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# ART@HEART SOCIAL HANDCRAFT EXPERIENCE

106 – MOOC

*Entrepreneurship*

Lesson n. 3



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**How set up a  
business?  
First of all  
an IDEA  
is needed!**



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## *How is an idea born?*

➔ From a competence/ability

➔ From a problem/need

➔ From a resource

➔ From an opportunity

➔ From a trend



## *How are ideas developed?*

- ➔ Informing about trends
- ➔ Searching and analyzing information
- ➔ Studying in depth the sector that interests and fascinates me
  - ➔ Analyzing what already exists
  - ➔ Studying the territory
- ➔ Looking for and know the competitors



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# Some milestones

Sharing  
economy

Circular  
economy

Network  
&  
Cooperation

Innovation

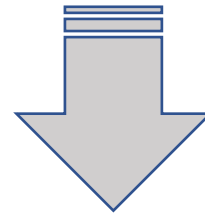


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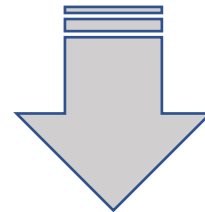


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**IDEA**



**PROJECT PLAN**



**BUSINESS**



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# Success factors:

- ⚡ Knowledge of the sector through training and previous professional experience
- ⚡ Willingness to work a lot without having large immediate earnings
- ⚡ Entrepreneurial project (business plan)
- ⚡ Resources