
Development of the train the trainers eGuide

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| Reference WP: | WP4: Implementation -Training trainers and applying the curriculum with participants |
| WP Leader: | Lusofona University |
| Responsible Partner: | Asociación Con Valores |
| Project Title: | Developing a gamified tool for enhancing youth entrepreneurial skills |
| Project Acronym: | GameYES |
| Project Number: | 2022-1-CY02-KA220-YOU-000088220 |

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Overview of the curriculum

This guide contains important information on how to integrate the gamified curriculum into existing practises and how to lead teams of young users to utilise and complete the gamified curriculum.

Objectives of Game YES Project:

1. To Promote transnational and cross-sectoral collaborations for enhancing of entrepreneurship skills and mindsets among youth via a, currently-absent, digitally enhanced and gamified experience based on the EntreComp framework
2. To utilise co-creation methods involving youth practitioners and youth for the development of innovative curriculum, digitalised resources and a mobile application game
3. To make gaming competences more pedagogic, interactive and informative in enhancing entrepreneurial skills.
4. To transfer knowledge and good practices for creating the EU society of the future, with young citizens that are entrepreneurial-oriented.

Objectives of the Gameyes curriculum

The GameYes curriculum is designed to revolutionize learning through gamification, fostering the development of essential skills in young learners. Rooted in the principles of innovation and creativity, this curriculum aims to empower participants to become leaders in their fields by engaging them in immersive, game-based learning experiences.

Thematic areas and the sub-units

1. Start-up Basics

- a. Start-up Basics: What is a Start-Up? Definition and market research
- b. What is a Business plan and how to write one?
- c. How to Fund my Start-Up?
- d. How to choose your business location:
- e. How to name my Start-Up business
- f. What is a Business mission and how to set up one?
- g. How to Build a team?

2. Strategic Planning

- a. Vision of the company: Develop a clear and actionable strategic plan to guide the development and growth of their company
- b. Establishment of strategic objectives and configuration of related KPIs.

- c. Implementation and execution of the business plan, what includes monitoring and adapting the strategic plan based on market trends and competitive dynamics

3. Marketing & Communication:

- a. Marketing and Communication Plan: Design and implement a comprehensive marketing strategy, including target market identification, positioning and promotion tactics.
- b. Communication: messages and channels: Utilise digital marketing channels and tools to reach and engage their target audience.

4. Negotiation

- a. Setting goals and objectives for negotiation: Apply negotiation techniques and strategies to establish and manage partnerships with game developers, publishers and other stakeholders in the gaming industry.
- b. Subject Area 2 Bargaining Styles: Negotiate licensing agreements and contracts that protect the intellectual property, and ensure fair and beneficial terms.
- c. Authoritative standards and norms
- d. Building relationships
- e. Building trust
- f. Identifying the other party's interests
- g. How to leverage
- h. Reflect your critical thinking

5. Financial Literacy:

- a. Analysing Financial Statements: Understand financial concepts and principles relevant to start-ups, such as budgeting, cash flow management, and financial forecasting.
- b. Managing Cash Flow: Apply financial literacy to make informed financial decisions for their Start-up, including revenue modelling, cost analysis, and investment evaluation.
- c. Cash Flow Statement
- d. Balance Sheet
- e. Profit & Loss Statement
- f. Handling Taxes
- g. Common Business Ratios
- h. Develop financial strategies to ensure financial sustainability and growth.

Platform Guide

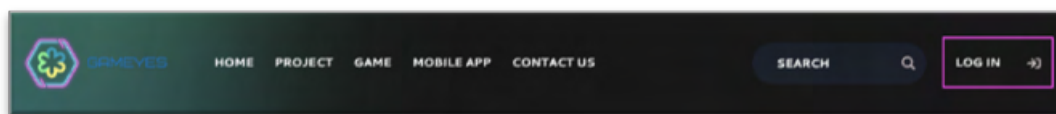
Welcome to the platform

GameYES is a pioneering platform designed to revolutionize the way entrepreneurial skills are learned and taught. With GameYES, learners embark on a journey of discovery, utilizing co-creation methods and participating in activities that foster real-world entrepreneurial experiences.

