



**Youth Entrepreneurship
& Empowerment Project**

ENTREPRENEURSHIP TRAINING MODULE TRAINER GUIDE



**T.C. KÜLTÜR VE TURİZM BAKANLIđI
YURTDIŐI TÜRKLER VE AKRABA
TOPLULUKLAR BAŐKANLIđI**



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What is Youth Entrepreneurship and Empowerment Project ?

Youth Entrepreneurship and Empowerment Project (YEEP) is an Erasmus+ KA220-YOU project funded by the Turkish National Agency and coordinated by the Presidency for Turks Abroad and Related Communities. Designed to ensure the economic and social empowerment of young entrepreneurs in Europe, this project guides participants in innovative thinking, business development, financial management, and the creation of sustainable business models. The main objective of YEEP is to equip young people with the knowledge and skills to prove themselves in the business world.

The main objectives of the project:

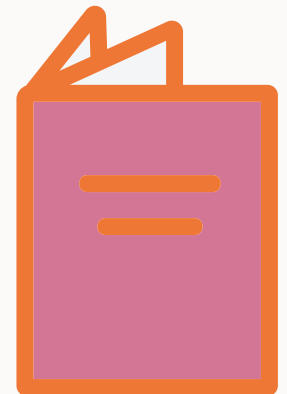
- **Increasing Entrepreneurship Competencies of Young People:** YEEP aims to strengthen young people's skills in creative thinking, problem-solving, and developing innovative business models.
- **Integration into the Entrepreneurship Ecosystem:** Participants' mentorship supports them and provides the necessary connections to establish a strong foothold in the entrepreneurial ecosystem.
- **Promoting Economic Independence and Employment Opportunities:** Encourages young people to participate actively in the world of work by supporting them in starting their businesses.
- **Supporting Innovation and Sustainability-Based Initiatives:** Provides training for developing long-lasting business models in line with environmental and social sustainability principles.

The trainings organized under YEEP aim to provide theoretical knowledge and practical experience through hands-on workshops and simulation studies. In this way, young entrepreneurs can test and develop their business ideas during learning.

In line with this primary objective of the project, the following outputs are planned:

① Entrepreneurship Training Module

The Entrepreneurship Training Module aims to provide young entrepreneurs with the necessary knowledge and skills to develop their business ideas and transform them into sustainable business models. The module focuses on critical topics such as entrepreneurship concepts, innovation processes, business plan preparation, marketing strategies, and financial management. Both theoretical knowledge and practical workshops are offered, enabling participants to test what they have learned in practice. Through this module, young people are better prepared for the challenges they may face on their entrepreneurial journey and receive guidance to achieve lasting success in the business world.



② E-learning Platform

The E-Learning Platform is a comprehensive digital learning environment where young entrepreneurs can receive entrepreneurship training online. Accessible through the **Youth Entrepreneurship Platform**, it brings together theoretical knowledge on entrepreneurship, practical applications, and various training materials. The platform has a user-friendly interface and allows young people to learn the skills they need in their entrepreneurship process at their own pace.

The training modules offered on the platform cover core entrepreneurship topics such as Entrepreneurship and Innovation, Business Plan Preparation, Marketing and Digital Strategies, and Financial Management. Each module is structured to guide young entrepreneurs and includes case studies, interactive quizzes, hands-on tasks, and simulations based on real business scenarios. The platform is also equipped with gamification techniques, making the participants' learning process more enjoyable and motivating. Upon completing the modules, users are entitled to receive digital certificates for the training they have attended.

To participate in the platform, users need to register on the website. Once the registration process is complete, users can access the modules and progress at their own pace. This flexible learning model offers an excellent opportunity for entrepreneurship education to digitalize and reach a broad audience.



Introduction

Dear Trainer,

The Entrepreneurship Training Module Trainer's Manual is a guide containing basic information about the module and implementation guidelines. To implement this training module effectively, you must read the content booklet carefully and then this trainer's guide.

Before starting the training, it is essential to ensure the classroom is set up appropriately. Non-formal learning methods plan the training, and providing all other conditions that support the training is necessary.

You should be prepared for questions from the participants during the training. If you are asked a question you need clarification on, taking notes on that subject will be more beneficial than researching and getting back to the participant. Responding hastily to a question you do not know the answer to can negatively affect the training course.

Short stimulating and icebreaker games should be played between sessions and during the training. When you observe that participants are distracted or bored, you can make the exercise more effective with such games.

It is essential to get a short evaluation from the participants at the end of each session in terms of the course of the training. This feedback will help participants reinforce their knowledge and make the training more productive.

The activity details prepared for the module are presented in a table. This table includes the materials used during the module, the topics to be covered, and other necessary details. You can plan the training by following these details.

