



Funded by the
European Union



Green Work for Youth

Project No 2022-1-PL01-KA220-YOU-000085715

PROJECT PROPOSAL

PROJECT TITLE	"Green Transition through Entrepreneurship"		
SUBMITTED BY		SUBMITTED TO	
PHONE / EMAIL		RECEIVER PHONE / EMAIL	
DATE SUBMITTED		PROJECTED START DATE	

PROJECT NAME AND DESCRIPTION

Project "Green Transition through Entrepreneurship"

This Project proposes a strategy for delivering a training program for aspiring entrepreneurs in Ukraine's coal mining regions. The program consists of three parts: Green Idea Marathon, Pre-Incubator, and Consultation Services.

Green Idea Marathon (July 2024)

Targets individuals who want to develop a business idea to address regional challenges.
Aims to equip 200 participants with entrepreneurial skills and select 75 for the Pre-Incubator program.
Offers online workshops on business basics, problem identification, and idea development.

Pre-Incubator (August-October 2024)

Provides intensive training for 75 selected participants to refine their business ideas.
Delivers online training sessions, workshops, and peer-to-peer interaction sessions.
Focuses on business model development, pitching, fundraising, and building networks.

Consultation Services (August-October 2024)

Connects participants with professional consultants to address specific business challenges.
Offers consultations on various topics like market validation, financial planning, and legal considerations.
Aims to provide participants with actionable insights and equip them for strategic decision-making.

PURPOSE / GOALS

"Green Transition through Entrepreneurship" aims to support Ukraine's recovery and just transition in the face of structural changes, economic challenges, and war-induced disruptions by providing holistic support for aspiring entrepreneurs, existing entrepreneurs, and entrepreneurial support organizations. The project encompasses four components. The component relevant to this work, the Ideas Track, focuses on introducing entrepreneurship as a viable career path within the target regions by supporting aspiring entrepreneurs in developing their business ideas through three months of training, network development, and access to resources.

ASSUMPTIONS

Key assumptions for the project:

Target Audience:

Individuals are interested in starting a business and have a team (or are willing to form one).

Participants are Ukrainian nationals or residents over 18 residing in the target regions.

Applicants have a basic understanding of entrepreneurship and its role in achieving a Just Transition.

Participants have a problem statement related to the social, ecological, or environmental challenges of the coal mining regions.

Project Delivery:

Participants have reliable internet access and are comfortable using online platforms.

The security measures implemented by the online platform are sufficient to protect participant information.

There will be minimal disruptions due to power outages or air raids during online sessions.

Backup plans in place can effectively address any disruptions.

Translation services (if needed) are readily available and effective.

Project Outcomes:

Participants are actively engaged and motivated throughout the program.

The curriculum effectively addresses the needs and challenges of the target audience.

The facilitators are skilled and experienced in delivering engaging online training sessions.

Participants are receptive to feedback and willing to use it to improve their business ideas.

The consultation services are valuable and provide actionable insights to participants.

External Factors:

The situation in Ukraine remains stable enough to allow for the uninterrupted implementation of the program.

There are sufficient qualified service providers available to deliver the consultations.

Unforeseen Challenges:

Lower than expected participation rates in the Green Idea Marathon or Pre-Incubator program.

Difficulty in forming effective teams among participants.

Technical difficulties with the online platform.

Security breaches or data leaks.

These assumptions are crucial for the successful execution of the program. The KBS should have plans in place to address any potential issues that may arise.

MEASUREMENTS OF SUCCESS

The project outlines a program to train aspiring entrepreneurs in Ukraine's coal mining regions. To assess the effectiveness of this program, here are some key success metrics across the different stages:

Green Idea Marathon (July 2024)

Participant Engagement:

Number of applications received for the Green Idea Marathon.

Completion rates for the online training workshops.

Participation rates in online discussions and activities.

Feedback surveys on participant satisfaction and learning experience.

Outputs:

Number of participants who developed a business idea addressing regional challenges.

Quality of problem statements drafted by participants.

Shortlisting of 75 promising participants for the Pre-Incubator program.

Pre-Incubator Program (August-October 2024)

Participant Development:

Pre- and post-program assessments to measure knowledge gain in key business areas.
Quality and refinement of business models developed by participants.
Participant confidence levels in pitching their business ideas.
Feedback surveys on the program's effectiveness and usefulness.

