

**ERASMUS+**  
**E-COMMERCE FOR**  
**STARTUPS**

**WELCOME**

# PARTNERS

- ITALY
- BULGARIA
- GREECE
- TURKEY
- SCOTLAND
- SPAIN





# WHY THIS PROJECT?

- EUROPEAN DIMENSION
- KNOWING ENTREPRENEURIAL CULTURE FROM OTHER EUROPEAN COUNTRY PARTNERS
- GIVING IMPETUS TO TEACH ADDING OUR PROJECT INTO DIFFERENT SUBJECTS
- ENCOURAGE ENTERPRISING SPIRIT THROUGH NEW TECHNOLOGIES
- KNOWING NEW WAY TO GROW TO TRY A BUSINESS: → “STARTUPS”.

# TARGETS



PROMOTION OF ENTERPRISING CULTURE

THROUGH A CREATION OF A SIMULATED

STARTUPS

# TARGETS

## WHAT ABOUT STARTUPS??



### CONCEPT:

It is the creation of a new company that develops innovative ideas related to new technologies and digital world.



# Feature STARTUPS

## WHAT ABOUT STARTUPS??

### FEATURES:

- I. STARTUPS vs SMEs
- II. THEY ARE YOUNG COMPANIES
- III. INNOVATION - TECHNOLOGY
- IV. THEY ARE SCALABLE
- V. INTERNET AND SOCIAL NETWORKS ARE NECESSARY
- VI. PRIVATE FINANCING
- VII. QUICKLY ADAPTATION
- VIII. CUSTOMER ORIENTED AND OVERCROWDING SALES



# STARTUPS



FEATURE I

STARTUPs

VS

SMEs

↓  
TECHNOLOGY

VS

↓  
TRADITIONAL



# STARTUPS



## FEATURE II

# THEY ARE YOUNG COMPANIES





# STARTUPS



## FEATURE III

# INNOVATION - TECHNOLOGY



- Product
- Technology
- Business model (Know how)



# STARTUPS

## FEATURE IV

# THEY ARE SCALABLE



- Low initial invest
- Low cost
- Profits grow quickly
- Lot of customers in short time



