in the next 6 to 10 months. He points out that it is not competitive with the large clothing manufacturers in terms of price and sees no way to maintain the customer network in the current situation. In times of financial crisis, everyone is looking for a better priced option. The second and leading suggestion is to reorient the business from manufacturing to retailing. The Bulgarian market is small, but not developed enough at that time for the big international companies. Therefore, according to him, there was potential for development. The son saw a way out in obtaining commercial rights for Bulgaria for a leading clothing manufacturer and developing a sales network of representatives. His idea is to create his own supply network with warehouse and sales representatives. The sale of clothes would be done from outlets across the country that have already established themselves in the market. To cover a wider range of stores he intended to get in touch with manufacturers of clothing - low end type brands rather than luxury clothing. Developing a distribution and retail network is a risky venture, especially for a clothing brand that is not well known on the Bulgarian market. According to him, despite the risk and the unknown, this is the way out of the crisis.

Questions for history:
Which position will you take?
How do you think the story would develop?

Development

The son acquires all ownership of the business, through a Management Agreement and a Power of Attorney to carry on the entire business and all related activities without limitation for his own liability. The ownership subsequently changed within six months, and he became the sole owner.

The first step to be taken by the new manager is to reduce the staff by 50%. The remaining staff go on temporary half-time contracts. Production starts to be made only on pre-order with prepayment of a percentage of the agreed amount. The process of maintaining stocks of raw materials and supplies is being optimized.

The family's financial resources are used to cover the son's overseas travel expenses. He tries to make contact with leading commercial clothing manufacturers in the low-price range. The main target group are companies that do not have an offer on the Bulgarian

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	market. Three contact attempts have been made, all three unsuccessful. This was followed by the selection of four companies to visit on site and make direct contact and face-to-face negotiations. The son has no language problems to negotiate as he is fluent in English, giving him the peace of mind to take the risk and go. The first attempt was unsuccessful, but on the second he was accepted by the sales director of a denim clothing company. An agreement is reached to start a joint business in three months from the date of the meeting. initially the products will be available in Northern Bulgaria and Sofia. The son must negotiate the retail outlets where the products will be available for the specified period. In parallel, warehousing and logistics are to be provided. It is agreed that the repairs of the defective garments will be done in his workshop and that some of the garments will be sewn on sewing machines in the workshop in tolling. With this move he decided to provide employment to the remaining employees and diversify the business venture. After the first six months of starting the initiative, Ivanov managed to make a turnover of 120-190 thousand leva per month from the sales of wholesale clothes. The trend has been towards an increase in the number of outlets that are working with and offering imported garments. The tolling allows us to generate additional financial income. In 2011, the company employed 72 people and serviced more than 175 outlets nationwide. A warehouse has been established and is being used for other commercial purposes. The sewing workshop is a permanent workplace, employing 40 people. In 2012 the company was sold for BGN 2 600 000. The profit was planned to be invested in an innovative business for the country at that time - a solar park.
STORY OBJECTIVES	The purpose of the story is: To trigger empathy in students and to develop a solution to the problem according to their viewpoints and competences.
APPROACH OF PRESENTATION	The approach of the presentation should be to act out the situation, with the chronology presented by a presenter/artist. A pause is taken after the questions. The story in the Development section is retold.
RESULTS TO THE USER (OUTPUTS)	Developed students' competencies to generate alternatives. Acquire knowledge and skills to elaborate variations and visionary thinking.
BARRIER AND POSSIBILITY	The barriers are: - No knowledge of enterprise risk management. - Lack of competence to prepare an alternative and evaluate a new idea. The opportunities are: - A real-life business situation that can be used to cultivate competencies and entrepreneurial thinking. ● - Practical insight to create an assessment and forecast of a situation.
LINKS	

