

## Monitoring Report – Local Dynamic Learning Package (DLP)

**Country / City / Project Partners: Hungary/Budapest/ Újbuda Önkormányzata**

**Date of the document: 2019. 01.15.**

### SCHEDULE OF THE REALISED TRAININGS

No.	Name of the training / workshop / module / etc.	Date
1.	Warmup section	
1.1.	Freelancers' world module	
1.1.1.	Startup Kids	2018.04.09.
1.1.2.	Freelancer lifestyle / digital nomad show	2018.04.09.
1.1.3.	Being a business entrepreneur, the world of the money, Social entrepreneur role model	2018.04.16.
1.1.4.	Should I be an employee or an entrepreneur? (benefits, disadvantages)	2018.04.16.
1.2.	UP session module	
1.2.1.	Social sensitivity program with the Budapest Bike Maffia (outdoor program)	2018.04.17.
1.2.2.	Dream management I.	2018.04.23.
1.2.3.	Dream management II.	2018.05.07.
2.	Employability Booster section	
2.1.	Efficient learning I. module	
2.1.1.	Efficient learning I. module , brainstorming	2018.05.14.
2.1.3.	Efficient learning module II.	2018.05.28.

2.1.4.	Efficient learning module III.	2018.06.04.
2.2.	Time management module	
2.2.1.	How can you manage your time?	2018.06.11.
3.	Bootcamp section	
3.1.	Starting a business module	
3.1.1.	Brainstorming, idea pitching	2018.05.19.
3.1.2.	Collaborative work style, project planning	2018.06.16.
3.1.3.	Strategic planning	2018.09.03.
3.1.4.	Market research	2018.09.03.
3.1.5.	Handling personal finances	2018.09.10.
3.1.6.	Financial planning	2018.09.10.
3.1.7.	Identity (board game)	2018.09.15.
3.1.8.	How to sell it - online/ offline? - basics of the marketing	2018.09.17.
3.1.9.	Identifying the target group	2018.09.17.
3.1.10.	Product pyramid - sales funnel	2018.09.24.
3.1.11.	Customer acquisition workshop	2018.09.24.
3.1.12.	Introduction of our designer	2018.10.01.
3.1.13.	Creating a landing page	2018.10.08.
3.1.14.	Lead magnet	2018.10.15.
3.1.15.	SEO	2018.10.15.
3.1.16.	Content marketing	2018.10.25.
3.1.17.	Administration	2018.10.29.
3.1.18.	The business of the business is the business	2018.10.29.
3.1.19.	E-commerce	2018.11.05.

3.1.20.	Online marketing II.	2018.11.05.
3.1.21.	Negotiation techniques	2018.11.12.
3.1.22.	The basics of business communication	2018.11.12.
3.1.23.	Grunding/company/NGO founding	2018.11.19.
3.1.24.	NGO optional/ CSR	2018.11.19.
3.2.	Startup section	
3.2.1.	How to build a successful startup?	2018.11.24.
3.3.	Communication	
3.3.1.	Presentation techniques	2018.12.03.
3.3.2.	Media relations	2018.12.03.
3.4.	The Pitch	
3.4.1.	Presentation of the project to the jury	2018.12.08.

## 1. Warmup period

### A. Agenda

#### 1.1. Freelancers' World

##### 1.1.1. Startup Kids – 2018.04.09.

Young start-up starters have introduced themselves, whom already had realized their ideas and started their startups. The Startup Kids team has Hungarian, USA and Estonian based companies, they have studied programming, online marketing, design and sales practices from a very young age in order to be able to put in motion their ideas. They are really THE Dream achievers. Having them to present themselves it was a great start for the program, as their example is a very motivating one!

##### 1.1.2. Freelancer lifestyle / digital nomad show 2018.04.09.

The locations from where Linda, who really is a digital nomad, works are Sri Lanka, Peru, Bogota, and we could keep going. Her workplace is just a notebook and her knowledge, skills and know-how. Yes, it is possible to live like this: with no strings attached, in a freelancer lifestyle. Linda talked about her experiences and about the road which led her to the freelancer lifestyle.

##### 1.1.3. Being a business entrepreneur, the world of the money, social entrepreneur role model – 2018.04.16.

One of Hungary's most successful business blogs is the Minner Economic Portal. Its owner, Milán Mándó, talked about his business career, as he was a stock market guru and how he changed carriers to be a blogger. In the second half of the presentation,

Zoltán Havasi, the founder of Budapest Bike Maffia, talked about his social enterprise and how he started being in love with this way of life.

**1.1.4. Should I be an employee or an entrepreneur? (benefits, disadvantages) – 2018.04.16.**

Zoltán Tóth worked for 12 years for a multinational company, and after that as an NGO founder/activist and in addition he is also a web development/web designer company owner, thus he has a good insight into both lifestyles. With his presentation, he helped the students to think for themselves about what is the advantage / disadvantage of being an employee and of being an entrepreneur and which lifestyle would be a better fit for them.

**1.2. UP session**

**1.2.1. Social sensitivity program with the Budapest Bike Maffia– 2018.04.17.**

A joint outdoor program with the Budapest Bike Maffia on the spot, where they got acquainted with a real social enterprise.

**1.2.2. Dream Management I. – 2018.04.23.**

Processing the dreams and life tasks/quests based on the self learning assignments from the previous courses/presentations.

**1.2.3. Dream Management II. – 2018.05.07.**

We have played an exciting self-knowledge game. We have built an imaginary hostel and we have paid attention at the roles which each student got in our enterprise we have built together. Afterwards we have processed the self-learning assignments and the individual feedbacks we have received earlier. We have also created the future project teams!

**B. Signed Attendance Sheets**

**Freelancers' World**

DLP\_signed attendance sheets/Annex nr. 01.\_18.04.09. Startup Kids, Freelancer lifestyle / digital nomad show

DLP\_signed attendance sheets/Annex nr. 02.\_18.04.16. Being a business entrepreneur, the world of the money, social entrepreneur role model, Should I be an employee or an entrepreneur? (benefits, disadvantages)

**UP session**

DLP\_signed attendance sheets/Annex nr. 03.\_18.04.17. Social sensitivity program with Budapest Bike Maffia

DLP\_signed attendance sheets/Annex nr. 04.\_18.04.23. Dream Management I.

DLP\_signed attendance sheets/Annex nr. 05.\_18.05.07. Dream Management II.

**C. Photo Documentation**

**Startup Kids, Freelancer lifestyle / digital nomad show – 2018.04.09.**



**Being a business entrepreneur, the world of the money, social entrepreneur role model, Should I be an employee or an entrepreneur? (benefits, disadvantages) – 2018.04.16.**



**Social sensitivity program with Budapest Bike Mafia – 2018.04.17.**



**Dream Management I. – 2018.04.23.**





**Dream Management II. – 2018.05.07.**



#### **D. Introduction of the Trainers / Mentors**

##### **Freelancers' World**

DLP\_Curriculum Vitae/Annex nr. 01.\_18.04.09. Startup Kids, Freelancer lifestyle / digital nomad show

DLP\_Curriculum Vitae/Annex nr. 02.\_18.04.16. Being a business entrepreneur, the world of the money, social entrepreneur role model, Should I be an employee or an entrepreneur? (benefits, disadvantages)

##### **UP session**

DLP\_Curriculum Vitae/Annex nr. 03.\_18.04.17. Social sensitivity program with Budapest Bike Maffia

DLP\_Curriculum Vitae/Annex nr. 04.\_18.04.23. Dream Management I.

DLP\_Curriculum Vitae/Annex nr. 05.\_18.05.07. Dream Management II.

#### **E. Training Minutes**

##### **Freelancers' World**

##### **Presenter's summary:**

"Although the program has been stretching beyond the planned timeline, the students' attention did not fade. Furthermore, at the end almost all of the students stayed one hour longer in order to be able to formulate their questions to the lecturer and to have an informal discussion about the topic."