# STARTUPS



## FEATURE V

INTERNET AND SOCIAL NETWORKS ARE NECESSARY

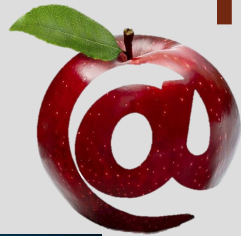


# STARTUPS



## FEATURE VI

# PRIVATE FINANCING

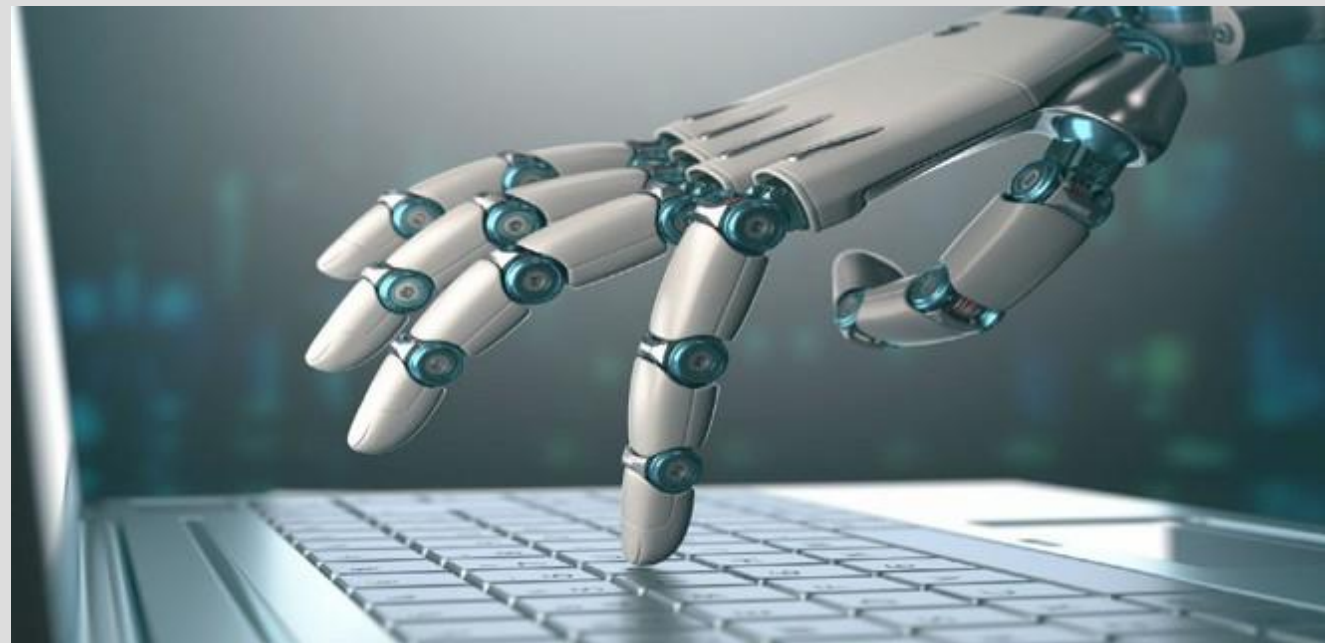


# STARTUPS



## FEATURE VII

# VERY QUICK ADAPTATION



# STARTUPS



## FEATURE VIII

### CUSTOMER ORIENTED AND OVERCROWDING SALES





# STARTUPS – FURTHER EXAMPLES



MOST WELL-FUNDED COMPANIES BY EUROPEAN COUNTRY 2014-2016 YTD (9/8/2016)

Company	Headquartered
<a href="#">ADASWorks</a>	Hungary
<a href="#">Adyen</a>	Netherlands
<a href="#">Avast Software</a>	Czech Republic
<a href="#">BlaBlaCar</a>	France
<a href="#">Busfor</a>	Ukraine
<a href="#">Cabify</a>	Spain
<a href="#">Cardtek</a>	Turkey
<a href="#">Carmudi</a>	Luxembourg
<a href="#">CCP Games</a>	Iceland
<a href="#">CloudPayments</a>	Latvia
<a href="#">Content Insights</a>	Serbia
<a href="#">Delivery Hero</a>	United Kingdom
<a href="#">Delivery Hero</a>	Germany
<a href="#">DocPlanner</a>	Poland
<a href="#">Elefant</a>	Romania
<a href="#">Future Finance</a>	Ireland
<a href="#">Gjirafa</a>	Albania
<a href="#">invest.com</a>	Cyprus
<a href="#">Itineris</a>	Belgium
<a href="#">Lingvist</a>	Estonia
<a href="#">M-Files</a>	Finland
<a href="#">Oddsium</a>	Malta
<a href="#">Ozon.ru</a>	Russian Federation
<a href="#">poLight</a>	Norway
<a href="#">Pollfish</a>	Greece
<a href="#">SaferPass</a>	Slovakia
<a href="#">ShopFully Group</a>	Italy
<a href="#">Silent Circle</a>	Switzerland
<a href="#">Spotify</a>	Sweden
<a href="#">Trustpilot</a>	Denmark
<a href="#">TTTech Computertechnik</a>	Austria
<a href="#">UniPlaces</a>	Portugal
<a href="#">Vinted</a>	Lithuania



# OUR STARTUP I

## COMMERCIALIZATION OF LOCAL PRODUCTS THROUGH ITS TRANSFORMATION IN A CONSUMER GOOD: JAMS AND DERIVATIVES

Production of a variety of "marmalades" commercialized in a single web.