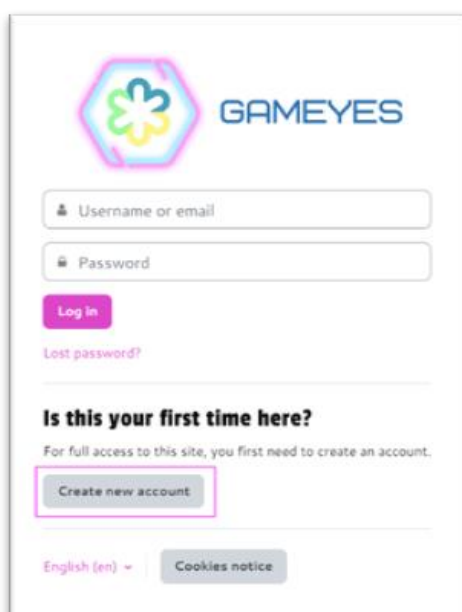
Embarking on your learning journey with GameYES is just a few clicks away! Follow this guide to create your account and start exploring the gamified world of entrepreneurial education.

Account Creation and Setup

1. Open your web browser and enter the GameYES URL, alternatively click here to navigate to the official GameYES home page.
2. Navigate to the upper right corner of the homepage and select the "Log In" button.



3. At the login page, if you already have an account, enter your existing credentials to sign in, alternatively, if you wish to register, select "Create new account".

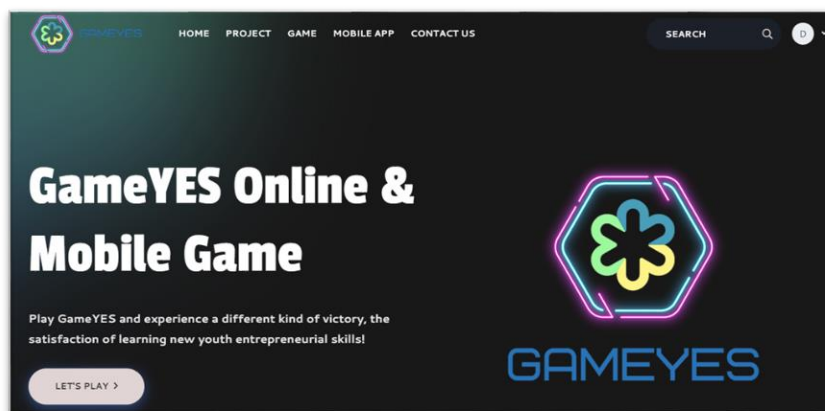


4. Upon completing the registration form, check your email inbox for a verification message from GameYES, and click on the provided link to activate your account. After the verification process is complete you will be able to “Log In” and access the platform.

Menu Navigation

Once logged in, you will be redirected to the homepage, the platforms navigation menu consists of:

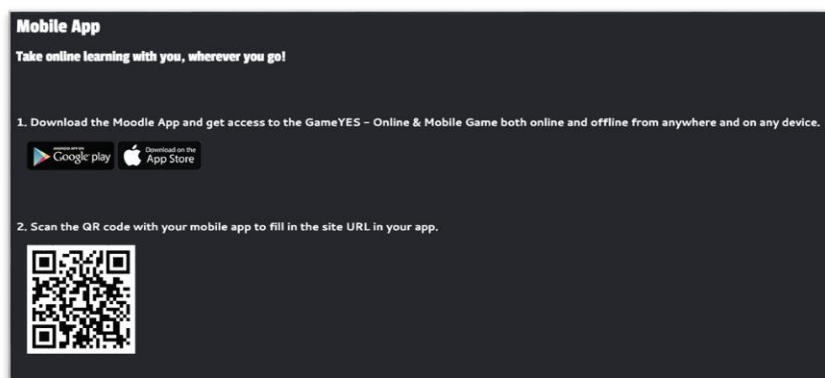
Home: This is your starting point on GameYES, highlighting essential features such as Gamification and Mobile Learning to kickstart your entrepreneurial learning journey.