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ENTREACTION

Entrepreneurial story: The need for development

Title	The need for development
Phase	Stage 2 – IDEA/CONCEPT VERIFIED
Organisation(s)	VTU
Country(ies)	Bulgaria
Name of entrepreneur, entrepreneurial company	Vladislav Ivanov SPHERE
Type of learning experience	☐ biographical story ☐ idea generation ☐ opportunity identification ☐ development of market potential ☒ problem solving ☐ entrepreneurial reorganization/reengineering ☐ triggering event ☐ Other _____
Target audience	☒ Students ☐ Professors and researchers ☐ Staff ☐ Other _____
Summary	A brief description of the history, the entrepreneur, the company, the environment (up to 250 signs) Company success is associated with development. Every entrepreneur invests all his abilities and talent in order to be able to develop his personal business initiative. Company development is a long process (with its ups and downs) of accumulating entrepreneurial knowledge about the way systems work and especially about the mechanisms of interaction between them. In their quests, entrepreneurs sooner or later face the need to justify their decisions for the future.
Section	**Content**
BACKGROUND	The SPHERE company was registered in 2013 with the main activity of production and trade of decorative ceramic products and other craft activities. The business activity competes in the market of the so-called ART and CRAFTS – handmade ceramic products. During the first five years of the development of the activity, Vladislav managed to preserve the character of the business and more specifically the handcrafting, the originality of the products, the small production series. The owner builds commercial relations with distributors and, based on high quality and individual design, begins to realize the main part of his production on the international market. Looking for opportunities for future development, the owner, at the beginning of 2019, faced the dilemma of how to continue the development of the business. On the one hand is his idea of producing in limited volumes an original product with a low level of employment and predominantly manual work, and

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	on the other hand he sees growing demand and opportunities for even more sales. Story questions: How would you proceed? Situational development. Vladislav maintains the activity and does not leave the field of ART and CRAFTS. As an entrepreneur, he understood that the specialized products of small companies are in high demand and high prices only if they satisfy the consumer, who is ready to pay extra for quality in the form of design, promotion, reliability, etc. Moreover, Vladislav is also enough flexible to change the product when it becomes clear that market conditions have changed. Such craft industries, selling directly to the market, are developing well even in situations where there is a sharp decline in demand for standardized products of this type, but produced by larger enterprises. With this decision, in practice, Vladislav preserves the nature of the activity and does not change anything, but it contradicts his inner desire for development in business. He still hasn't resolved the dilemma of how to proceed! Story questions: How would you proceed? Situational development. After an active search for business development opportunities in various directions, finally in 2020, Vladislav decided to diversify the activity and created a new company, which is engaged in the production and trade of another unique product - herbal extract of thistle. The entrepreneur turns to this activity due to the fact that he has access to significant quantities of raw materials. Driven by the question "What can I do with this raw material?", he studied and mastered the technology of extracting the useful ingredients. This new activity has nothing to do with the main activity and the ART and CRAFTS market. The owner has been preparing for more than a year to justify his decision. In the end, the reason that such an extract is sought after in the international market prevails. Vladislav managed to produce a sufficiently good product, which is now successfully distributed abroad.
STORY OBJECTIVES	The purpose of the story is to provoke empathy among the students and to develop a solution to the problem based on their perspectives and competencies.
APPROACH OF PRESENTATION	The presentation approach should be a role-playing of the situation, with the timeline presented by a host/performer. A pause is made after the questions are posed. The story is narrated in the Development section.
RESULTS TO THE USER (OUTPUTS)	Developed competencies in students for devising alternatives. Acquiring the knowledge and skills necessary to generate variations and foster visionary thinking.
BARRIER AND POSSIBILITY	The barriers are:

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	■ Lack of knowledge in entrepreneurial risk management. ■ Absence of competencies for developing alternatives and evaluating a new idea. The opportunities are: ■ A real-life business situation that can be used to develop competencies and entrepreneurial thinking. ■ A practical understanding of how to create an evaluation and forecast for situation development.
LINKS	https://golemstudio.com/

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ENTREACTION

Entrepreneurial story: The growth of the entrepreneur in a world of iterations and material values