**Presenter's summary:**

"The purpose of my presentation was to give the students a quick insight into the difference between being an entrepreneur and being an employee. Since I have been both for quite a few years, I have presented these two lifestyles through my own experiences. I have tried to tell all the advantages and disadvantages of both without a bias, but rather to get a realistic picture of what would be a better fit for them and when it makes sense to be an employee and when is a better fit to become an entrepreneur. Based on the students' questions, it seemed to me that they have not yet heard much about either of these lifestyles at school, rather they are trying to gather information through their parents about how the world of work works. I hope that my lecture was helpful and supporting for their decision."

**UP session**

**Presenter's summary:**

"It was a great program which beyond its original goal, even brought the team together. The event was so successful that after the food distribution the team stayed together and talked to each other for long hours. From all aspects, this was an extraordinarily positive event."

**Presenter's summary:**

"It was very sympathetic and good that students took their job seriously. They got their assignments in advance. They prepared for it, worked with it, so it was important that they were able to present their assignment not just for the lecturers, but also for each other and receive feedback.

It also seemed that the students were listening to each other's presentation, formulating questions and comments. This was very useful and constructive. It also seemed that they inspire each other, they help, encourage, motivate each other - thereby strengthening the impact of the work group.

Regarding the future, that in this case or in similar cases, even if this would take considerable amount of time, everyone should present their completed assignments. This can help their development even more, and this approach would do not allow the students to "hide" in the group, thus it would help to recognize students who may need support and help.

From my point of view, I think that the most important thing it was to help the students formulate their questions, to express their own feelings and to assist them when they were formulating their own answers. I think this is went pretty well. I would also like to add that I was in an easy position, as I have mentioned before, they have prepared their assignments, they were motivated - there was no need for further outside motivation. I have found my role useful because it had to be thought-provoking, motivating, inspirational, rather than to be just "the teacher". I think that their attitude towards the program is very good. I hope that this will accompany them during the whole program."

**Presenter's summary:**

"At the beginning of May, during the program which took place in the framework of the NewGenerationSkills Újbuda International Project, I have met with wonderful glittering-eye students and supported them in their career orientation, self-development, their vision and their decision-making. I find it important in my heart to support and assist the conscious development of young people. I am very grateful for this opportunity to meet these fascinating talented youngsters, children. During the conversation, the students were divided into smaller groups and with our - the moderators - help we have worked on such important topics as career orientation, self-knowledge, self-development, milestones in life, the vision of the future, the importance of the thorough preparation of decisions and the decision-making, and we also have talked about their childhood dreams and their effects. During the workshop, I have talked with 7 students, discussing the above mentioned topics. The group was very active during the whole program, listening to each other with respect and humility. Many new valuable thoughts and insights were born that the students could take home and could be effectively integrated into their projects in the future."

**Presenter's summary:**

"I was very pleased to participate at the event organized by the UP Academy on May 7, 2018, which was focusing on the career orientation. As a group facilitator, I have worked with 7 very enthusiastic young university and high school students for 2 hours. As a Coach, I have approached the topic primarily with coaching communication and tools, and after icebreaking and building trust, the participants shared their own current situation, their experiences and their vision in round questions. Regarding the topics of vision and responsibility of choosing the right career, we used visualization as a method with the aim of enabling all participants to perceive their own strengths and to rely on their internal resources to make this serious decision. There was also a book suggestion: Simon Sinek: Start with Why. It was a great experience to work together with this group, they are clearly the ones embodying the future, and representing a conscious, socially sensitive generation."

**F. Summary about the lessons learned and results of the training / workshop**

**Freelancers' world modul:**

The first goal of this module was for the students to meet young and well-trained entrepreneurs, who could inspire the students by their example in their career choices. The second goal of the module was to enable our students to imagine themselves as entrepreneurs, freelancers, business owners and thus they can be motivated to complete the further modules of the program. At the same time, they were able to have an insight into the social and business enterprises, thus this it could help them to figure it out which should be their option they would love within the above mentioned business types.

**What are the conclusions, experiences that can be drawn regarding this modul?**

This module was successful, and we will include this in our next programs also, with a few minor changes.

**Its most successful elements were:** the students were the happiest about the opportunity to meet successful entrepreneurs. The biggest impact on the students Milán Mándó (he is a well known blogger) and Zoltán Havasi (a well known NGO leader) had. It was also great that we always left them enough time for the students to bond with the mentors.

**Upcoming changes:** we will screen more thoroughly the young presenters, because there was a presenter, whose presentation lacked focus thus it had no motivational effect.

**Startup Kids, Startup Kids, Freelancer lifestyle / digital nomad show – 2018.04.09.**



**Feedback from the students:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 4,3 points by the participants,
- The organisation of the module received 3,9 points,
- The topic of the presentation based on their opinion received 4,5 points,
- The presentation was interesting: 4,4 points,
- The novelty of the information: 4,1 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 8.8 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

1. presenter:

- Expertise: 4,6 points
- Preparedness: 4,5 points
- Presentation skills: 4,4 points
- Overall: 4,6 points

2. presenter:

- Expertise: 4,6 points
- Preparedness: 4,3 points
- Presentation skills: 4,4 points
- Overall: 4,5 points

3. presenter:

- Expertise: 4,2 points
- Preparedness: 4,1 points
- Presentation skills: 4,3 points
- Overall: 4,4 points

4. presenter:

- Expertise: 4,4 points
- Preparedness: 4,2 points
- Presentation skills: points

Overall: 4,3 points

**Being a business entrepreneur, the world of the money, social entrepreneur role model, Should I be an employee or an entrepreneur? (benefits, disadvantages) – 2018.04.16.**

**Feedback from the students:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 4,7 points by the participants,
- The organisation of the module received 4,7 points,
- The topic of the presentation based on their opinion received 4,7 points,
- The presentation was interesting: 4,6 points,
- The novelty of the information: 4,4 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 9,5 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

1. presenter:

- Expertise: 4,7 points
- Preparedness: 4,8 points
- Presentation skills: 4,7 points
- Overall: 4,9 points

2. presenter:

- Expertise: 4,7 points
- Preparedness: 4,8 points
- Presentation skills: 4,6 points
- Overall: 4,7 points

3. presenter:

- Expertise: 4,9 points
- Preparedness: 4,7 points
- Presentation skills: 4,5 points
- Overall: 4,7 points

#### **UP session modul:**

The goal of this module: The first part of the module was a program with the aim of increasing the social sensibility awareness in the students, and the second part of it was a well-established series of events for increasing the self-awareness. At the end of the modul, students were able to form teams in a better way then before, and they were also able to invent 1 real project or simulation each. These projects which will be implemented during the "Entrepreneurship" modul with the help of the experience they have learned there.

**What are the conclusions, experiences that can be drawn regarding this modul?**

This module was successful, and we will include this in our next programs also, with a few minor changes.

**Its most successful elements were:** the social work done in the field was incredibly successful, the students were really moved

by it, and added a lot of value to the team building also. In addition, the hostel task associated with individual coaching has supported not only the students but also the mentors to understand better what are the students' needs and what to change when we will refine the focus of the program.

**Upcoming changes:** sokkal több társadalmi célú programot érdemes indítani és az egyéni coachingra, személyes beszélgetésre a jövőben lényegesen nagyobb hangsúlyt fogunk fektetni.

We will include much more social oriented programs and we will be much more focused on the individual coaching and personal conversation.