# OUR STARTUP II

Each partner will create their product (s) and their environment / web space (section) with the following sections :

1. About us? - Description of the participating students (photos - location ...)
2. Entrepreneurial culture: Mission, Vision and Values.
3. Product description / s and cataloging. (each partner yours)

a) Tipology

- i. For its preparation: for diabetics / light / energy / for celiac / ...)
- ii. By themes (Halloween, Christmas, local parties, celebrations, etc.)
- iii. By a distribution channel (haute cuisine, domestic use, etc.)

b) Origin of raw material

c) Recipes / Elaboration

d) Use (to share with friends / for celebrations / For couples / etc)

e) Prices



# OUR STARTUP III

Each partner will create their product (s) and their environment / web space (section) with the following sections :

4. Point of sale
5. Shipping and payment methods
6. Legal framework
7. Contact
8. Website Languages



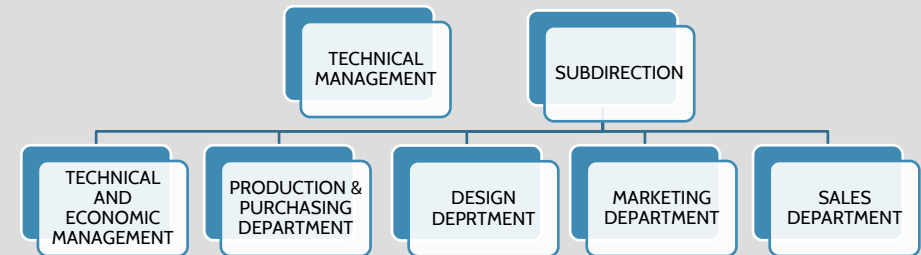


# TIMETABLE I

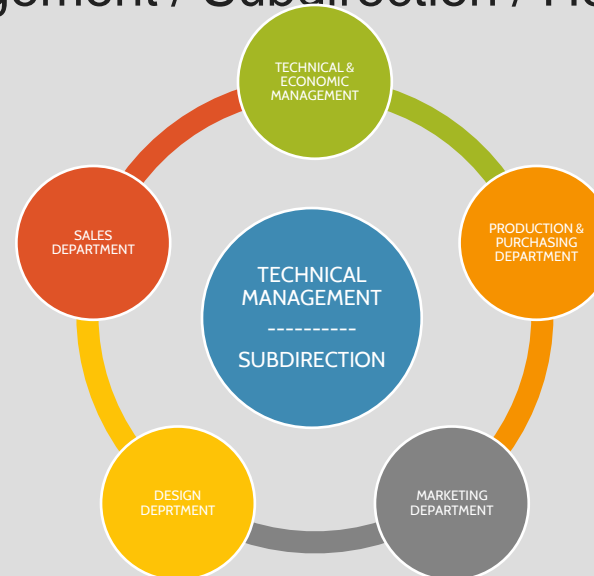
## WORK PLAN: ANNUAL DISTRIBUTION

- 1st year: development of the business idea and technical preparation of the product.
- 2nd year: website preparation.

# PROPOSED WORK METHODOLOGY.



- The students are the real protagonists: Participative and active METHODOLOGY → *coordinated.*
- Departmental division of the working groups → appointed coordinator (simulation of the organization chart of the startup)
- Proposed departments → Technical Management / Subdirection / Head of Department:
  - Technical and economic management
  - Production and purchasing department
  - Design department
  - Marketing department
  - Sales department



# WORKING RESOURCES

- Forum: eTwinning



- Educational platform for project development: Classroom (Google)



- Dissemination of the project: Facebook / Instagram / Twitter



# UNIT 0: KICK OFF – C1

- **WHERE: GRANADA (SPAIN)**
- **WHEN: 19 TH – 21 TH NOVEMBER**
- **TARGET: MEETING THE PARTICIPATING PARTNERS AND ESTABLISHING THE WORKING LINES**
- **TASKS FOR THIS MEETING: VIDEO PRESENTATION AND PROJECT PROPOSAL**
- **TASKS FOR NEXT MEETING: MARKET STUDY / PRODUCT SELECTION / ENTREPRENEURIAL CULTURE**



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**THANK YOU**