

# Let us Introduce Ourselves!



SLOVAK | BUSINESS | AGENCY



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*Let's Have Fun  
with the Business  
Start-ups*





## Project Objectives

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Biz4Fun project answers for these challenges by broadening the young people economic knowledge, shaping the basics of entrepreneurship, transferring the ability to consciously plan your own career path, reducing disproportions in the knowledge of financial tools, presents example of successful start-ups etc.

## Intellectual Outputs

### *Biz4Fun Course Curriculum and Learning Scenarios >>>*

The curriculum is design based on the study and capture best practice in the development of technology incubators and successful entrepreneurial activities. Through cooperation -via interviews and questionnaires - between research institutions, educational bodies, industry and/or government stakeholders, the most effective way how to establish successful business (entrepreneurial activities) has been identified:

- developing a business idea; building a team;
- creating a business plan;
- customers, sales and marketing;
- forms of investments.

### *Biz4Fun 3D Virtual World and Social Game >>>*

The Biz4Fun 3D Virtual World and social game, as a main output of the project, will be developed during the second year of project lifetime and hosting all the OER (textbooks, presentations, multimedia, 3D objects and constructions) developed as well as the learning scenarios. Furthermore it will include functionality for gamification and carrying out virtual sessions like conferences and seminars, a media library and other learning activities. The game will be elaborated with using the knowledge of the successful startups and with utilisation of the developed OERs.

### *Biz4Fun online Open Educational Resources >>>*

To develop the learning materials (textbooks, presentations, multimedia, 3D objects) for the 3D Virtual World as well as detailed planning of all learning scenarios to be implemented in the 3D world as interactive, social and other activities. The OER coming from O1, but in general will include:

- management,
- marketing,
- economy and finance,
- business development,
- sociology.

### *Based on the aim above, specific aims are set up>>>*

1. To create and publish a guide on how to develop successful Biz4Fun "Course curriculum & Content".
2. To create and publish course content and an open educational resources (OER), guiding young practitioners on the topics and skills most needed to establish and manage a business company.
3. To develop a social game – one in which progress may be shared and compared with peers – that supports and links back to the OER to reinforce learning outcomes.

