

## Teaming Up updated project plan

Unfortunately, our current plan for the Teaming Up project is simply not possible. During the first and second project periods, we learnt that face-to-face international events for young people can't happen due to the travel restrictions and national regulations related to Covid-19.

We would like to transform the project in order to adapt to the current circumstances. Together with our partners, we have decided to adapt the project to an online setting and **organize all the international activities online while maintaining the teachers individual work with the students**. We see that by changing our working method we could still achieve our main goal of creating joint cross-border student companies and boost pupils' entrepreneurial competencies.

Thus, we would like to create the following plan:

As the covid-19 has also negatively affected the students and many have lost their motivation to study even more to participate in extracurricular projects, then we would also need to **attract new students from our project partners schools**.

In order to ensure the proposed number of students involved in the project (60 in total), we will also create **3 marketing events** in order to attract new students. All partners will organize a jointly structured marketing event following a clear concept. During this event they will promote the Teaming Up project and the opportunities it offers in order to involve students in the 12 international teams.

### **Teachers individual work with the teams**

As previously each teacher will continue work with their cross-border teams and support them in developing their business ideas. All the teachers will follow the same methodological plan which has been developed in cooperation with our mentor Jurģis Priedītis.

The idea is that teachers will meet their teams online at least twice a month in order to check upon their progress, discuss the unclear aspects and agree upon the next steps. They will work with the teams according to a set schedule of topics (connected to online workshop topics), and fulfill the final presentation for their pitch to investors.

In the meantime they will stay in touch with their teams in their common Whatsapp chats.

Team work will also be supported by the **Motivational Programme** and its assignments that will focus on their active involvement in the project and international cooperation.

We will also boost the community aspect to the project - paying special attention to getting together all the students from all the countries & teams in order to boost the Teaming Up spirit and create a space for exchanging the students' experiences and insights.

**Inspirational day** - All partners will organize a jointly structured inspirational day following a clear concept. This inspirational day will focus on getting international perspectives from entrepreneurs around us, study and experience visits about international cooperation. (e.g., export, cross-border cooperation, getting specialists from abroad). E.g. There are companies operating in all 3 countries and we will try to find some that could share their stories with our

pupils. The insights will be shared and implemented in the joint international teams cooperation.

It is crucial that the pupils see the real life experiences and get the know-how from experienced international companies and see the global perspective.

**This process will be supported by online workshops.**

### **Transforming boot camps into online workshops (WP3)**

Our idea is to create **attractive 2 hour-long digital workshops** that will be led by internationally recognized business experts and will focus on the topics from the boot camps (PR and Marketing, Business Planning, Product Design and Prototyping, etc). These workshops will be **highly interactive** and will consist of the following elements:

- Discussion or Collaborative Assignment;
- Interactive lecture about the topic;
- Practical group work in the international teams;
- Questions and Answers.

This concept and online workshops will also be **implemented in the updated Teaming Up methodology.**

We would like to have an online event **once every two weeks**. This way we could organize **8 workshops, 2 online mentor speed-dating events and 1 pitching to investors event** instead of the 3 remaining Bootcamps.

To ensure consistency of the project, we will attract **1 moderator** who will take part in all the workshops. This person will bring together all the students, boost the international cooperation of the teams and will focus on maintaining their active involvement. This will create a stronger connection between the international teams and students and will help to integrate the students

### **Concept of the 1st, 2nd & 3rd workshops**

These workshops will serve as a base for the whole Teaming programme and the upcoming workshops. They will play a crucial role in setting off the new method, getting everyone involved in it and making it function effectively.

These will be attractive, entertaining and engaging events that will focus on engaging students, making them feel excited about the project and boosting the Teaming Up spirit:

- 1st event boosting the community;
- 2nd event boosting their teams;
- 3rd event boosting their ideas.

### **1st online workshop - boosting the Teaming Up community**

The idea is to create an engaging atmosphere through various ice-breakers, games and inclusive assignments that they can do virtually. It is essential for students to mix with each other so that they can get to know the other international people there better, and form stronger connections with each other. We will also introduce the students to the revised Teaming Up program in depth (changes due to covid).

### **2nd online workshop - Boosting the teams**

After the summer has passed and the international teams have got new students it is essential to bring them together and strengthen the cross-border perspective. This event will focus on reinforcing the teams and establishing roles in the teams.