Title	The growth of the entrepreneur in a world of iterations and material values
Phase	Stage 2 – IDEA/CONCEPT VERIFIED
Organisation(s)	VTU
Country(ies)	Bulgaria
Name of entrepreneur, entrepreneurial company	Petar Yordanov DiGeorgie
Type of learning experience	☐ biographical story ☒ idea generation ☒ opportunity identification ☐ development of market potential ☒ problem solving ☒ entrepreneurial reorganization/reengineering ☐ triggering event ☐ Other _____
Target audience	☒Students ☒ Professors and researchers ☒Staff ☐ Other _____
Summary	A brief description of the history, the entrepreneur, the company, the environment (up to 250 signs) In its development, every entrepreneur goes through recurring moments related to crises, difficulties, challenges. Only the one who accepts them as opportunities for change, does not give up and strives for Virtue, harmony, equilibrium/balance, only he sees the way for transformation and development of his business. Our times present many challenges to entrepreneurs. In the context of the global pandemic of COVID-19 and the military actions in Europe, the need for business-oriented people to fundamentally reformulate and rethink their inner world and only then start building new business models is clearly arising. For every entrepreneur the question comes to the agenda - now where to, how to be a Good Person, how to proceed and how to manage the business and the risks associated with it? In its development, every entrepreneur goes through repetitive moments related to crises, difficulties, trials. Only the one who accepts them as opportunities for change, does not give up and strives for Virtue, harmony, balance, only he sees the way for transformation and development of his business. Such is the story of Peter Yordanov and his company DiGeorgie with its core business of handmade and international online trade of custom leather goods. Faced with many challenges of our modern times, in the context of trials such as the global pandemic of COVID-19 and the military actions in Ukraine, Peter Yordanov with a lot of ingenuity and hard work built his business model, invariably connecting it with his inner attitude to do good, to follow his desire to bring joy and to offer personalized products.
Section	**Content**

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BACKGROUND	DiGeorgie was founded in 2014 and is active in handmade and international online trading of custom leather goods. The owner, Peter and his wife Vladislava (both graduates of the University of Science and Technology, majoring in International Economic Relations) came to found and develop this business after developing other business ventures from which they gained entrepreneurial experience and capital. The main problems they encounter: - problems with the sustainability of the market share achieved - problems with machinery and equipment - problems in finding quality raw materials and supplies - problems in forwarding and timely control of orders to the final customer - customer access problems - problems with materials and production in stock - problems with the trading platforms used - problems with incorrect business partners - problems with lack of experience in areas of activity - problems with mindset leading to physical and mental strain - problems with finding employees The core business of the company is directly dependent on those who perform it. It carries their spirit and has been an integral part of their daily lives for over 10 years. Far from entrenched systems and rather venturing into a crafty intuitive environment, most of the decisions Peter and his wife make are based on an inner feeling, and a buffer for their mistakes is provided by the sales margin and the forces that have accompanied and guided the processes. All decisions are made according to the present and are the product of momentary opportunities, knowledge, beliefs and level of experience. The key to development is constant adaptation to change and problem solving with Will and out-of-the-box solutions. It is these that have brought this micro-company to leadership positions and earned it recognition from the world-renowned online platform ETSY, where the products are implemented. For Peter and his entrepreneurial wife, the road to success represents a series of important steps and opportunities taken: 1. For their venture, they receive external encouragement, helped by thinking at scale from an experienced entrepreneur. 2. They outsource some of the production of their previous businesses to free up capacity for their new ventures 3. Prove themselves to the best team of international crafters and get the opportunity to co-promote and work on Etsy 4. Receive testimonials that earn them the trust of entrepreneurs in the Etsy ecosystem and get the opportunity to share key information for their development 5. They use simplified and budget-friendly crafting technology, minimizing scrap. Emphasize high quality and process control 6. Actively work with mentors and manufacturing coaches to input processes 7. Discontinue old business ventures and focus in the core but with the ability to sustain side activities that yield high returns with minimal time, money and risk invested. 8. Properly reading the market and investing in machinery and equipment.

