

## EXECUTIVE SUMMARY

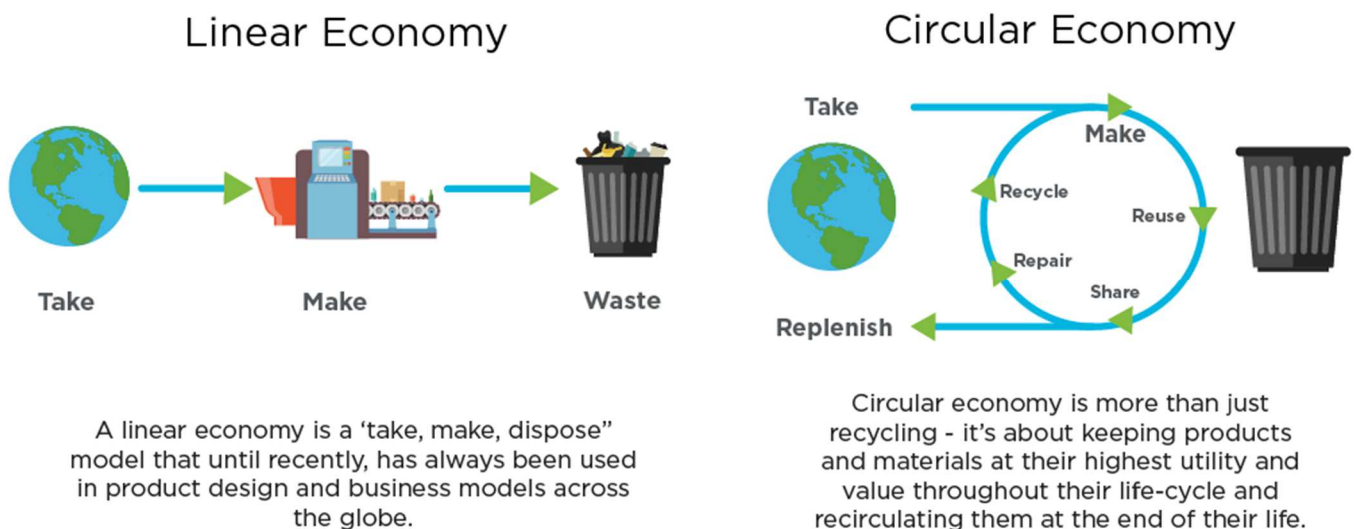
This is a training activity for students who want to be entrepreneurs and who are interested in not only creating **economic** value, but also in protecting and improving the **environment**, and producing a positive **social** impact.

The purpose of the course is to provide a methodological framework for the development of new companies or investment projects within the “circular economy concept”, organizing and assessing all the available data and information to understand the risks involved and how value can be maximized for the **entrepreneur**, for the **society** and for the **environment**.

It is important to note that this methodological framework for new businesses can be used for all type of projects, besides the Circular Economy scope to be developed in this course. Thus, it will also be useful for the students who are interested in other type of projects that are not within the scope of Circular Economy

## LINEAR ECONOMY vs CIRCULAR ECONOMY

Most of our businesses are based on a LINEAR ECONOMY model that considers **infinite growth** and **unlimited resources**. That is **not sustainable** in the coming years  
So, we need to shift towards a CIRCULAR ECONOMY model.



## WORKSHOP'S PROPOSALS:

1. To consider business opportunities within the CIRCULAR ECONOMY model
2. To face and solve environmental and/or social challenges through the creation of your own business
3. To create a business model that generates social and/or environmental value, meeting market needs

## CONTENT:

Session	Topic	Activities
1	Introduction	Introduction Presentation: Students and Professor Think 3 Ideas for next session
2	Why to start a business?	Entrepreneurship Purpose of the business Business development template Choose one of the three ideas to develop in this course
3	Design	Canvas model – Customer segments Canvas model – Value proposition Canvas model – Key partners
4	Design	Canvas model – Customer relationships Canvas model – Channels Canvas model – Key activities Canvas model – Key resources
5	Design	Canvas model – Cost Structure Canvas model – Revenue Stream Canvas model – Wrap up
6	Testing	Market testing
7	Business Plan	Purpose of the business plan Business Plan – Executive summary Business Plan – Company description Business Plan – Products and services
8	Business Plan	Business Plan – Marketing plan Business Plan – Operational plan
9	Business Plan	Business Plan – Management and organization Business Plan – Startup expenses and capitalization
10	Business Plan	Business Plan – Financial plan Business Plan – Key Performance Indicators (KPI) Business Plan – Key Activity Indicators (KAI) Business Plan - Wrap up
11	Financing	Raising capital
12	Measurement Next steps	Measure the KPI and KAI – Operational and Financial Next steps - How to grow and scale the business
13	Course Wrap-up	Wrap up