Project: The Project page provides detailed information about the GameYES initiative, including its objectives, target audience, and the background of the project.

Game: The Game page is where you can access the specialized modules for developing entrepreneurial skills, offering an array of interactive and engaging educational activities grounded in real-world business scenarios.

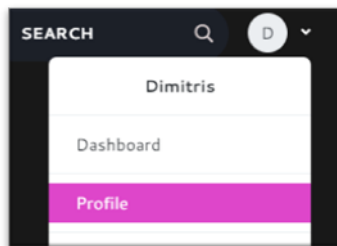
Mobile App: The Mobile App page directs you to information about the GameYES mobile application, where you can learn how to download it for on-the-go learning.



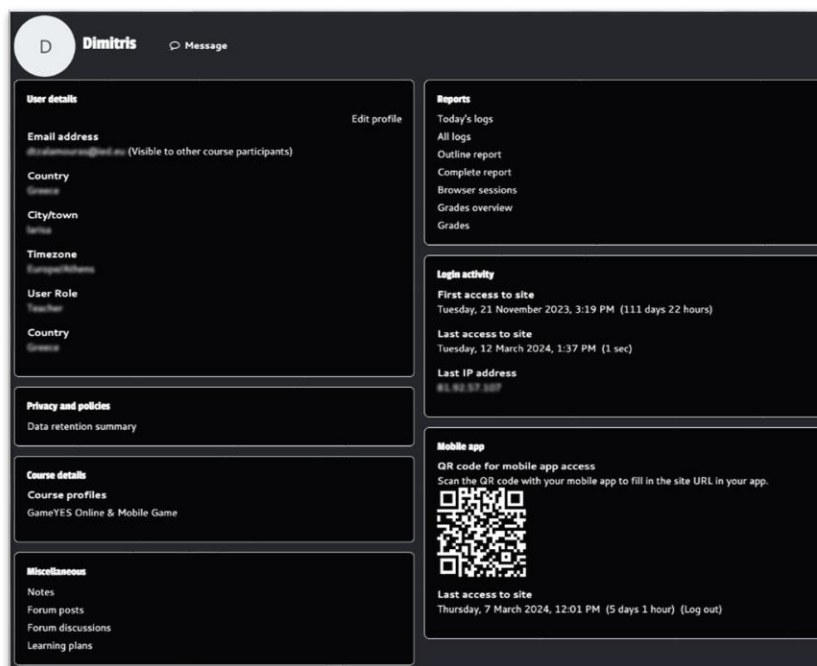
Contact Us: If you need assistance or wish to provide feedback, the Contact Us page is your resource for getting in touch with the GameYES support team.

Profile Customization

Your GameYES profile serves as a portal to your educational pathway. To access it, simply click on the user icon at the top right corner and select '**Profile**'.