### **Dream Management I. – 2018.04.23.**

#### **Feedback from the students:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 4,8 points by the participants,
- The organisation of the module received 4,4 points,
- The topic of the presentation based on their opinion received 4,5 points,
- The presentation was interesting: 4,5 points,
- The novelty of the information: 4,1 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 9,3 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

1. presenter:

- Expertise: 4,6 points
- Preparedness: 4,6 points
- Presentation skills: 4,5 points
- Overall: 4,6 points

2. presenter:

- Expertise: 4,7 points
- Preparedness: 4,8 points
- Presentation skills: 4,8 points
- Overall: 4,8 points

### **Dream Management II. – 2018.05.07.**

#### **Feedback from the students:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 4,8 points by the participants,
- The organisation of the module received 4,8 points,

- The topic of the presentation based on their opinion received 4,8 points,
- The presentation was interesting: 4,9 points,
- The novelty of the information: 4,6 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 9,7 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

1. presenter:

- Expertise: 5,0 points
- Preparedness: 5,0 points
- Presentation skills: 5,0 points
- Overall: 5,0 points

2. presenter:

- Expertise: 4,8 points
- Preparedness: 4,7 points
- Presentation skills: 4,8 points
- Overall: 4,8 points

3. presenter:

- Expertise: 4,7 points
- Preparedness: 5,0 points
- Presentation skills: 4,8 points
- Overall: 5,0 points

4. presenter:

- Expertise: 5,0 points
- Preparedness: 5,0 points
- Presentation skills: 5,0 points
- Overall: 5,0 points

## 2. Booster phase

### A. Agenda

#### 2.1. Efficient Learning modul

##### 2.1.1. Efficient Learning I. – 2018.05.14.

Shaping an efficient learning environment, neat and efficient note taking.

**2.1.2. Efficient Learning II. – 2018.05.28.**

Preparation methods, speed reading, memorising, learning techniques and strategies, mind maps and other ways to learn difficult materials.

**2.1.3. Efficient Learning III. – 2018.06.04.**

We brought the attention to the importance of learning languages. We showed them several innovative language learning and digital learning methods. They had the chance to get to know the most popular Hungarian and foreign online education pages and how to use them. Udemy, coursera, Khan academy.

**2.2. Time management modul**

**2.2.1. How can you manage your time? – 2018.06.11.**

Setting goals, time management tools and methods, prioritising tasks, energy saving, building up good habits, how to avoid procrastination and the web apps that provide help for these.

**B. Signed Attendance Sheets**

**Efficient Learning modul**

DLP\_signed attendance sheets/ Annex nr. 06\_18.05.14. Efficient Learning I.

DLP\_signed attendance sheets/ Annex nr. 07\_18.05.28. Efficient Learning II.

DLP\_signed attendance sheets/ Annex nr. 08\_18.06.04. Efficient Learning III.

**Time management modul**

DLP\_signed attendance sheets/ Annex nr.09\_18.06.11. How can you manage your time?

**C. Photo Documentation**

**Efficient Learning I. – 2018.05.14.**



**Efficient Learning II. – 2018.05.28.**





**Efficient Learning III. – 2018.06.04.**



**How can you manage your time? – 2018.06.11.**



#### **D. Introduction of the Trainers / Mentors**

##### **Efficient Learning modul**

DLP\_Curriculum Vitae/Annex nr.06\_18.05.14. Efficient Learning I.

DLP\_Curriculum Vitae/Annex nr.07\_18.05.28. Efficient Learning II.

DLP\_Curriculum Vitae/Annex nr.08\_18.06.04. Efficient Learning III.

### **Time management modul**

DLP\_Curriculum Vitae/Annex nr.09\_18.06.11. How can you manage your time?

## **E. Training Minutes**

### **Efficient Learning modul**

#### **Presenter's summary:**

„During the first session of the Learning Methods, right after the participants got to know each other, shaping an efficient learning environment was the main topic. The three main points were: selection, taking notes and getting to know the environment. Selection starts with setting one's own goals hence the connection to self-knowledge, a topic discussed previously with another lecturer. The main focus was on the high school and university exams but we had a wider look as well. We talked about the Eisenhower-box as well as the visual, short and long term memory. Among the noting techniques we analysed the most popular one, the Cornell method, discussing it's weak and strong points. This was followed by shaping the learning environment in which the obstacles that the phones and the internet cause got an important role. The focus was on personal experiences followed by a brainstorm together about how to balance the time of learning. The participant team was very active, answering the questions and initiating conversations. I consider this behaviour as a great achievement of ours. I am very happy that we have workshops like this, and an absolute honour that I could participate in it. Thank you for the opportunity!”

#### **Presenter's summary:**

„During the second session the main focus was on learning methods and techniques. To begin with, we had a look on the active-passive learning, the fixed and developmental model and the processes of the memory. To continue, studying the different techniques, the participants used their own examples, sharing their experiences and helping each other. Next to visualisation, memory techniques and card methods, we mentioned the Feynman-technique and the 'last minute' learning. The participant team was very active, answering the questions and initiating conversations. I consider this behaviour as a great achievement of ours. I am very happy that we have workshops like this, and an absolute honour that I could participate in it. Thank you for the opportunity!”

#### **Presenter's summary:**

„I had all the attention of the participants all they way through, they were absolutely open to the topic of the lecture. I would suggest to dedicate more time to the digital learning (if there will be more lectures), because most of the students are learning the language years ago, they are very motivated, so for example organising lectures about business English would be very useful for them. Considering this, I am certain that the lecture could be held in English without any problems.

A résztvevőktől mindvégig figyelmet kaptam, úgy éreztem, hogy abszolút nyitottan álltak az előadás témájához.

Technical part: everything was great, apart from the speed of the wifi, some pages did not load properly (which was indicated by them).

They are very open minded and responsive students, after the lecture a lot of them came up with questions.”

### **Time Management modul**

**Presenter's summary:**

„During the third session we had a look on time management. The participants used their own tasks, the goal was to develop the techniques that they already know and to learn new ones. This topic is crucial having an influence in every aspects of our life. Having the goals and personal plans set, we continued to talk about the elements of time management, the participants had the opportunity to learn about new techniques that can be useful both while learning and working. This topic is connected to a few of our previous workshops. We also had a look on basic methods like using an calendar and a to-do list. At the end of the session, requested by the participants, we talked about the relation between work and free time, about how to keep the balance in our schedule. The participant team was very active, answering the questions and initiating conversations. I consider this behaviour as a great achievement of ours. I am very happy that we have workshops like this, and an absolute honour that I could participate in it. Thank you for the opportunity!“

**F. Summary about the lessons learned and results of the training / workshop**

**Efficient learning modul**

To become an entrepreneur or to master the chosen profession, a lot of learning is needed. Although this can be done in an easier, more comfortable and efficient way. The goal of this module is to learn efficiently!

**What kind of conclusions can we have regarding the module?**

As it turned out, students would rather learn about productivity and not about the alternative educational programmes, for this reason, we will radically change the modul in the future. The module will be radically changed in the future.

**Most successful parts of the model:** the students had a wage knowledge about the online learning methods hence found the workshop very useful, we will keep it in our programme.

**Things that will be changed:** instead of focusing on efficient learning we will put the emphasis on entrepreneurial productivity, changing the module's name to productivity. Time and task management topics will be the main focus.

**Efficient learning I. – 2018.05.14.**

**Student feedback:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 4,8 points by the participants,
- The organisation of the module received 4,7 points,
- The topic of the presentation based on their opinion received 4,2 points,
- The presentation was interesting: 3,7 points,
- The novelty of the information: 4,6 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 7,6 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

Presenter:

- Expertise: 4,5 points
- Preparedness: 4,6 points
- Presentation skills: 4,0 points
- Overall: 4,3 points

**Efficient learning II. – 2018.05.28.**

**Student feedback:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 4,7 points by the participants,
- The organisation of the module received 4,8 points,
- The topic of the presentation based on their opinion received 4,3 points,
- The presentation was interesting: 4,0 points,
- The novelty of the information: 3,9 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 7.8 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

Presenter:

- Expertise: 4,7 points
- Preparedness: 4,5 points
- Presentation skills: 4,1 points
- Overall: 4,3 points

**Efficient learning III. – 2018.06.04.**

**Student feedback:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 4,8 points by the participants,
- The organisation of the module received 4,9 points,
- The topic of the presentation based on their opinion received 4,4 points,
- The presentation was interesting: 4,2 points,
- The novelty of the information: 4,1 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 8.5 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

Presenter:

- Expertise: 4,7 points
- Preparedness: 4,7 points
- Presentation skills: 4,7 points
- Overall: 4,6 points

### **Time management modul – 2018.06.11.**

One of the biggest challenges that entrepreneurs have is time management. This modul helps to learn the basics of time management, which is very important in every aspect of our lives.