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	9. Rethink business strategy and take a completely new approach to operations. Decide to downsize products where there is no control over materials to have a long run and enough material, accordingly everything is made to order and customized. The products with material control (the larger ones) stay in short runs so that stock doesn't build up when the trend changes, but also so that valuable time isn't wasted on single production runs. 10. A key point is the adaptation of one of the machines. A proprietary technology for direct printing on leather is being developed. The solution results in over 90% of orders switching to customization. 11. They surround themselves with a board of advisors (professionals) in areas critical to their business where they lack expertise - accounting, law, finance, investments, economics, real estate, insurance, banking, marketing, web design, engineering and many others. 12. They are building their own infrastructure in order to separate from Etsy and enter the market in Bulgaria 13. A few misjudged moves on timing and risk taken on the cusp of COBID-19 led to a lack of liquidity. The loss is accepted and moved forward quickly thanks to a locked-in crisis financial buffer (emergency fund). A quick liquidity buffer that is set aside and earmarked solely for such contingencies. An amount that, if necessary, should cover the company's expenses for at least six months. 14. A clear definition of the activities in which the company is engaged by seasonality and risk, and the establishment of business systems governing the harmonious combination of their processes in material and spiritual terms. Questions for history: What will you do? Development After a shaky and uncertain start to the business, a business model crystallized with unique, handcrafted, high quality leather items in the high price range that customers pay for and happily come back to order again. Story questions: What will you do? Development After a few years, an innovative breakthrough was realized in the "tightest" spot in the production process - a uniquely designed handmade leather processing machine was used. Emphasis is placed on the quality of the products offered. Another innovation is created, they manage to print on leather with a printer that was not foreseen for this. They created and implemented improvements to one of the machines, which fundamentally changed the business model. This allows them to continue to operate at a lower cost with increasing demand and market prices without a change in quality. Questions to the story: What are you going to do? Development

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	We realized that the idea was never just to do the personalization itself, but to make this little piece of leather touching and emotional, bringing value and sentimentality to the customer, carrying our spirit and theirs, creating a connectivity between nations. Story questions: What will you do? Development Based on the company's more than 10 years of experience in the market and the owners' interests in a broad economic and investment scope, a decision was made to diversify the company's activities and risk in the initial stages of the perceived looming crisis in 2019. Around the core business with the production of leather accessories, in addition to new developments and offshoots of the business are gradually added laterally and: - a low-risk business with investments in undervalued industrial real estate, bringing a steady cash flow - a high-risk activity with trading and liquidation of wholesale goods. The core business and both satellite activities are fed into separate unique business systems specifically designed and tested for them, viz: - For the leather business, an intuitive system with a virtue-based foundation, working primarily with the Higher Self and carrying the spirit of the brand. - For the property business - a system with a virtue-based foundation, bundled services for tenants and an easy way of working that saves them time. - for the wholesale commodities business - a system with a virtue-based foundation, managing a seemingly time-consuming, capital-intensive, and high-risk investment activity with minimal capital, risk and time, using it as a liquid hedge with high returns. All in all, an attempt at "Anti-Fragile" in an extremely fragile environment, reaping the benefits of the chaos until the economic storm passes.
STORY OBJECTIVES	The purpose of the story is: To provoke students, researchers and all stakeholders / artisans / to develop a solution to the problem according to their views and competencies.
APPROACH OF PRESENTATION	The approach of the presentation should be to act out the situation, with the chronology presented by a presenter/artist. A pause is taken after the questions. The story in the Development section is told.
RESULTS TO THE USER (OUTPUTS)	Develop students' competencies to develop divergent and out-of-the-box thinking. Acquire the knowledge and skills to see opportunities in emerging problems rather than obstacles.
BARRIER AND POSSIBILITY	The barriers are: - Ignorance of the matter of enterprise risk management. - Lack of competence to develop an alternative and evaluate a new idea. - Not knowing themselves - Fear of risk - Clinging to money and the idea of money itself

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	- Quick abandonment upon primary failure The possibilities are: - A real-life business situation to use to develop competencies and entrepreneurial thinking. ● - Practical insight to create an assessment and vision to develop a situation.
LINKS	https://digeordie.com/

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International Burch University Incubator (IBU), Bosnia and Herzegovina

BRITISH-OWNED ENTREPRENEURIAL UNIVERSITY

International Burch University (IBU) is owned by Stirling Education, a leading provider of first-class education across the globe with the corporate head office located in London, United Kingdom. With Faculties in Engineering and Natural Sciences, Economics and Social Science, and Education and Humanities, International Burch University is highly respected and follows the 'entrepreneurial university model'; that is, it encourages and supports innovation, recognises and creates opportunities, and promotes soft skills and an entrepreneurial mindset.

International Burch University emphasises academic achievement encouraging and inspiring its students to become the best that they can be. At the same time, International Burch University is looking beyond academic achievement and towards character development, nurturing and developing strong and resilient characters who can think independently, have a sense of creativity and who will embrace and welcome problem solving.

As an organisation, we are forward-thinking and recognise the need to adapt to an ever-changing technological world. Our curriculum has been adapted to contain a strong digital element, supported by excellent ICT teaching and the latest classroom technology. Our online and digital teaching offering has been pressure tested under the toughest of global pandemic conditions.

