

6.2 Tools for Entrepreneurial Education

There are a lot of tools which could be used for entrepreneurial education. This books provides a selection of tools supporting the development on business models and business plans. Please also consider our bookshelf "Innovation Skills Development" for additional selection of management tools whic could be also used for entrepreneurial projects.

- [Design of Innovative Business Models](#)
- [Business Plan Guide](#)
- [Bio-Biz: Business Models for Sustainable Use of Biodiversity - Online Course](#)
- [Storytelling in Entrepreneurship Education](#)



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Design of Innovative Business Models

This manual aims to actively promote, guide and sustain innovative and competitive new business ideas. Students learn about analyzing customer demand, they receive guidance on how to create value for the customer and to build innovative business models.

Our approach is based on the experiences of the Self Management Initiative Leipzig (SMILE) at Leipzig University where we supported more than 650 start-ups over the last fifteen years.



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Business Plan Guide

Our Business Plan Guide covers seven important building blocks:

- Executive Summary
- Product/Service Description
- Market and Competitor Analysis
- Marketing and Distribution
- Business System
- Enterprise Management
- Financial Planning

Please check the attached guideline (download it from the sidebar) in order to get a deeper insight in each building block of the business plan.



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Bio-Biz: Business Models for Sustainable Use of Biodiversity - Online Course



SEPT has created this self-paced online course on Atingi: [Bio-Biz: Business models for Sustainable use of Biodiversity \(ENG\)](#). You just need to register on [atingi.org](#) and then enrol yourself into the course.

In this course you'll learn how to develop sustainable business models.

Context: In the light of the rapid loss of biodiversity and the quest for sustainable business solutions to customer needs anywhere in the world, linking entrepreneurial training to knowledge about biodiversity resources is vital. It is the aim of this course to provide this link for entrepreneurs.

Learning Objectives:

- Students will understand what a business model is and they will be able to relate it to innovation, biodiversity and sustainability.
- Students will learn how to analyse customer segments and their needs.
- They will be enabled to design business models that satisfy those needs in a sustainable way.
- Students will analyse existing business models and understand how to analyse their sustainability.
- Students will explore the policy framework on the Nagoya protocol and the intention of the access and benefit sharing (ABS) mechanism.

The course is equivalent to 5 ECTS and includes a certificate for successful completion.



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