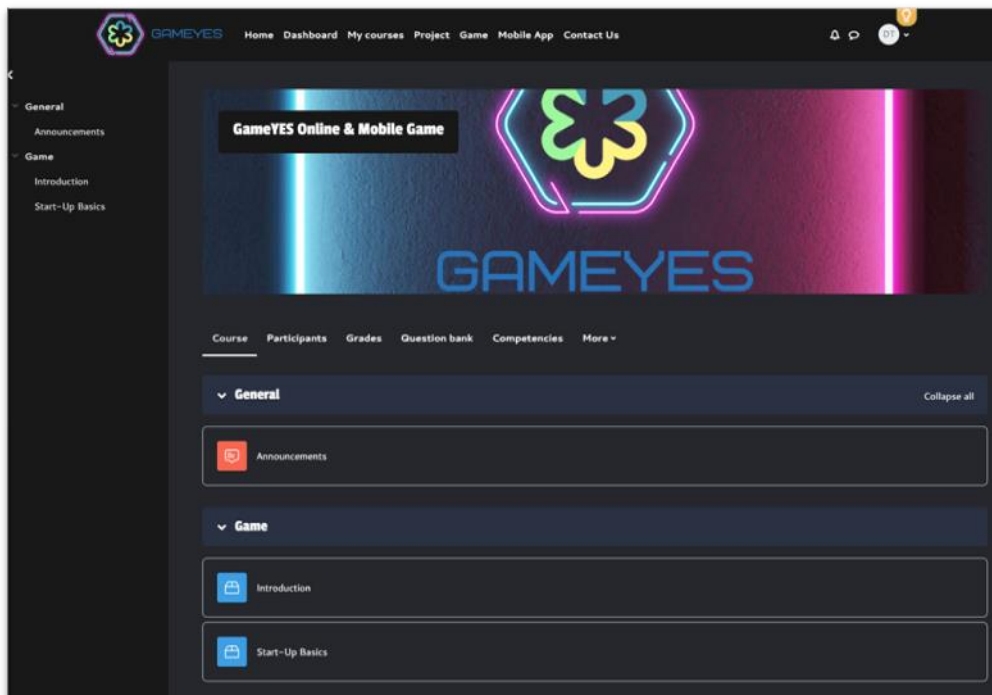
Once you're in your profile, you will find a variety of tools at your disposal to assist you in your learning journey:



- **User Details:** Personalize your account details like email address, country, and city/town.
- **Reports:** Within the Reports section, you can monitor your login frequency and interaction with course materials via Activity Reports and assess your progress and course performance through the Grade Overview.
- **Login Activity:** Keep an eye on your account security with records of your last access and IP address

- **Course Details:** Lists the courses you are enrolled in or have completed on the GameYES platform.
- **Mobile App:** Use the provided QR code to quickly access the platform via the GameYES mobile application.
- **Miscellaneous:** The Miscellaneous section allows you to oversee your personal annotations and forum interactions, as well as to follow your tailored learning objectives and schemes.

Course Navigation



On the left side of the Game page, the navigation menu is your primary tool for moving through the course and is divided into sections for ease of navigation.

Across the top of the main content area, you will see several tabs that offer additional functionalities:

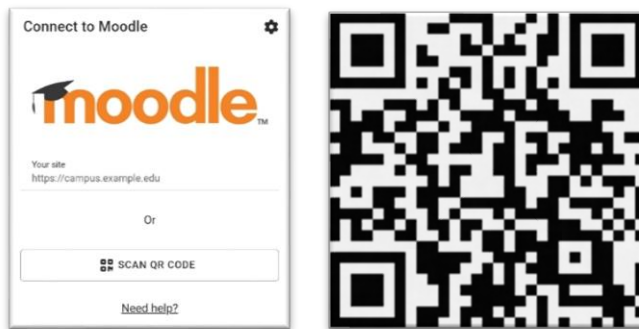
- **Course:** The "**Course**" tab acts as the primary window, presenting the full content and activities of the module, centralizing your learning materials in one accessible location.
- **Participants:** The "**Participants**" tab allows you to see who else is enrolled in the course.
- **Grades:** The "**Grades**" tab keeps track of your progress and evaluates your performance through grades on completed assignments and quizzes.
- **Question Bank:** The "**Question Bank**" tab provides access to various questions that may be part of the course's assessment strategy.

- **Competencies:** Outlines the skills and knowledge that the course aims to develop, allowing you to track your learning outcomes against these goals.
- **More:** Reveals the option to unenroll from the current course.