We are extremely proud of what we have achieved and what we can achieve in the coming years.

Stirling Education website: https://stirlingeducation.com/

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Entrepreneurial story: Be my step

Title	BE MY STEP **Empowering the visually impaired with innovative technology solutions designed to enhance daily life.**
Phase	First prototype and the application is constantly being developed
Organisation(s)	International Burch University Incubator
Country(ies)	Bosnia and Herzegovina, Balkan Region
Name of entrepreneur, entrepreneurial company	BeMyStep powered by BeMyTECH Founders: Sara Nalo, Melisa Mutapcic and Selma Budnjo
Type of learning experience	☐ biographical story x idea generation ☐ opportunity identification ☐ development of market potential ☐ problem solving ☐ entrepreneurial reorganization/reengineering ☐ triggering event ☐ Other _____
Target audience	☐ Students ☐ Professors and researchers ☐ Staff X Other- Blind and visually impaired
Summary	BeMyTECH is a company that recognized the importance of creating a tool that would help people with severe visual impairments. People with visual impairments are the people who find it hard to recognize the smallest element with healthy eyes. Globally, 32.4 million people were blind in 2010, and 191 million people had moderate and suffered from vision impairment. Blindness is a lack of visual perception, which leads to the inability to see anything, including light. The smart box comes as a proposed solution for visually impaired people with an application that is going to be connected to it. Our desire for every visually impaired or blind person is to feel safe and confident in everyday life. Our vision is to ensure that every visual impaired person can be more independent with our smart assistant box. BeMyTECH is a company owned by Sara Nalo, Melisa Mutapčić and Selma Budnjo.
Section	**Content**
BACKGROUND	BeMyTECH is a unique business where visually impaired and blind people can be free and independent by using our smart box and an application. Technology

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	is an advanced page of the book that requires a great deal of understanding of human emotions and thinking. The smart box and application for the blind and partially impaired is doesn't only represent a future medical aid for all those who need it, but also one of the realistic ways we can raise awareness among all people both in Bosnia and Herzegovina and beyond. We presented our startup on regional Demo Day 2023 at International Burch University and participated in Youth Innovation Awards and won 1st place.
STORY OBJECTIVES	BeMyStep gives numerous advantages to its goal local/national/regional market: Essential: while the commonly used white cane provides a person with limited information about their surroundings and designates them as visually impaired so others can respond accordingly, our smart box is a companion tool that enables people to walk freely and securely, aware of things like overhead poles and street signs with the ultrasonic sensor and the application connected to the smart box. Convenient: the assistant box is the companion tool to the regular white cane, but it offers greater ability for visually impaired people to navigate themselves around places independently.
APPROACH OF PRESENTATION	
RESULTS TO THE USER (OUTPUTS)	With BeMyStep new smart box, our team hopes to help other blind people navigate their environments more easily. The GPS- and voice technology-enable that cane can tell users what's around them—they're passing a BASH , they're at station "Pofalići" of the tram station. An ultrasonic sensor detects objects at body or head level and gives a warning vibration and also recognizes night lights. Be My Step users pair the box with their smartphones and then use the application to access features like voice assistant or navigation. Before leaving home, they can plug their destination into Google Maps and get spoken directions as they walk.
BARRIER AND POSSIBILITY	
LINKS	https://www.linkedin.com/company/bemytech/?viewAsMember=true

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Entrepreneurial story: Fighur – Fashionable Corsets for People with Spine Deformities