#### **Student Feedback:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 4,9 points by the participants,
- The organisation of the module received 4,9 points,
- The topic of the presentation based on their opinion received 4,3 points,
- The presentation was interesting: 4,6 points,
- The novelty of the information: 4,4 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 7,8 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

Presenter:

- Expertise: 4,7 points
- Preparedness: 4,7 points
- Presentation skills: 4,2 points
- Overall: 4,4 points

## **3. Bootcamp section**

### **A. Agenda**

#### **3.1. Starting a business modul**

##### **3.1.1. Brainstorming, idea pitching – 2018.05.19.**

Divided in small groups, we have "founded" their first real life or fantasy businesses and during the following workshops we have also started them.



**3.1.2. Collaborative work style, project planning – 2018.06.16.**

Offering feedback, online communication through task management systems. We've set up everything we need in order to make the project's digital communication adequate, then we have registered on LinkedIn and published our first project there. In the same time, we have learned how is a good project designed and to what must we pay attention in order to be successful.

**3.1.3. Strategic planning – 2018.09.03.**

In order to learn strategic planning a professional was assisting the students when learning the basics of strategy writing, vision statement and business model canvas making.

**3.1.4. Market research – 2018.09.03.**

The topic of this lecture was market research. Our students analysed the market of their business, and identified those who will be their competitors.

**3.1.5. Handling personal finances – 2018.09.10.**

Our students were able to listen to a presentation about responsible financial planning, conscious spending, spending management and personal savings.

**3.1.6. Financial planning – 2018.09.10.**

The topic of this presentation was financial planning. Our students have been asked how to calculate whether our business will be profitable or not at all and it does not make sense to start the business. They have completed a business plan and a liquidity plan.

**3.1.7. Identity board game – 2018.09.15.**

We have played an exciting board game, Identity, which is gives very useful insight to their personality development.

**3.1.8. How to sell it - online / offline? - the basics of marketing – 2018.09.17.**

We have introduced to the students online marketing systems, the ones that sell for them.

**3.1.9. Identifying the target group – 2018.09.17.**

The topic of the presentation was identifying the target group, to find a Buyer Persona, how students can define exactly to whom what they want to sell. They can not sell to everyone.

**3.1.10. Product pyramid, sales funnel – 2018.09.24.**

Based on this product pyramid, the Sales Funnel will be able to design product development for them thus they will be able to determine WHAT will be their revenue.

**3.1.11. Client acquisition workshop – 2018.09.24.**

There are more than 200 buyer acquisition methods, some of which have been reviewed by us, and we have given some pointers to what students should pay attention to when choosing them.

**3.1.12. Introduction of our designer – 2018.10.01.**

We were focused on the basics of visual appearance, such as search for legal images, basics for photo editing (with online program), presentation of infographics, brand building basics.

**3.1.13. Creating a landing page – 2018.10.08.**

The topics of this presentation were the following: Domain selection criteria, hosting, wp, wix, professional website, professions linked to web.

**3.1.14. Lead magnet - 2018.10.15.**

We have shown what is a good lead magnet, what criteria should be met and the lead magnet types.

**3.1.15. SEO - 2018.10.15.**

What can be called a good webpage is, how to optimize it to get ahead on the google search results list. These are topics about we could learn about from a real SEO specialist.

**3.1.16. Content marketing - 2018.10.25.**

Blogging, vlogging, can I make money from this, or can I pass along what is inside me? We had a Skype presentation on this topic.

**3.1.17. Administration - 2018.10.29.**

What kind of administration will you have if you do business? General Terms of Contract, NAIH number, online billing, Barion, PayPal, payable taxes. Our presenter who is an accountant, and his clients in a large percentage are young entrepreneurs, talked about this topic.

**3.1.18. The business of the business is the business - 2018.10.29.**

What should be the price of my product? What is the real market price of my product, where does the supply meet the demand? How do I measure my work in a retrospective? Áron, as the owner of two companies, knows a lot about this topic, and he passed his knowledge on to our students.

**3.1.19. E-kereskedelem - 2018.11.05.**

During the presentation about e-commerce, students have learned about Woocommerce, ebay, amazon, and boxing webshops.

**3.1.20. Online marketing II. - 2018.11.05.**

In addition to the basics of online marketing, we have talked about Facebook ad account, adwords, analytics.

**3.1.21. Negotiation techniques - 2018.11.12.**

How to negotiate in a convincing way? József Németh, the sales manager of several companies, and owner of several companies helped our students in strengthening their negotiation skills.

**3.1.22. The basics of business communication - 2018.11.12.**

During this presentation the topics discussed were the following: Complaint handling, correspondence, tone, etc.

**3.1.23. Grunding/ company / NGO founding - 2018.11.19.**

During this presentation the topics discussed were the following: founding a company, possible legal forms for companies, labor law. Erika, who is a lawyer specialized in company law, helped the students to find out what legal form of company should we choose for our project.

**3.1.24. NGO optional / CSR - 2018.11.19.**

During this presentation the topics discussed were the following: Fundraising, volunteer campaigns, donation systems. A good company is also attentive to its environment and always has a lovable social responsibility program. We hope that the companies

founded by of our students will create their business in this spirit. We got a useful summary of this topic from a national CSR expert.

### **3.2. Startup section**

#### **3.2.1. How to build a successful startup? - 2018.11.26.**

Our successful startupper has provided all the basic information about starting a startup to our students. During this presentation the topics discussed were the following: idea and validation, MVP testing / resolving, building a business model, investor search / pitch.

### **3.3. Communication**

#### **3.3.1. Presentation techniques - 2018.12.03.**

It was planned that we present the coolest presentation techniques, programs and applications. (Although, the presentation did not take place due to the illness of the presenter. Instead, we have received feedback from our students regarding the DLP program.)

#### **3.3.2. Media relations - 2018.12.03.**

It was planned that we discuss the following topics: spokesperson tasks, preparation for interview. (Although, the presentation did not take place due to the illness of the presenter. Instead, we have received feedback from our students regarding the DLP program.)

### **3.4. The Pitch**

#### **3.4.1. Projektbemutató zsűrinek - 2018.12.08.**

Our students have presented their projects to the jury who decided on the winning team. Afterwards we have collected feedback from the students, and after this took place an optional event for the students.