<p>Contents of the Training</p>	<ul style="list-style-type: none"> ▶ What is Entrepreneurship? ▶ Entrepreneurship Ecosystem ▶ Financial Management ▶ Business Plan Preparation ▶ Digital Tools in Entrepreneurship ▶ Marketing and Sales Strategies ▶ Business Idea Development and Innovation 						
<p>Target Group</p>	<p>Young adults aged 18-29, especially those who are interested in or curious about entrepreneurship</p>						
<p>Recommended Time (7 Hours/420 Minutes)</p>	<table border="0" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #f4a460; border-radius: 15px; padding: 5px; text-align: center;">Session I</th> <th style="background-color: #f4a460; border-radius: 15px; padding: 5px; text-align: center;">Session II</th> <th style="background-color: #f4a460; border-radius: 15px; padding: 5px; text-align: center;">Session III</th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top; padding: 5px;"> <ul style="list-style-type: none"> Program Introduction Gathering Expectations from Participants What is Entrepreneurship? Basic Concepts in Entrepreneurship and Business Idea Development Evaluation </td> <td style="vertical-align: top; padding: 5px;"> <ul style="list-style-type: none"> Energizer Analysis of Successful Entrepreneurship Examples Discussion on Success Factors Group Presentations and Evaluation </td> <td style="vertical-align: top; padding: 5px;"> <ul style="list-style-type: none"> Introduction to Digital Tools Use of Digital Tools in Business Processes Group Work Presentations and Trainer Feedback Closing </td> </tr> </tbody> </table>	Session I	Session II	Session III	<ul style="list-style-type: none"> Program Introduction Gathering Expectations from Participants What is Entrepreneurship? Basic Concepts in Entrepreneurship and Business Idea Development Evaluation 	<ul style="list-style-type: none"> Energizer Analysis of Successful Entrepreneurship Examples Discussion on Success Factors Group Presentations and Evaluation 	<ul style="list-style-type: none"> Introduction to Digital Tools Use of Digital Tools in Business Processes Group Work Presentations and Trainer Feedback Closing
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<p>Group achievements</p>	<ul style="list-style-type: none"> Learns fundamental knowledge about entrepreneurship and the business world. Develops creative thinking and innovation skills. Understands the process of creating a business plan. Gains knowledge of marketing and digital strategies. Acquires basic financial management skills. 						
<p>Training Seating Plan</p>	<p>Interactive, 'U' shaped seating plan</p>						
<p>Method</p>	<p>Non-formal education methods.</p>						
<p>Materials to be used</p>	<ul style="list-style-type: none"> Computer Projector Blackboard A3 Paper Colorful Papers Presentations Colorful Pens Post-it Flipchart Papers 						

The trainer should start the process by introducing themselves at the beginning of the training. It is crucial to create a warm atmosphere by establishing a sincere and positive relationship with the participants.

The introduction phase is the trainer's opportunity to introduce the program, but this section should be brief. After the introduction, the trainer should move directly to the training modules.

An introductory game and an energizing activity should be organized to create group dynamics. This will help participants to interact with each other in a relaxed way and increase participation.

1. Basic Concepts in Entrepreneurship (80 Minutes)

After the games, the trainer should determine what the participants know about entrepreneurship and meet their expectations. This will guide the trainer on which topics to focus on during training. A short brainstorming session can be done at the beginning of the training to understand the participants' motivations. The following questions can be asked of the participants:

- What is entrepreneurship?
- What is the role of entrepreneurship in the economy?
- What qualities do you need to be an entrepreneur?

The discussion around these questions reveals the participants' existing knowledge and forms the basis of the training. The trainer should define the concept of entrepreneurship in line with the responses from the participants. Then, they should give information about the historical development of entrepreneurship, types of entrepreneurship, and the impact of entrepreneurship on society. In this section, a short presentation can be made, and participants will be asked to give examples.

Activity 1:

Participants are divided into two groups and try to draw a profile of a successful entrepreneur. This activity allows participants to reflect on the qualities that an entrepreneur should have. After the group work, a short presentation is made, and the trainer gives feedback to the groups.

2. Pathways to Entrepreneurial Success (80 Minutes)

This part of the training will discuss examples of successful entrepreneurship and the strategies behind these successes. The trainer explains which techniques and methods entrepreneurs can use to succeed. Success factors such as innovation, customer orientation, risk management, and sustainability are detailed.

Participants are asked to give an example of an entrepreneur who has achieved success and analyze how this entrepreneur succeeded. This gives participants a more concrete understanding of the entrepreneurial journey with real-life examples that will serve as role models.

Activity 2:

Participants break into small groups to examine examples of successful ventures and discuss the reasons behind their success. Groups list the success factors they have identified and make presentations. The trainer gives feedback on the presentations and summarizes the success factors.