Title	**Fighur – Fashionable Corsets for People with Spine Deformities**
Phase	Growth (as it has sold over 100 pieces and gained recognition)
Organisation(s)	FIGHUR International Burch University Incubator
Country(ies)	Bosnia and Herzegovina, Balkan Region
Name of entrepreneur, entrepreneurial company	Najla Čeljo, FIGHUR
Type of learning experience	¨ biographical story ¨ idea generation ¨ opportunity identification ¨ development of market potential ¨ problem solving ¨ entrepreneurial reorganization/reengineering ¨ triggering event ¨ Other _____
Target audience	¨ Students ¨ Professors and researchers ¨ Staff ¨ Other _People who need to wear medical corsets for spine deformities_
Summary	Najla, a graphic design and multimedia student, founded FIGHUR, a Bosnian brand of fashionable asymmetric corsets for people with spine deformities. Inspired by her struggles with scoliosis, she developed a stylish yet functional corset that sold over 100 pieces. FIGHUR blends orthopedic support with modern design, addressing both physical and emotional challenges of scoliosis patients.
Section	**Content**
BACKGROUND	A girl, diagnosed with scoliosis, struggled to find an orthopedic aid that was both functional and stylish. She designed and created a modern corset that provides support while serving as a fashion statement.
STORY OBJECTIVES	■ Highlight product development and its impact on mental and physical health. ■ Highlight the challenges faced by people with scoliosis and how FIGHUR provides a solution. ■ Demonstrate real-life testimonials and medical validation.
APPROACH OF PRESENTATION	A mix of documentary, narrative storytelling, and short interviews. The video follows Najla's journey from personal struggles to product creation, featuring testimonials from users and medical professionals.
RESULTS TO THE USER (OUTPUTS)	■ Raised awareness about spine deformities. ■ Demonstrated the functional and aesthetic benefits of the corset. ■ Encouraged confidence and self-expression through fashion.

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BARRIER AND POSSIBILITY	☐ Barrier: Competition from established orthopedic brands, lack of awareness about spine complication and difficulty in manufacturing high-quality corsets at an affordable price ☐ Possibility: Expanding to international markets, developing new product variations, and collaborating with healthcare professionals.
LINKS	

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Entrepreneurial story: Adventure of Amu

Title	**Adventure of Amu**
Phase	Early stage
Organisation(s)	OverVerse International Burch University Incubator
Country(ies)	Bosnia and Herzegovina, Balkan Region
Name of entrepreneur, entrepreneurial company	Amna Kolić, Irma Ramović & Ivan Mijić
Type of learning experience	☐ biographical story X idea generation X opportunity identification X development of market potential ☐ problem solving ☐ entrepreneurial reorganization/reengineering X triggering event ☐ Other _____
Target audience	☐ Students ☐ Professors and researchers ☐ Staff x Other: Parents & pre-school students
Summary	Adventures of Amu, born in Burch Incubator, evolved from AR Google Maps to AR student books and finally to a preschool picture book with AR features. Despite three core team changes and challenges, perseverance and incubator support led to its launch. The app, available on Google Play, debuted at Sarajevo Book Fair on the IBU panel, marking its initial sales success.
Section	**Content**
BACKGROUND	Adventures of Amu originated within the Burch Incubator, undergoing multiple iterations from AR Google Maps to AR student books before settling on a preschool picture book with AR features.
STORY OBJECTIVES	The primary objective was to create an engaging educational tool for preschool children that combines traditional storytelling with augmented reality technology, fostering immersive learning experiences.
APPROACH OF PRESENTATION	We approached the presentation by integrating AR features seamlessly into the picture book format, ensuring that the technology enhances the storytelling experience without overshadowing the content. This allowed us to maintain a balance between traditional and digital elements.
RESULTS TO THE USER (OUTPUTS)	Users are presented with a captivating picture book that comes to life through the Adventures of Amu app. By scanning the pages with their devices, children are transported into an interactive world where they can explore, learn, and interact with characters and objects, enhancing their cognitive development and fostering a love for reading.
BARRIER AND POSSIBILITY	Despite facing challenges such as team turnover and shifting project focus, the support from Burch Incubator and our perseverance enabled us to overcome these obstacles. Moving forward, there are possibilities for expanding the Adventures of Amu brand into additional educational products and reaching a wider audience through strategic partnerships and

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	marketing efforts.
LINKS	https://oververse.ba https://www.ibu.edu.ba/incubator https://play.google.com/store/apps/details?id=com.OverVerse.AvantureMalogAmua

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Chouaib Doukkali University of El Jadida (UCD), MOROCCO

Chouaib Doukkali University (UCD) is a Moroccan public university, created in 1985 in the heart of the city of El Jadida, within the Casablanca-Settat region. The university is named after a prominent Moroccan figure of the 20th century, Cheikh Abou Chouaib Doukkali, who was a judge, politician, scholar, and Moroccan resistance leader. The University began with two academic institutions: the Faculty of Science and the Faculty of Arts and Humanities.
Over the years, the university has expanded to include eight institutions, with the addition of: The Faculty of Legal, Economic, and Social Sciences (2004); The National School of Commerce and Management (2006); The National School of Applied Sciences (2008); The Higher School of Technology in Sidi Bennour (2016); The Higher School of Education and Training (2019); The Multidisciplinary Faculty of Sidi Bennour (2019).