## **B. Signed Attendance Sheets**

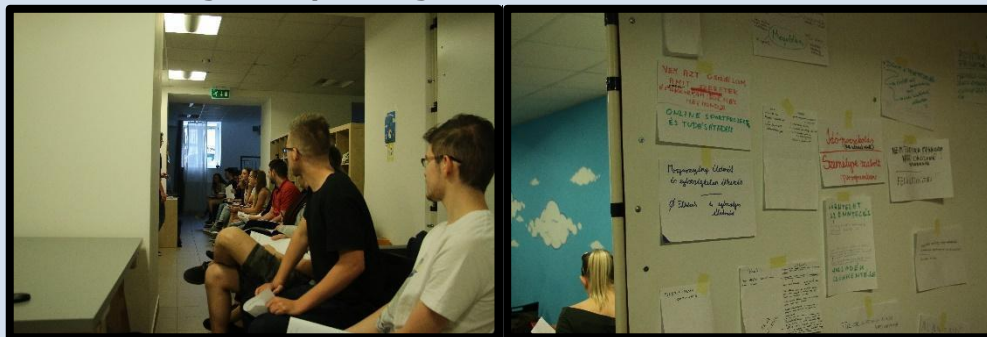
### **Vállalkozás indítása modul**

- DLP\_signed attendance sheets/Annex nr. 10.\_18.05.19. Brainstorming, idea pitching
- DLP\_signed attendance sheets/Annex nr. 11. sz.\_18.06.16. Collaborative work style, project planning
- DLP signed attendance sheets/Annex nr. 12.\_18.09.03. Strategic planning and market research
- DLP\_signed attendance sheets/Annex nr.13. \_18.09.10. Handling personal finances, financial planning
- DLP\_signed attendance sheets/Annex nr.14. \_18.09.15. Identity board game
- DLP\_signed attendance sheets/Annex nr.15.\_18.09.17. How to sell it - online / offline? The basics of marketing, identifying the target group
- DLP\_signed attendance sheets/Annex nr. 16. \_18.09.24. Product pyramid, sales funnel, client acquisition workshop
- DLP\_signed attendance sheets/Annex nr. 17. \_18.10.01. Introduction of our designer
- DLP\_signed attendance sheets/Annex nr.18.\_18.10.08. Creating a landing page oldal készítés
- DLP\_signed attendance sheets/Annex nr.19.\_18.10.15. Lead magnet, SEO

- DLP\_signed attendance sheets/Annex nr.20.\_18.10.25. Content marketing
- DLP\_signed attendance sheets/Annex nr.\_18.10.29. Administration, The business of the business is the business
- DLP\_signed attendance sheets/Annex nr.20.\_18.10.25. Content marketing
- DLP\_signed attendance sheets/Annex nr.22.\_18.11.05. E-commerce, online marketing II.
- DLP\_signed attendance sheets/Annex nr.23.\_18.11.12. Negotiation techniques, The basics of business communication
- DLP\_signed attendance sheets/Annex nr.24.\_18.11.19. Grunding / company / NGO founding, NGO optional/ CSR
- DLP\_signed attendance sheets/Annex nr.25.\_18.11.26. How to build a successful startup?
- DLP\_signed attendance sheets/Annex nr.26.\_18.12.03. Presentation techniques, Media relations
- DLP\_signed attendance sheets/Annex nr.27.\_18.12.08. Presentation of the students' projects

### C. Photo Documentation

#### Brainstorming, idea pitching – 2018.05.19



#### Collaborative work style, project planning – 2018.06.16.



#### Strategic planning and market research – 2018.09.03.





**Handling personal finances, financial planning – 2018.09.10.**



**Identity board game - 2018.09.15.**



**How to sell it - online / offline? - the basics of marketing, identifying the target group – 2018.09.17.**





**Product pyramid, sales funnel, client acquisition workshop – 2018.09.24.**



**Introduction of our designer – 2018.10.01.**



**Creating a landing page – 2018.10.08**



**Lead magnet, SEO - 2018.10.15.**



**Content marketing - 2018.10.25.**



**Administration, The business of the business is the business - 2018.10.29.**





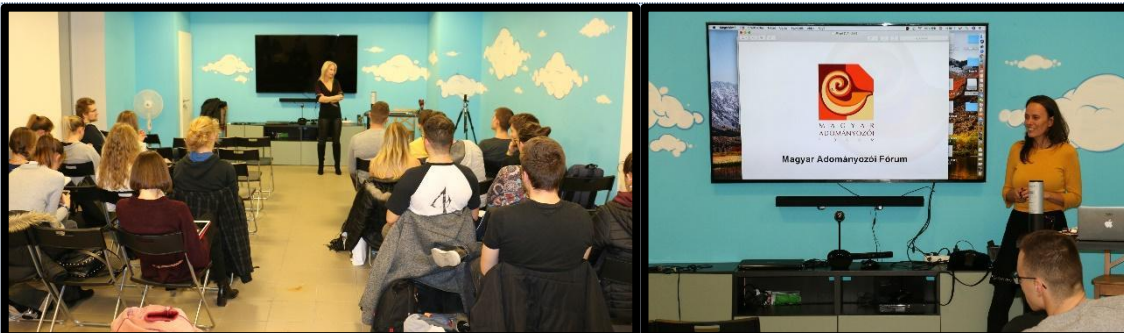
**E-commerce, online marketing II. -2018.11.05.**



**Negotiation techniques, The basics of business communication - 2018.11.12.**



**Grunding / company / NGO founding, NGO optional / CSR - 2018.11.19.**



**How to build a successful startup? - 2018.11.26.**



**Presentation techniques, media relations - 2018.12.03.**



**Presentation of the students' projects - 2018.12.08.**



## D. Introduction of the Trainers / Mentors

### Starting a business modul

- DLP\_Curriculum Vitae/Annex nr. 10.\_18.05.19. Brainstorming, idea pitching
- DLP\_Curriculum Vitae/Annex nr. 11.\_18.06.16. Collaborative work style, project planning
- DLP\_Curriculum Vitae/Annex nr. 12.\_18.09.03. Strategic planning and market research
- DLP\_Curriculum Vitae/Annex nr. 13.\_18.09.10. Handling personal finances, financial planning
- DLP\_Curriculum Vitae/Annex nr.14.\_18.09.15. Identity board game
- DLP\_Curriculum Vitae/Annex nr.15.\_18.09.17. How to sell it - online / offline? The basics of marketing, identifying the target group
- DLP\_Curriculum Vitae/Annex nr.16.\_18.09.24. Product pyramid, sales funnel, client acquisition workshop
- DLP\_Curriculum Vitae/Annex nr.17.\_18.10.01. Introduction of our designer
- DLP\_Curriculum Vitae/Annex nr.18.\_18.10.08. Creating a landing page
- DLP\_Curriculum Vitae/Annex nr.19.\_18.10.15. Lead magnet, SEO
- DLP\_Curriculum Vitae/Annex nr.20.\_18.10.25. Content marketing
- DLP\_Curriculum Vitae/Annex nr.21.\_18.10.29. Administration, The business of the business is the business
- DLP\_Curriculum Vitae/Annex nr.22.\_18.11.05. E-commerce, online marketing II.
- DLP\_Curriculum Vitae/Annex nr.23.\_18.11.12. Negotiation techniques, The basics of business communication
- DLP\_Curriculum Vitae/Annex nr.24.\_18.11.19. Grundung / company/ NGO founding, NGO optional / CSR
- DLP\_Curriculum Vitae/Annex nr.25.\_18.11.26. How to build a successful startup?
- DLP\_Curriculum Vitae/Annex nr.26.\_18.12.03. Presentation techniques, media relations

## E. Training Minutes



### **Brainstorming, idea pitching – 2018.05.19.**

#### **Presenter's summary:**

"The workshop served a dual purpose. On the one hand, it gave practical insight to the participants into the basic brainstorming techniques - both on individual and on group level, and then gave guidance when choosing between ideas. On the other hand, its purpose was to find the ideas which can be realized, those which can be supported in reality within the framework of the training and with what the participants identify with it also. It was a very important circumstance that most of the participants arrived at the workshop with a clearly overthought idea and with already formed teams.

The first goal (brainstorming, perfecting existing ideas) was fully realized, the participants were active and involved. The second goal (choosing between the ideas) was achieved only with minor compromises. On the one hand, the new-born ideas started with a strong disadvantage against already polished ideas by some of the teams. On the other hand, it was not clear if every participant was part of the team that fits him/her the most. It can be assumed that these small things will be polished when continuing the training. "

### **Collaborative work style, project planning – 2018.06.16.**

#### **Presenter's summary:**

"Although it was on Saturday and started at 10 AM, the students took the start seriously (they were punctual.). They were very enthusiastic when I asked them about their ideas.