3. Digital Tools for Entrepreneurs (100 Minutes)

This section introduces the digital tools in the training content booklet to accelerate and manage entrepreneurial processes more effectively. The trainer provides insights on how entrepreneurs can optimize their business processes, such as marketing, project management, financial management, and customer relations, with the help of digital tools.

Participants will be presented with how digital tools can facilitate business processes in entrepreneurship. In addition, the use of each digital tool and the areas in which it can contribute to your business will be explained and discussed with the participants.

Activity 3:

Participants develop a business idea, select the appropriate digital tools for this business idea, and present how they will use them as group work. Each group prepares a presentation explaining which digital tools they will use and how they will use them to facilitate their business processes. The trainer gives feedback on these presentations and suggests the correct use of digital tools.

Closing Activity

Participants sit in a circle and share what they have learned and experienced during the training. The trainer briefly summarizes the day and prompts each participant to complete specific statements such as "The most valuable thing I learned in this training is...". Everyone takes turns to express their thoughts without comment. Finally, the trainer concludes the activity by reminding again of the main objectives of the training.

Drawing a Successful Entrepreneur Profile

Targets

- To encourage participants to reflect on the qualities a successful entrepreneur should possess
- To raise awareness about the characteristics of an entrepreneur
- To develop participants' group work and presentation skills

Duration

50 Minutes

Materials

- A3 Papers
- Colorful Pens
- Blackboard or Flipchart
- Post-it

Activity Implementation Directives

- Eđitmen, katılımcıları beş gruba ayırır ve her gruba "Başarılı bir girişimci hangi özelliklere sahip olmalıdır?" sorusunu yöneltir.
- Gruplara başarılı girişimcilerin özelliklerini tartışmaları ve bu özellikleri bir kağıda veya flipchart üzerine listelemeleri için 15 dakika süre verilir.
- Gruplar yaratıcı olmaya teşvik edilerek çizimler ve grafiklerle girişimci profilini görsellerle zenginleştirilmiş sunumlar haline getirmeye teşvik edilir. Örneğin özellikleri işaret eden bir girişimci figürü çizebilir veya bahsettikleri özellikleri çizerek sembolleştirebilirler.
- Her grup oluşturduğu girişimci profilini diğer gruplara 5 dakikalık bir sunum yaparak tanıtır. Her sunumdan sonra diğer gruplar 2 dakika boyunca sorular sorabilir veya eklemeler yapabilir.
- Eđitmen, sunumlar tamamlandıktan sonra, grupların belirttiđi özellikleri özetleyerek başarılı bir girişimcinin temel özelliklerini vurgular. Eđitmen eksik veya yanlış anlaşılmış özellikleri açıklığa kavuşturur ve girişimcilikte öne çıkan özelliklere dikkat çeker.
- Son olarak katılımcılar profil sunumlarının ardından öğrendiklerini gözden geçirir ve eđitmen rehberliğinde eksik gördükleri özellikleri tartışarak eklemeler yaparlar.

Examining Successful Business Examples

Targets

- To enable participants to examine the success factors behind successful businesses
- To help participants develop analytical and critical thinking skills
- To support group work and presentation skills

Duration

40 Minutes

Materials

- A4 Papers
- Colorful Pens
- Blackboard or Flipchart

Activity Implementation Directives

- The trainer divides participants into small groups of 4-5 and asks each group to examine a pre-selected successful business example. Each group may be assigned a different example (such as Apple, Tesla, Airbnb, etc.). The trainer can either assign these examples to the groups or allow participants to choose their own.
- Groups are given 20 minutes to discuss and identify the key factors that contributed to the success of their chosen business. These factors may include elements such as innovation, customer focus, quality, marketing strategy, and leadership, which can be identified and enriched based on the examples.
- Each group lists the success factors they have identified on a flipchart or board and presents them to the other groups. Each group has 5 minutes to prepare their presentation and then 5 minutes to deliver it.
- During the presentations, other groups are encouraged to comment on or ask questions about the success factors. At the end of the presentations, the trainer evaluates each group's analysis and summarizes all the success factors.
- The trainer highlights common success factors and explains, with examples, which strategies have been effective in the success of different businesses. In this summary section, the trainer may also discuss reasons for failure, helping participants understand not only the elements of success but also the aspects of risk and mistakes.