Outputs:

Number of participants who completed the Pre-Incubator program assignments.
Number of participants who successfully pitched their business ideas.
Percentage of participants feeling prepared to pursue their entrepreneurial ventures.
Consultation Services (August-October 2024)

Service Utilization:

Number of participants who availed themselves of the consultation services.
Selection rates for different consultation service packages.

Participant Impact:

Feedback surveys on the quality and usefulness of the consultations.
Level of satisfaction with the expertise of the service providers.
Evidence of how consultations helped participants address specific business challenges.
Overall Program Success

Number of launched businesses: Track the number of businesses launched by program participants within a specific timeframe (e.g., 6 months or 1 year after program completion).

Job creation: Measure the number of jobs created by these new businesses.

Social and environmental impact: Assess the positive social and environmental impact of the businesses launched by program participants in the coal mining regions.

Sustainability: Evaluate plans for replicating the program in other regions.

Additional Considerations

Collecting qualitative data through interviews, focus groups, and case studies to understand the program's impact beyond the metrics mentioned above.

Regularly monitoring and adapting the program based on the collected data and participant feedback to ensure continuous improvement.

RISK FACTORS

Risk 1. Participant engagement and motivation (moderate likelihood). Participants may struggle with online learning or lose motivation throughout the program.

KBS's ways of mitigation:

- Offering interactive workshops and breakout rooms.
- Utilizing a variety of content formats (presentations, case studies, etc.).
- Scheduling regular check-ins and feedback opportunities.
- Considering offering incentives for participation and completion.

Risk 2. Technical issues and disruptions (moderate likelihood). Power outages, internet connectivity issues, or platform problems could disrupt program delivery.

KBS's ways of mitigation:

- Utilization of a secure online platform with backup options (recordings).
- Developing a communication plan for addressing disruptions.
- Offering alternative learning methods (e.g., recordings) if necessary.
- Ensure technical support is available for participants.

Risk 3. Expertise and availability of service providers (low likelihood). KBS might not be able to identify qualified service providers for consultations, impacting program quality.

KBS's ways of mitigation:

- Leveraging KBS's network and conducting thorough selection processes.
- Maintaining clear communication with Grantowner during service provider procurement.
- Developing a backup plan for identifying alternative providers if needed.

Risk 4. Language barriers (Low likelihood). Participants may have limited English language proficiency.

KBS's ways of mitigation:

- Offer materials and sessions in both Ukrainian and English.
- Utilization of translation support.
- Encouraging participants to communicate any language needs in advance.

Risk 5. Reaching selection criteria (Low likelihood). Participants may not meet the selection criteria for the Pre-Incubator program.

KBS's ways of mitigation:

- Clearly communication selection criteria to participants beforehand.
- Offering feedback to those not selected to help them improve their applications.

Additional considerations:

1. Budget management. KBS has closely monitored project finances to ensure efficient use of resources. Additionally, indirect eligible costs of 5% of total cost are distinguished to cover unexpected costs.
2. Monitoring and evaluation. KBS will regularly assess program effectiveness through data collection and participant feedback.
3. Sustainability. The proposed activities and developed plan could be used for potentially replicating the program in the future.

APPROACH

The Kyiv Business School (KBS) proposes a strategy to deliver the training program for the "Green Transition through Entrepreneurship" project implemented by Grantowner. This strategy ensures high-quality content development, effective participant management, and seamless delivery of both the Green Idea Marathon and the Pre-Incubator phases.

Target regions:

- Volodymyr and Lutsk Raions, Volyn Oblast
- Chervonohrad, Lviv and Zolochiv Raions, Lviv Oblast

Target group:

- Individuals who want to start their own business or project and want to develop their idea into a marketable product or service that can contribute to creating an impact and promote sustainability and recovery
- Participants already have a team or are willing to form a team of 2-3 people
- Ukrainian nationals and/or residents over the age of 18 based in the target regions of Lviv and Volyn Oblast.

Work package 1. Green Idea Marathon

Objective:

To inspire and equip 200 participants from target regions with the knowledge and skills to become entrepreneurs who address regional challenges through innovative business ideas, ensure effective selection of 75 applicants for the Pre-Incubator program.