During my presentation, I was happy to create an interactive environment and include them by asking them questions because they dared to sign up, to comment, or even argue, which I found very positive. I have not had that experience often.

"During their 4-hour session, they didn't really lose their attention, they persisted. They're asking if something was unclear. From their questionnaire responses I know they are able to incorporate what they have heard into practice. It also came out that informal communication and flexible topic management are important to them. "

### **Strategic planning and market research – 2018.09.03.**

#### **Presenter's summary:**

"I think the lecture was basically well done, and the knowledge has been passed on. I felt that so much information was very condensed, and in addition, these topics are much more serious than what can be included in this short time. Accordingly, I was trying to emphasize that what has been said during the lecture is only for assisting when choosing a path, and to present which tools can the student use in order to build a strategy, a business model and a value proposition. I think the students were active in relation to the the topic in spite of "dryness" of it, and I hope they realized that they must put lot of time and energy in their project if they want to succeed. "

### **Handling personal finances, financial planning – 2018.09.10.**

#### **Presenter's summary:**

"Why this topic?

The importance of financial awareness cannot be emphasized enough, because unfortunately young people do not see good patterns at home. The old patterns which their parents have learned, can not be applied all the times and the new ones are not

always available (at least not in a family environment). The new designs, which are provided by technology, mostly support immediate solutions and routines thus long-term thinking and planning can rarely be learned with them. That is why it was important to form a way of thinking through the presentation.

With which method?

In the context of an interactive conversation, the most important principles that underpin financial awareness and concretize the method of design have been substantiated with more life-like examples. During the presentation the audience had the possibility to ask questions, and as a speaker I also asked the audience, tried to involve them, and bring them closer to the topics of financial awareness and planning through their own examples.

What was the reaction of the students?

It was also surprising to me how much they were interested in the topic, they were asking a lot of questions, they were active, and they were pretty familiar with many concepts. Not the usual two-to-three "hard core" was only active, but many more people asked at least once during the three hours, and those who did not ask any questions, they were typically watching, taking notes. More people also asked about personal problems during the break or after the performance. In conclusion, I feel that there was mutual communication and interest.

How do I feel about this presentation?

As a performer I enjoyed it very much - mainly because of the perceptible interest. (In this age group, it is not easy to get young people out of boredom with this topic.) It was a pleasant surprise to me how many people are already thinking about the idea of the business and asking about the opportunities seriously. I'd like to have other possibilities to give this presentation if you'll have me."

#### **Identity board game - 2018.09.15.**

##### **Presenter's summary:**

"During the Identity board game, we took personality development as a basic thesis. This was taken into account during the game thanks to the cards created in the game, so with the help of the cards we were able to measure our own and each other's basic ideas and stress factors. It was noticeable that everyone was orientated in space and time. His behavior was convergent, cooperative. Perception disorder, doxazma did not appear at all. Munchic features were good in every case.

I think the occasion was excellent, although the group's personality works quite differently according to different systematics, somebody used the rational left brain hemisphere, and some students showed remarkable intellectual abilities. The emotional intelligence has developed both for girls and boys. "

#### **How to sell it - online / offline? The basics of marketing, identifying the target group – 2018.09.17.**

##### **Presenter's summary:**

It was an exciting task to talk about online marketing for potential entrepreneurs. Particularly, one of my main suggestions was that they should not be doing the online marketing for their business, but I recommended them to ask online marketing professionals inside or outside their company.

I have presented my own, and thus Netchilli's, approach to what it means and what is the result of online trust building.

It was a great experience to give my presentation for such an interested team, they were very curious and I have seen them taking many notes, continuously. They have responded to all my "riddles" and helped me with good questions to make my presentation even more appealing to them. "

**Product pyramid, sales funnel, client acquisition workshop – 2018.09.24.**

**Presenter's summary:**

"In my presentation, I have talked about marketing automatization, about the elements of the product pyramid, the steps of its construction, and also about customer acquisition solutions.

The planned 3-hour presentation was successfully completed and during the presentation the students were very active. For an effective illustration, I have used a 67-slide presentation.

During my lecture, I placed great emphasis on not only passing on the information, but we have started designing the product pyramids for the students with the help of a workbook, thus they were able to go home with tangible results.

In my opinion, many useful thoughts and knowledge have been handed over to the participants during my lecture, and based on their feedback they also liked my presentation."

**Introduction of our designer – 2018.10.01.**

**Presenter's summary:**

"I was asked to give the students a basic idea of what kind of design knowledge they need for an entrepreneurial project. I have presented to them the ways of creating a logo, the possibilities of creating a corporate identity and a website design. I was trying to concentrate on what a young entrepreneur might find useful when starting their own company. I admit I was quite surprised that, at such a young age, students were able to go so far with their projects. It was a great experience to give my presentation in front of so many young and motivated students. It also shows that this program is brilliantly assembled, because they are moving forward in the logical way in which something is built also in real life. I have to mention the flawless organization separately, because everything was in its place, I got a calendar invitation, a detailed description of what I have to do, what to expect. In the end, there was a possibility for 30 minutes of networking, during which the students asked a lot of questions, so we stayed even longer than the eventually planned timeline. It was very good, I look forward to the next! "

**Creating a landing page – 2018.10.08.**

**Presenter's summary:**

"An excellent and well-prepared venue for live online streaming on Facebook. We were briefed on the participant's level of preparedness. We were able to start punctually. The presentation consisted in a 2-hour lecture (2x1h, a 10-minute break) and in addition to this, an informal personal conversation.

How did the students react? Participants were generally very interested, most of them making notes during the whole presentation. We have received several relevant, targeted questions which are closely related to the practical implementation of their own projects (how can I immediately book my domain name, how do I know that the domain name I want is still available, etc.). Several students paid a close attention and were prepared in the topic of web development project management

methodologies. Our presentation seemed to have had the perfect timing and seemed relevant to the students. Our feedback: We were well-prepared, and the event had a good atmosphere and it was inspirational for all participants. We have received helpful questions from Zoltán Tóth about the understanding of the topic and the fluency of the presentation. We have informed the organizers that we would be happy to participate on more occasions organized by UP academy, if possible even to extend the circle of our lecturers with additional staff. The potential topics were discussed at the end of yesterday's event."

**Lead magnet, SEO - 2018.10.15.**

**Presenter's summary:**

"On 15th of October 2018, I held a workshop for students on "lead magnet" and search engine optimization between 17:00 and 20:00.

Both presentations were practical and informal. Students have asked a lot of questions about these topics linked to their own projects, and on how to make the most of the techniques I have introduced them to.

At the end of the presentation, several students stayed for a discussion regarding their projects and hopefully I could be of help to them with useful and exciting information. Thank you for the opportunity, and if I can help you any more, please, don't hesitate to contact me! "

**Content marketing - 2018.10.25.**

**Presenter's summary:**

"I have graduated as a teacher at the university, and I have just entered the era when I have to decide everything for myself, so I know what kind of problems young people have to deal with. Basically, this is the topic of my YouTube channel and social media interfaces. Fortunately, after 1.5 years of content production, the first company contacted me and offered me sponsorship. Here's it began my relationship with content marketing. The DLP students asked me about this, and I can only think positively about them and about the organizers (especially Szabolcs) because I was unable to attend the event personally because of my current location, but with the help of Skype the quality of the presentation was as high as it would have been if I were able to be there personally. I hope that in case of a similar topic, the organizers will contact me again and that my words will motivate those who want to learn more about this topic. "

**Administration - 2018.10.29.**

**Presenter's summary:**

"This was my first time giving presentation for students and they were definitely more interested than I was initially expecting. There were a lot of questions, and it was actually visible that they wanted to absorb the knowledge. As a presenter, I have enjoyed their openness and I would like to give them a presentation any other time also. After the presentation, several people came to ask questions and ask for help, which was a very positive surprise for me. "

"My presentation was on the topic of pricing and its measurement.