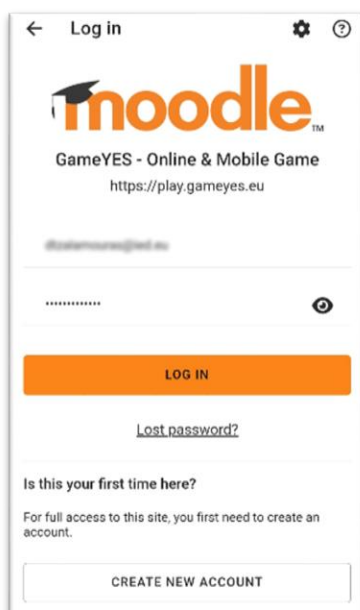
Mobile Application

Take your GameYES experience on the go with our mobile learning options. To get started:

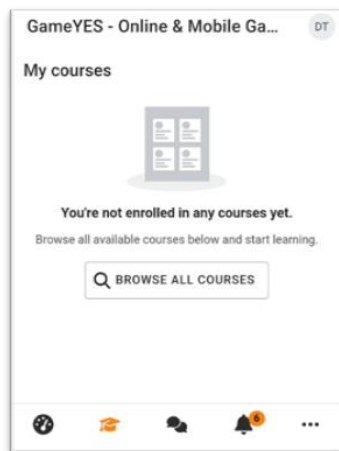
1. **Download Moodle app:** Navigate to the Mobile App Page and select a link to download the Moodle app depending on your device, alternatively you can use the [Google Play Store](#) or the [Apple App Store](#) links.
2. **Scan the QR code:** Once installed, open the app and select the “Scan QR Code” option to scan the provided QR code in order to instantly fill in the site URL.



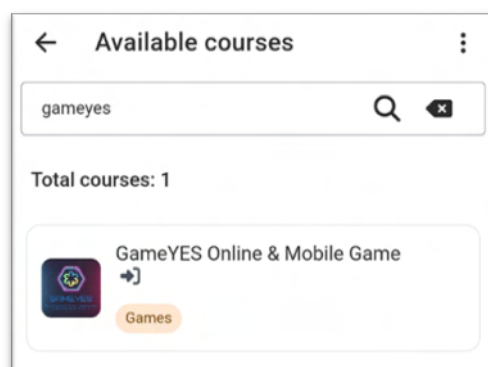
3. **Log in / Sign Up:** After the site URL is loaded in your app, simply log in with your credentials or if you’re a new user create a new account.



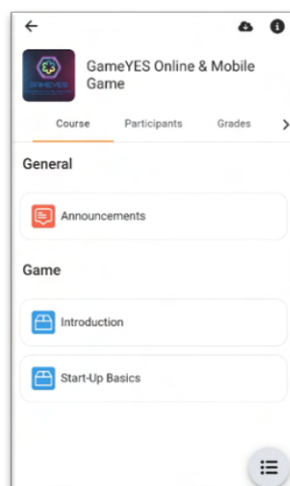
4. **Locate the course:** Navigate to the “My Courses” tab and select “Browse all Courses”.



5. **Search for the Course / Enrol:** Locate and select the GameYES course by searching for it.



6. Finally, select '**Enrol Me**' to enter the course and begin learning



Preparing young people to pitch their entrepreneurial ideas after they have gone through the curriculum.

How to develop ideas & pitch ideas (regardless of age and setting).

The term “pitch ideas” describes a process of presenting or proposing ideas to others, typically in a concise and persuasive manner. This could be done to seek approval, funding, collaboration, or support for a project, product or initiative.

The main goal of pitching ideas is to effectively communicate the value, feasibility and potential impact of the proposed idea, capturing the interest and enthusiasm of the audience.

Pitch ideas involves:

1. Highlighting the problem or opportunity the idea addresses,
2. Outlining the proposed solution,
3. Showcasing its unique selling points or benefits.

7 steps of how to develop pitch ideas:

1. Be clear and concise: Your presentation should be brief and to the point. The recommended time for a pitch presentation should be no more than 18minutes. Starting with statistics, showing an object is very good for capturing attention.
2. Identify the problem or need that your project solves.
3. Communicate how your project solves that problem.
4. Highlight your competitive advantages: Main differences with your competition and your added value.
5. Communicate with passion: Show that you believe in your idea. If you don't believe in it, why should others believe in it?
6. Use concrete examples: Use concrete examples to illustrate how your idea works or how it has benefited others
7. End with a call to action: For example, by providing your contact information.