Chouaïb Doukkali University is dedicated to providing both initial and continuing education. It focuses on advancing and disseminating knowledge, research, and culture, equipping young graduates with essential skills for the job market. The university actively promotes scientific and technological research, conducts expert studies and assessments, and contributes to the country's overall development. Additionally, it upholds and promotes universal values, ensuring a well-rounded and impactful educational mission.

Chouaïb Doukkali University is strategically located in Morocco's key economic hub, particularly in the Jorf Lasfar – El Jadida zone. This area features strong connectivity, including Africa's largest mineral port, growing maritime traffic, extensive road and rail networks, and proximity to Casablanca's airport. Equipped industrial zones, such as Jorf Lasfar, along with advanced logistics infrastructure, enhance the region's economic attractiveness.

Source website: https://www.ucd.ac.ma

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Entrepreneurial story: Djebli Club: A Cultural and Social Entrepreneurship Initiative

Title	**Djebli Club: A Cultural and Social Entrepreneurship Initiative**
Phase	Expansion
Organisation(s)	Djebli Club
Country(ies)	Morocco
Name of entrepreneur, entrepreneurial company	Allae HAMMIOUI
Type of learning experience	1. biographical story ■ problem solving ☐ idea generation ■ entrepreneurial reorganization/reengineering 1. opportunity identification ☐ triggering event ☐ development of market ☐ Other _____ potential
Target audience	1. Students 2. Professors and researchers 3. Staff 4. Other: Cultural Practitioners, Social Entrepreneurs, Community Development Workers
Summary	Djebli Club, founded by cultural entrepreneur Allae Hammioui, is an innovative participatory space combining an artist residency, social initiative, and sustainable tourism hub. Located in Mokrisset, Morocco, it promotes intercultural collaboration, environmental responsibility, and community engagement. Since its inception in 2015, it has facilitated over 500 social and artistic initiatives, contributing to the revival of local musical heritage and the empowerment of marginalized communities.
Section	**Content**
BACKGROUND	Djebli Club is a participatory hostel, artist residency, and idea laboratory founded in August 2015 in Mokrisset, Morocco. The space was built using eco-friendly methods, prioritizing recycling and natural materials, inspired by the "hobbit house" construction model. The initiative aims to foster cultural, artistic, and social development while promoting sustainability. It serves as a hub for creative projects, humanitarian actions, and intercultural exchanges, particularly benefiting marginalized communities.

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STORY OBJECTIVES	1. Promote social and cultural development through artistic and intercultural activities. 2. Provide an inclusive space for artists, researchers, and local communities to collaborate. 3. Encourage sustainable tourism and environmental responsibility. 4. Archive and revive local musical traditions, such as Aïta Jabalia, through documentation and production.
APPROACH OF PRESENTATION	1. A biographical narrative/story of the founder, Allae Hammioui, highlighting his transition from France to Morocco and his vision for Djebli Club. 2. Case studies of successful initiatives (e.g., creative workshops, educational programs, music preservation projects). 3. Testimonials from participants and collaborators. 4. Data on the impact of Djebli Club's activities in the local community.
RESULTS TO THE USER (OUTPUTS)	1. Creation of a sustainable cultural and artistic space that engages local communities. 2. More than 500 workshops and events benefit youth and vulnerable populations. 3. Revival of Aïta Jabalia music through the production of an album titled "Achiquine." 4. Strengthened local and international collaborations with NGOs and cultural institutions. 5. Implementation of sustainable tourism and development strategies in the region.
BARRIER AND POSSIBILITY	1. Barriers: Financial sustainability, limited access to funding, challenges in mobilizing resources for long-term projects. 2. Possibilities: Expansion through international partnerships, potential government support for cultural heritage preservation, growth in sustainable tourism.
LINKS	Web: https://djebliclub.ma/#about Facebook: https://www.facebook.com/DjebliClub/ TEDx Video: https://www.youtube.com/watch?v=QfgRaThf-kA