The following topics were covered:

- What is cost-based pricing and what is value-based pricing?
- how to calculate these when we sell a product or if we are the product itself, being a consultant or expert

- we have discussed the basic concepts (profit margin, margin, factoring, price competition)
- what are the typical mistakes for beginners in business they should avoid
- why the remeasurement of the pricing is important
- what points of return should be included in the processes

The students were active and asked questions several times. They could get answers to all their question based on my own experience with examples from my own businesses. It was a great experience for me. I have to say, that compared to their age, they are very mature, serious young people who are willing to take action in order to ensure their future. If other opportunity will raise, I would definitely like give this presentation again to similar young people. "

#### **E-commerce, online marketing II. -2018.11.05.**

##### **Presenter's summary:**

"The audience followed with great attention the structured lecture. It was obvious that they understood topic what I was talking about (this proves proper preparation and selected audience), so there were not so many questions. It was uncomfortable to sit for an 1 hour presentation. "

#### **Negotiation techniques, Basics of business communication - 2018.11.12.**

##### **Presenter's summary:**

"I've given a lot of presentation during my life, especially for adults, who are business men and women. So I was very delighted being asked to give a presentation in the topic of business communication to youngsters.

The students were surprisingly prepared in this topic, thus we were able to go through the basics of negotiation and sales skills, and afterwards we could talk about the more serious negotiation / sales techniques and we were also able to make the presentation more interactive. They have had a lot of questions, they seemed really into it and it was important for them to develop their own skills and also their projects. I really liked the place also as it was my first time in the UP center, but I think this center is a gem in Újbuda. There would be need for more of this kind of centers, I hope many students can participate in similar programs, because it would have been very useful for me also when I was young. "

#### **Grunding / Company / NGO Founding, (this one was optional) / CSR - 2018.11.19.**

##### **Presenter's summary:**

"The students were very interested, they have asked a lot of questions and they were paying attention, which shows that this particular topic is really relevant to them. The time set for the presentation and answering the questions was optimal, there was enough time to answer all the questions because they were able to ask questions continuously during the presentation. This somewhat determined the interactivity of the performance.

I hope that the presentation was useful and helpful for the students, although it is a fact that the legal area and the company law (unlike the advertising law, for example) is a very dry area and it is not really possible to have a fun presentation about its basics. This topic was more likely informative. "



"During the presentation, students were able to receive some insight into the following topics: nonprofit organizations, social investments. Students were very active, asked many questions, they were paying attention. I have also tried add some color to the presentation with presenting case studies. "

**How to build a successful startup? - 2018.11.26.**

**Presenter's summary:**

"This presentation was located at the end of the DLP program, so I didn't have a hard time, because the students were well prepared in the topic of the entrepreneurship. It seemed that they were a little tired, which was no surprise for me, as they have had a very intense schedule for these 9 months, especially in addition to school or work, but there is work needed for success, and this team seems very persistent. During my presentation, I have introduced to them the basic concepts and operating mechanisms that are essential for building a startup. I have realized that Hungarian students are less aware of the difference between startups and traditional businesses that are increasing at a technological, in a fast way and on international level, thus we have discussed this topic in detail. The second part of the presentation was mainly about finding investors, because I realized that this was especially important for this team, as many of them were already on the verge of starting a company. I hope my presentation has contributed to their success."

**Presentation techniques, media relations - 2018.12.03.**

**Presenter's summary:**

"This presentation could not be held due to the sudden illness of our guest lecturer, so we have used this opportunity to receive feedback from the students. We made a around table and we have discussed thoroughly their experiences in DLP, both their positive and negative comments, in the form of a guided discussion. This conversation proved to be so useful that the experiences gathered here were incorporated into the next program. The conversation was conducted by the professional managers of the program with our students. "

**Presentation of the student projects - 2018.12.08.**

**Presenter's summary:**

"The task for the students was to present their own projects in 3-5 minutes, possibly in a short presentation (using electronic presentation softwares). 80% of the students took this assignment seriously and were well prepared. Some students, however, were loose and hand it over roughly ready work. The jury has asked some questions to the teams for 10-10 minutes each. 5 teams were able to answer the jury's questions in a great detail, 2 teams have realized during the program that they had taken a too large bite and they were not able to realize the project. The positive thing about this is that these students have also said that next time they will do some things differently and how they will do this, so they were able to learn from this. The students also have received detailed feedback about their presentation, which was received positively by them and they were thankful for this."

## F. Summary about the lessons learned and results of the training / workshop

**What conclusions can be drawn regarding this module?**

Among other things, the module proved its success by the fact that 2 of our teams have won in a startup tournament, and in the meantime, 2 of our teams have started negotiations with large corporate investors. In the module, we plan to do minor changes, but its logical structure and its basics will remain in its present form.

Its most successful elements: the core of this module is its logical structure. It offers guidance to students in building the business as they build up the business in the real world also. We believe that reducing the number of contact hours for once a week was a good decision, because thus they have enough time to incorporate what they have learned directly into their project.

What we will change is that we will compress more the online marketing modules better because several presenters have repeated the same information. We will put more emphasis on e-commerce (webshops) because this was less discussed, but this topic would have been very interesting for the students. As a result of the feedback from our students, we will expand this module with further optional lectures, which will be determined at a later point.

### **Brainstorming, idea pitching – 2018.05.19.**

#### **Feedback from the students:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 4,9 points by the participants,
- The organisation of the module received 4,9 points,
- The topic of the presentation based on their opinion received 4,9 points,
- The presentation was interesting: 4,8 points,
- The novelty of the information: 4,7 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 9,6 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

Presenter:

- Expertise: 4,9 points
- Preparedness: 4,9 points
- Presentation skills: 4,9 points
- Overall: 4,9 points

### **Collaborative work style, project planning – 2018.06.16.**

#### **Feedback from the students:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 4,9 points by the participants,
- The organisation of the module received 4,8 points,
- The topic of the presentation based on their opinion received 4,9 points,
- The presentation was interesting: 4,9 points,
- The novelty of the information: 4,9 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 9,4 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

1. Presenter:

- Expertise: 4,9 points
- Preparedness: 4,9 points
- Presentation skills: 4,9 points
- Overall: 4,9 points

2. Presenter:

- Expertise: 4,9 points
- Preparedness: 4,9 points
- Presentation skills: 4,7 points
- Overall: 4,9 points

### **Strategic planning and market research – 2018.09.03.**

#### **Feedback from the students:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 4,8 points by the participants,
- The organisation of the module received 4,9 points,
- The topic of the presentation based on their opinion received 4,8 points,
- The presentation was interesting: 4,8 points,
- The novelty of the information: 4,7 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 8,9 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

Presenter:

- Expertise: 4,8 points
- Preparedness: 4,8 points
- Presentation skills: 4,7 points
- Overall: 4,8 points

### **Handling personal finances, financial planning – 2018.09.10.**

#### **Feedback from the students:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 4,8 points by the participants,
- The organisation of the module received 4,8 points,

- The topic of the presentation based on their opinion received 4,6 points,
- The presentation was interesting: 4,2 points,
- The novelty of the information: 4,4 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 7,9 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

Presenter:

- Expertise: 4,9 points
- Preparedness: 4,6 points
- Presentation skills: 4,5 points
- Overall: 4,5 points

#### **Identity board game - 2018.09.15.**

##### **Feedback from the students:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 5 points by the participants,
- The organisation of the module received 3,8 points,
- The topic of the presentation based on their opinion received 2,3 points,
- The presentation was interesting: 2,3 points,
- The novelty of the information: 1,5 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 4,3 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