### **3rd online workshop - Boosting the ideas**

During this workshop the joint international teams will further develop cross-border business ideas. They will focus on finding the problems that their ideas solve. They will clarify business ideas to a detail in order to adapt their work plan to the new Teaming Up programme and define clear steps that they need to take.

### **Online mentor speed-date no. 2 (4th online workshop)**

Chance for the teams to meet the internationally recognised business experts and get their perspectives and inputs. The teams will present their business ideas and the mentor will consult them on the next steps in their business development.

### **5th online workshop - Customer profile & Basis of Marketing**

This workshop will focus on clarifying the profile of your customer. It is important to identify WHO, discuss their needs and find out the best distribution channels. Workshop helps to answer the following questions: Who is my customer? Where do they work? What are their hobbies? What is their pain? Where do they get their information? How can I reach them? What is their preferred form of communication? What kind of language do they use? What is their budget? What makes them happy? According to the collected information it is possible to start creating the marketing plan.

Result: Teams know who their customers are and how to reach them.

### **6th online workshop - product design & development, including prototyping in DARE makerspace**

This workshop will focus on product development and design steps. During this workshop the international teams will create their product design sketches or descriptions and present them to each other.

### **7th Online Workshop - Cash Flow**

This workshop will focus on planning the company cash flow (total revenue, total costs; total profit; product cost) Finance is one of the most important topics in companies, thus in the 1st Bootcamp we focused on Attracting funding and types of funding, so now we will focus on the 2nd aspect of the finances - the cash flow.

### **8th Online Workshop - Digital Marketing & Ecommerce**

Kiia Riuttula, an experienced digital marketing and ecommerce specialist, will give the students the basic knowledge upon ecommerce and teach the steps of creating and running an e-store. The international teams will pick three social media platforms that are suitable for their target group.

### **9th online workshop - basics of pitching**

Vaido Mikheim will introduce the concept and the principles of pitching, and share the best ways to pitch the business ideas. He will also mention the good practices of presenting ideas in front of an audience, and tricks on how to engage the audience.

### **Pitching preparation event in Tallinn**

Up until now, we have organized the project online, yet the final events will take place in person. Thus, it would be crucial for the international teams to have a preparation event in person where they can get ready for pitching to the investors, finalize their presentations and try out their pitches.

The agenda of the Pitching preparation event would be the following:

- welcoming the students & introducing the event
- a recap of all the online workshops (quiz)
- key aspects of successful presentations (practical activities)
- improving students pitching skills (practical activities)
- finalizing their presentations & planning their performance (work in teams)
- trying out their presentations & receiving feedback from peers and staff
- preparing for the mentor-speed date (work in teams)
- closing the event

### **Online mentor speed-date nr. 3 (10th online workshop)**

We have decided to organize the mentor speed-dating nr.3 in order to give the needed support and input for the international teams. It will be a chance for them to present their ideas to our mentors, ask questions that have arisen and hear mentors` advice and insights on how to proceed with their companies after the end of the project.

### **Pitching to Investors event & Final Conference (in Riga in person)**

We have decided to join these 2 events in order to limit the unnecessary travels for the students and project staff which is essential in the Covid-19 times. This combined event will be 2 days long and will follow the original objectives from the project application.

It will take place in Riga, Latvia which will be more cost-effective on the project level and will make the travels easier for our international partners.

### **Changing the mentors' involvement in the project (WP2)**

Together with our partners we also came to a conclusion that the above mentioned changes in the project activities would also affect the mentors` involvement in the project. More specifically, there would **no longer be a reason for organizing additional mentor consultations** as these consultations would be incorporated in the online mentor speed-date events and the online workshops - students would have the chance to ask their questions to internationally recognized business experts; they will fulfil collaborative assignments given by the workshop leader; they will closely cooperate with their joint-teams while completing the group work about the specific topic.

Thus, we would propose A) **stopping mentors' consultations** and instead incorporating the results in the online workshops and inspirational events; B) **asking mentors to join one more speed-dating session (creating 3 sessions in total)** instead of the programme closing event as their input would be much more valuable. C) **changing the mentor contracts** according to the abovementioned changes.