

E-Book of Case Studies on Entrepreneurship

Real Stories, Real Inspiration: The EntreAction Case Studies E-Book

The **The EntreAction Case Studies E-Book** brings together a rich collection of entrepreneurial journeys from across Europe and beyond, offering students, teachers, and aspiring founders a unique window into the challenges and triumphs of starting a business.

Developed as part of the *EntreAction! Project*, the e-book showcases authentic stories from Turkey, Poland, Portugal, Finland, Germany, Bulgaria, Bosnia and Herzegovina, and Morocco. Each case study highlights not only innovative business ideas—from slow fashion brands and mobile cafés to tech startups and cultural ventures—but also the barriers faced, strategies used, and lessons learned along the way.

Structured to support entrepreneurial education, the stories combine **biographical narratives, problem-solving experiences, and opportunity-driven approaches**. They aim to inspire readers to see how passion, resilience, and creativity can be transformed into real ventures. By linking these stories to the broader project goal of case-to-videostory learning, the e-book offers a living library of examples that can easily be adapted into teaching, discussion, and media projects.

More than just a collection of stories, this e-book is a **toolkit of inspiration and learning**, showing that entrepreneurship is not a straight path, but a journey shaped by personal values, community support, and the courage to take risks.

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