Presenter:

- Expertise: 2,5 points
- Preparedness: 2,5 points
- Presentation skills: 2,5 points
- Overall: 2,8 points

#### **How to sell it - online / offline? The basics of marketing. Identifying the target group. – 2018.09.17.**

##### **Feedback from the students:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 4,8 points by the participants,
- The organisation of the module received 4,9 points,

- The topic of the presentation based on their opinion received 4,8 points,
- The presentation was interesting: 4,9 points,
- The novelty of the information: 4,7 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 9,5 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

Presenter:

- Expertise: 4,9 points
- Preparedness: 5 points
- Presentation skills: 4,9 points
- Overall: 4,8 points

#### **Product pyramid, sales funnel, client acquisition workshop – 2018.09.24.**

##### **Feedback from the students:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 5 points by the participants,
- The organisation of the module received 4,9 points,
- The topic of the presentation based on their opinion received 5 points,
- The presentation was interesting: 5 points,
- The novelty of the information: 5 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 9,5 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

Presenter:

- Expertise: 4,9 points
- Preparedness: 5 points
- Presentation skills: 4,8 points
- Overall: 5 points

#### **Introduction of our designer – 2018.10.01.**

##### **Feedback from the students:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 4,7 points by the participants,
- The organisation of the module received 5 points,



- The topic of the presentation based on their opinion received 4,2 points,
- The presentation was interesting: 4 points,
- The novelty of the information: 4 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 7,6 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

Presenter:

- Expertise: 5 points
- Preparedness: 4 points
- Presentation skills: 3,9 points
- Overall: 4,4 points

#### **Creating a landing page – 2018.10.08.**

##### **Feedback from the students:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 4,9 points by the participants,
- The organisation of the module received 5 points,
- The topic of the presentation based on their opinion received 4,8 points,
- The presentation was interesting: 4,6 points,
- The novelty of the information: 4,6 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 8,9 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

Presenter:

- Expertise: 5 points
- Preparedness: 5 points
- Presentation skills: 4,6 points
- Overall: 4,8 points

#### **Lead magnet, SEO - 2018.10.15.**

##### **Feedback from the students:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 4,9 points by the participants,
- The organisation of the module received 4,9 points,

- The topic of the presentation based on their opinion received 4,8 points,
- The presentation was interesting: 4,6 points,
- The novelty of the information: 4,6 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 8,9 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

Presenter:

- Expertise: 4,9 points
- Preparedness: 4,6 points
- Presentation skills: 4,2 points
- Overall: 4,4 points

#### **Content marketing - 2018.10.25.**

##### **Feedback from the students:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 4,9 points by the participants,
- The organisation of the module received 4,7 points,
- The topic of the presentation based on their opinion received 4,6 points,
- The presentation was interesting: 4,3 points,
- The novelty of the information: 4,1 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 8,1 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

Presenter:

- Expertise: 4,6 points
- Preparedness: 4,1 points
- Presentation skills: 4,7 points
- Overall: 4,4 points

#### **Administration, The business of the business is the business - 2018.10.29.**

##### **Feedback from the students:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 4,9 points by the participants,
- The organisation of the module received 4,9 points,

- The topic of the presentation based on their opinion received 4,9 points,
- The presentation was interesting: 4,6 points,
- The novelty of the information: 4,6 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 9,1 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

1. Presenter:

- Expertise: 5 points
- Preparedness: 5 points
- Presentation skills: 4,4 points
- Overall: 4,9 points

2. Presenter:

- Expertise: 5 points
- Preparedness: 5 points
- Presentation skills: 4,8 points
- Overall: 4,9 points

### **E-commerce, online marketing II. -2018.11.05.**

#### **Feedback from the students:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 4,7 points by the participants,
- The organisation of the module received 4,8 points,
- The topic of the presentation based on their opinion received 4,5 points,
- The presentation was interesting: 4,2 points,
- The novelty of the information: 4,2 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 8,5 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

Presenter:

- Expertise: 4,6 points
- Preparedness: 4,8 points
- Presentation skills: 4,3 points
- Overall: 4,7 points

### **Negotiation techniques, The basics of business communication - 2018.11.12.**

#### **Feedback from the students:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 4,8 points by the participants,
- The organisation of the module received 4,8 points,
- The topic of the presentation based on their opinion received 4,6 points,
- The presentation was interesting: 4,6 points,
- The novelty of the information: 4,5 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 8,5 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

Presenter:

- Expertise: 4,7 points
- Preparedness: 4,9 points
- Presentation skills: 4,7 points
- Overall: 4,5 points

### **Grunding / company / NGO founding, NGO optional / CSR - 2018.11.19.**

#### **Feedback from the students:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 4,9 points by the participants,
- The organisation of the module received 4,9 points,
- The topic of the presentation based on their opinion received 4,6 points,
- The presentation was interesting: 4,5 points,
- The novelty of the information: 4,5 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 7,7 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

1. Presenter:

- Expertise: 4,9 points
- Preparedness: 4,9 points
- Presentation skills: 4,5 points
- Overall: 4,8 points

2. Presenter:

- Expertise: 4,8 points
- Preparedness: 4,9 points
- Presentation skills: 4,8 points
- Overall: 4,9 points

**Startup section**

**What conclusions can be drawn from this module?**

This module was very successful. It was also a good idea to put it at the end of the DLP program because many students think that startups are completely different than a traditional business, but its basics are very similar.

**Its most successful elements were:** this was a longer presentation which was held by a young successful startupper. It was very useful for students because they have participated previously in this training program and at this point they have had a pretty good understanding of what it means to be an entrepreneur, thus it was much more easy to them to understand the knowledge about startup companies. The presenter was well connected to them, he also was interactive and energetic.

**Planned changes:** we are not planning to change anything here.

**How to build a successful startup? - 2018.11.26.**

**Feedback from the students:**

Based on the Likert scale from 1 to 5, the following results were obtained:

- The location was evaluated at 4,8 points by the participants,
- The organisation of the module received 4,9 points,
- The topic of the presentation based on their opinion received 4,6 points,
- The presentation was interesting: 4,6 points,
- The novelty of the information: 4,6 points.

Overall, the event was evaluated on the basis of the participants' responses on a 1-10 Likert scale, with an average of 8,9 points of satisfaction.

The feedback about the presenters were also measured on a Likert scale of 1-5.

Results:

Presenter:

- Expertise: 4,9 points
- Preparedness: 4,6 points
- Presentation skills: 4,7 points
- Overall: 4,6 points

**Communications module**

**What conclusions can be drawn from this module?**



This module did not take place because of the presenter's sudden illness, and it was planned to take place at the end of the program, unfortunately we did not have the possibility to replan it. However, we, the UP academy's C-level management have used this opportunity to ask for feedback from the students about the program for 2 hours long. We have had this conversation sitting in round and we have asked for their feedback in a form of a guided conversation. It was very, very useful, and the feedbacks received we have already built into the next program.

### **The pitch**

#### **What conclusions can be drawn from this module?**

In our view, this module was successful, and it will remain in our program with some changes.

**Its most successful elements were:** the timing was great, the students had 3-5 minutes for their presentation, and after that, the jury could briefly ask them about their projects. It was paced, energetic, but it was obvious that this has a serious stake, and most of the teams were serious about it. It was also a good decision to have a the 4-member jury, we think that this is the perfect number for jury, no more no less.

**What we will change** is that those students who eventually did not successfully complete their project did also present their project, and the cause of their failure was that they chose a too big bite or a less motivating topic. This is in itself it is okay, this is part of the learning process, but we didn't have a talk about this with the students what to do in this case (what they have experienced, what they will do differently), so it was a little uncomfortable for those student to have failed to realized their project to report it. Next time we will be better in supporting them in case of failure and they will also receive special training.