Business Idea Development and Using Digital Tools

Targets	<ul style="list-style-type: none">• To enable participants to experience the process of developing a business idea• To raise awareness about the use of digital tools in business processes• To provide information on how digital tools can facilitate business processes
Duration	50 Minutes
Materials	<ul style="list-style-type: none">• Computer or tablet (dijital araçlar için tanıtım yapılabilir)• A4 Papers• Blackboard or Flipchart• Colorful Pens

Activity Implementation Directives

- The trainer divides participants into groups of 4-5 and asks each group to develop a business idea. The trainer emphasizes that this business idea should be realistic, feasible, and innovative. Participants are given 15 minutes to work on it.
- The groups discuss which digital tools they could use to bring their business idea to life. For example, they may choose Trello or Asana for project management, QuickBooks for financial management, and Canva or Hootsuite for marketing.
- Each group prepares a 5-7 minute presentation detailing how the chosen digital tools would contribute to their business processes and at which stages they would use these tools. During the presentation, each group explains their business idea, the digital tools they selected, and how these tools would facilitate their business operations.
- After the presentations, the trainer provides additional information on each tool and gives feedback on their advantages and disadvantages. The trainer clarifies any misunderstood or incomplete points and offers suggestions for more effective tool usage.
- Finally, the trainer evaluates each group's business idea and discusses whether the chosen digital tools align with their business model. The activity concludes with a general summary on the correct selection and use of digital tools for all groups.

FINISH GAME

ACTIVITY IMPLEMENTATION DIRECTIVE

- Participants sit in a circle.
- The trainer provides a brief summary of the topics covered during the training and presents an overall evaluation of the day.
- Each participant is instructed to choose one of the following statements.
- In turn, each participant completes their chosen statement, expressing their thoughts without comments or discussion.
- If time permits, a second or third round can be held.

Example Statements (If possible, these can be displayed on a board or screen):

The most valuable thing I learned during the activity was...

A topic I wish we had spent more time on is...

The most interesting thing I found... The most challenging thing I found...

Something that inspired me during this training... Something I'd like to try in the future...

The funniest thing... The thing I thought about the most...

The moment I felt most motivated... The moment I felt least motivated...

Something I learned in this training that I want to use in my work life is...

Something I wish I could have learned more about is...

In the closing session, a brief summary of the day and the purpose of the studies should be explained. Finally, the evaluation of the day is made with the participants.

GET-TO-KNOW EACH OTHER GAMES

Introducing Tree / 20 Minutes

A picture of a tree prepared in advance is hung on a flipchart. Participants are given post-its on which they can write the characteristics of each one. After everyone has written their characteristics, they are asked to simultaneously stick these post-its on the tree. Participants only interact with one another while sticking the post-its, so they are expected to create an order independently.

Board Game / 15 Minutes

Each person takes a turn at the board, explaining the meaning of their name and drawing a symbol that symbolizes them. All individuals continue in this order, and a work is created on the board. Finally, the trainer interprets this work.

Ball Game / 15 Minutes

Participants are asked to form a circle. First, we say the name of the person who started the activity. Then, each person says their name. A small ball is taken, and the first person throws the ball to another person, saying, "I throw the ball to X and now Y." The person who receives the ball must remember who threw it and repeat the exact phrase. The game continues until everyone knows each other's names. This game is suitable for extensive group activities.

Human Bingo / 15 Minutes

Before the training starts, the bingo game sheets should be prepared in the training kit and reproduced according to the number of participants. Participants are asked to form a circle and fill in the sheets within 15 minutes. They can only write one person for each question, and the person with the most completions is the winner.

WARM UP/STIRRING GAMES

- **Knots Game / 15 Minutes**

- Groups Size - 10-20 Person**

Participants stand shoulder to shoulder in a circle and, extending their arms forward, randomly grab the hands of other participants in the circle. This creates a large "knot". The group is then asked to untie this knot without letting go of their hands. As the knot is untied, one or two large circles may form.

Note: The trainer can make the knot harder or easier by pairing participants with closed eyes.

Evaluation:

One could ask the group how they worked together to untie the knot. Was it a democratic process? How many ways were tried to find a solution? Did each group member make suggestions, or did someone step forward and take the lead?

- **Team Train Game / 10 Minutes**

- Groups Size - 20+ Person**

All participants are asked to move randomly. After the participants have shuffled enough, the trainer tells them to play rock-paper-scissors, eliminating their opponents. The loser moves behind the winner and becomes their "wagon." In this way, both people form a "train," and the game continues until only two trains are left.

- **Who is the Leader Game / 15 Minutes**

- Groups Size - 20+ Person**

All participants stand up and form a circle. One person is chosen as a midwife and removed from the group. A leader is selected from the group and starts a movement that the whole group imitates. The participant outside goes back to the circle and tries to guess who the leader is.

EVALUATION GAMES

Bubble Shooter Game/20 Minutes

All participants are given balloons of the same color and are asked to write what they think about the training on the small pieces of paper that is distributed. The written information is put into the balloon and the balloon is inflated. Then all the balloons are thrown in the middle of the circle and everyone is asked to choose a balloon. Balloons are popped and everyone takes turns reading the paper inside

Evaluation Game with Ball/10 Minutes

Ask the group to form a circle. First, the participants are explained how to do the evaluation, if possible, do your own evaluation and throw the ball to a random person. Tell that person to make the evaluation as you explained and to throw the ball to someone else again, and continue in this way until all the people have finished their evaluation





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