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Entrepreneurial story: Fashion with Purpose – The Entrepreneurial Journey of Kaoutar Fadel

Title	**Fashion with Purpose – The Entrepreneurial Journey of Kaoutar Fadel**
Phase	Expansion
Organisation(s)	ARWA Clothing
Country(ies)	Morocco
Name of entrepreneur, entrepreneurial company	Kaoutar Fadel, Founder & CEO of ARWA
Type of learning experience	■ biographical story ■ idea generation ■ opportunity identification ■ development of market ■ problem solving ■ entrepreneurial reorganization/reengineering ☐ triggering event ☐ Other _____ potential
Target audience	■ Students ☐ Professors and researchers ☐ Staff ☐ Other _____

Summary	Kaoutar Fadel, a young Moroccan entrepreneur and graduate of ENCG El Jadida (a prestigious Business and Management School), capitalized on her academic background and involvement in para-university clubs such as Enactus to refine her skills in project management, leadership, and problem-solving. Drawing on this experience, she identified a gap in the market for stylish yet modest fashion catering to veiled women. Determined to address this need, she founded ARWA, a brand that seamlessly blends elegance with cultural identity. Despite facing strong competition from both low-cost local products and established international brands, particularly from Turkey, Kaoutar distinguished her business through an innovative approach to design and branding. By emphasizing high-quality materials, unique and sophisticated designs, and a deep understanding of her target audience's preferences, she successfully carved out a niche in the fashion industry. Her brand stands as a testament to her entrepreneurial vision, combining aesthetics with cultural heritage while meeting the evolving expectations of modern, fashion-conscious veiled women.
Section	**Content**
BACKGROUND	The story develops through an engaging interview-style narrative, where Kaoutar Fadel reflects on her inspiring journey from an ambitious student actively involved in entrepreneurship clubs to a successful business owner. Through her own words, she shares the key turning points that defined her trajectory, offering a firsthand account of the challenges, lessons, and victories that marked her evolution as an entrepreneur. Her university experiences were instrumental in shaping her skills and expanding her perspective, providing her with a solid foundation in project management and leadership, and innovation. The dynamic environment of ENCG El Jadida, coupled with her participation in organizations like Enactus, allowed her to experiment with real-world business concepts, develop problem-solving abilities, and build a network of like-minded individuals. Throughout the interview, Kaoutar delves into the pivotal decisions that led her to create ARWA, her motivations, and how she navigated the competitive landscape of the fashion industry. Her reflections offer valuable insights into the mindset of a young entrepreneur, highlighting the importance of resilience, adaptability, and vision in transforming an idea into a successful brand.
STORY OBJECTIVES	This case serves as motivation for young entrepreneurs and students, demonstrating that with the right mindset, perseverance, and a strong value proposition, anyone can turn an idea into a thriving business. It also aims to show them the importance of extracurricular activities and entrepreneurial engagement during their higher education.

APPROACH OF PRESENTATION	The story begins by showcasing ARWA's success and impact in the modest fashion industry. It then contrasts this with Kaoutar's humble beginnings, emphasizing her determination and learning experiences from the competitive market.
RESULTS TO THE USER (OUTPUTS)	By the end of the case study, readers will gain a comprehensive understanding of the importance of defining a Unique Selling Proposition (USP) in a highly competitive industry. They will recognize how a well-crafted USP not only differentiates a brand from its competitors but also fosters customer loyalty and long-term success. Furthermore, the case study will illustrate how leveraging personal experiences, skills, and market knowledge can serve as a powerful catalyst for business growth. Readers will see firsthand how an entrepreneur's background, values, and problem-solving abilities contribute to shaping a brand's identity, positioning, and overall market appeal. Through this analysis, aspiring entrepreneurs and business professionals will be equipped with practical knowledge and actionable strategies to develop their own USP, refine their business approach, and harness their unique strengths to build a sustainable and successful enterprise.
BARRIER AND POSSIBILITY	Barriers: Competition from established brands, market entry challenges, and brand positioning. Possibilities: Learning from competitors, adapting to market demands, and using digital platforms for brand growth.
LINKS	https://arwa-fashion.com/

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AN INNOVATIVE CASE-TO-VIDEOSTORY APPROACH IN ENTREPRENEURIAL EDUCATION

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