

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

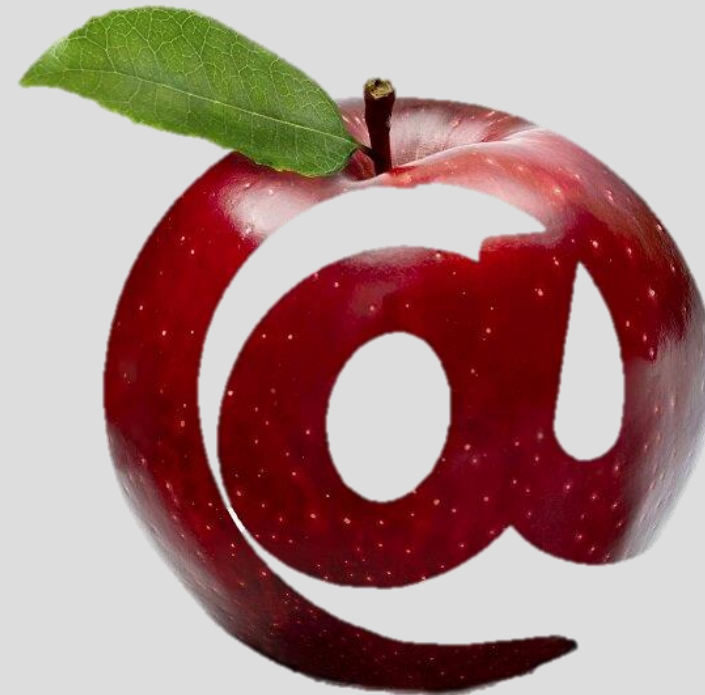


STARTUPS



FEATURE V

INTERNET AND SOCIAL NETWORKS ARE NECESSARY

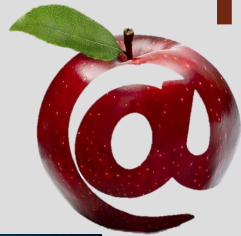


STARTUPS



FEATURE VI

PRIVATE FINANCING

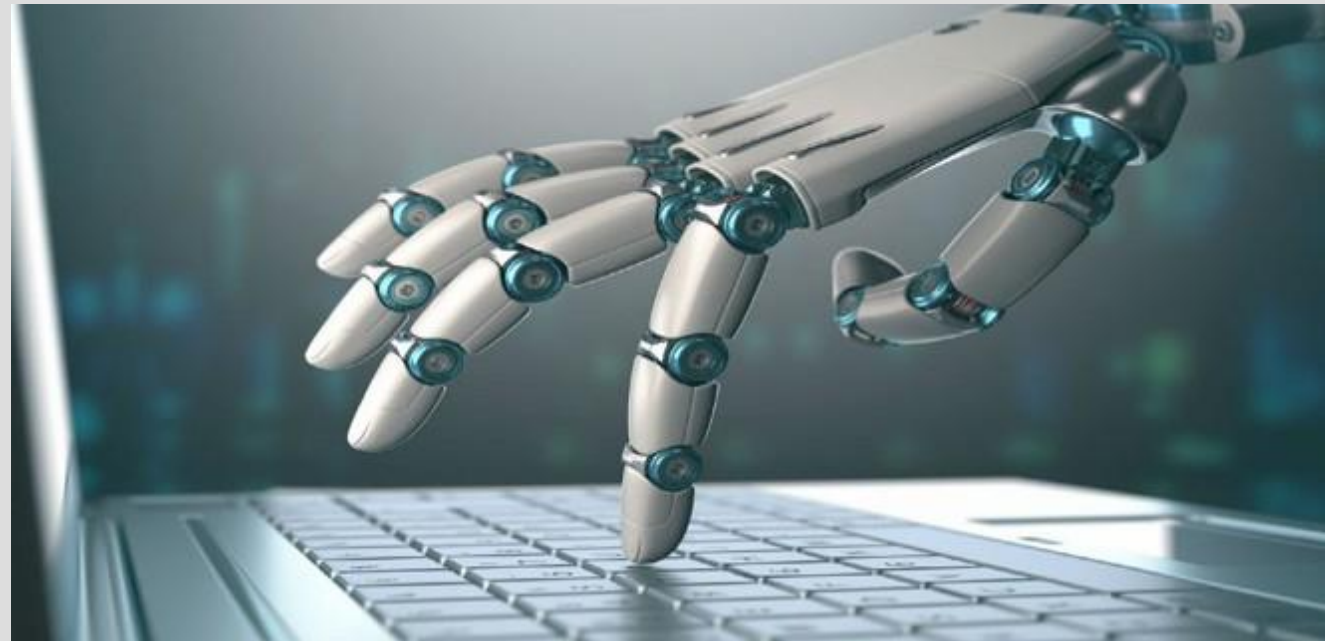


STARTUPS



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



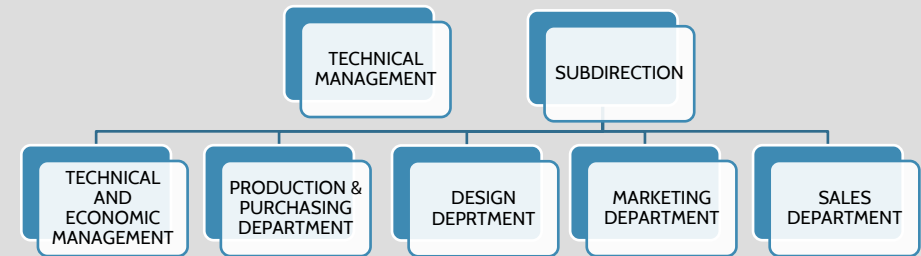


TIMETABLE I

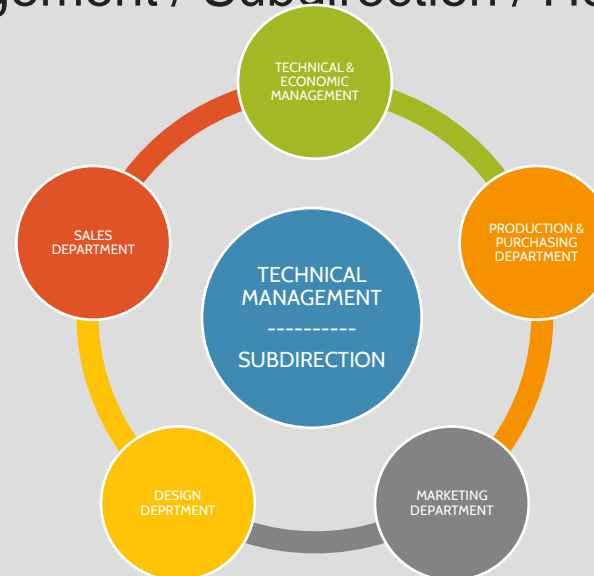
WORK PLAN: ANNUAL DISTRIBUTION

- 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**



**ERASMUS+
E-COMMERCE FOR
STARTUP**

THANK YOU



Co-funded by the
Erasmus+ Programme
of the European Union



The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.