Key outcomes:

- 90% participants developed an understanding of entrepreneurship and its role in achieving a transition.
- 90% participants identified their personal strengths and entrepreneurial potential.
- 90% participants collaborated in teams to define and refine problem statements addressing critical issues in their regions.
- 90% participants develop and refine their problem statements to clearly define regional challenges.
- A shortlist of 75 selected promising participants for further Pre-Incubator program.

Deliverables:

- Developed and delivered curriculum for the Green Idea Marathon.
- 2 online training workshops – the Green Idea Marathon
- 200 participants in the Green Idea Marathon
- Participant feedback reports.

Duration:

Second half of June – first half of July 2024, including two days (July 6-7, 2024) the Green Idea Marathon

1.1. Participant Management

Objective is to ensure a smooth and engaging learning experience for all participants during the Green Idea Marathon, ensuring effective communication with the applicants for selecting on the Pre-Incubator phase.

Implementation strategy.

Pre-event preparation includes preparing the online platform with access to workshop materials, resources, and communication channels.

During the Green Idea Marathon:

1. Welcoming participants to the online platform and provide a brief orientation;
 2. Preparation and distribution of workshop materials.
- The KBS will develop informative workshop materials (agendas, handouts, presentations) specifically tailored to the target

regions (Volodymyr and Lutsk Raions, Volyn Oblast, Chervonohrad, Lviv and Zolochiv Raions, Lviv Oblast) and translated into Ukrainian and English. Materials will be distributed electronically through the online platform well in advance, allowing participants ample time for review and preparation. The KBS will consider accessibility needs and offer materials in alternative formats (e.g., PDFs with text-to-speech capability) upon request.

3. Participant management on the digital platform.

A team (Communication manager, SMM specialist, IT specialist) will manage the online platform, ensuring smooth operation and addressing any technical difficulties participants may encounter. Facilitators (4 persons) will actively monitor and manage the chat function, fostering a positive and respectful environment for online discussions. KBS 4 experienced facilitators will guide workshop sessions, ensuring active participation, clear communication, and addressing participant questions effectively.

4. Fostering engagement and collaboration.

KBS will design and conduct engaging icebreakers and team-building activities at the beginning of the Green Idea Marathon to break the ice, encourage interaction, and promote collaboration among participants. Additionally, KBS will create a dedicated online spaces or virtual breakout rooms for participants to network, share ideas, and build connections.

5. Availability for participant support.

A team of 4 facilitators and support staff (communication manager, SMM specialist, translator, IT specialist) will be readily available throughout the Green Idea Marathon to address participant inquiries, concerns, and offer assistance promptly.

6. Collecting participant feedback.

KBS will conduct short, targeted surveys at the conclusion of each workshop day to gather real-time feedback on participant satisfaction, understanding, and suggestions for improvement. Additionally, live polls can be used throughout sessions for quick engagement and insights. KBS will encourage participants to provide feedback through various channels, including the online chat function in social media via Facebook, Instagram, Telegram and/or dedicated feedback forms. The communication manager will be responsible for the activity.

7. Facilitating team matching.

For participants who haven't formed teams, KBS will offer an optional team formation process. This will involve online surveys and tools to match individuals based on skill sets, interests, and business ideas. Facilitators (4 persons) will provide guidance during icebreakers and team-building activities to encourage natural team formation based on observed interactions and communication styles.

Post-event:

1. Supporting pre-incubator selection.

KBS will utilize participant activity data (workshop participation, feedback, problem statement quality) alongside facilitator evaluations to support the selection process for the Pre-Incubator program. This ensures a data-driven approach while considering facilitator insights. Clear selection criteria will be communicated to participants, and feedback provided to those not selected for the Pre-Incubator program.

8. Regular progress reports.

KBS will submit regular progress reports to Grantowner that include key metrics on participant engagement (attendance, activity, feedback scores), workshop outcomes, identified success stories, and any challenges encountered. Reports will be transparent and address areas for improvement based on participant feedback and facilitator observations. The communication manager will be responsible for the activity.

Applications for the participants will be evaluated on the basis of selection criteria

The application will be evaluated based on the following criteria:

1. The problem the applicant wants to solve could create social, ecological or environmental impact, and the business idea has the potential to be new and different to generate revenue and grow in the market. (30%)
2. The applicant will clearly benefit from the pre-incubator (training on idea validation, in-kind budget, and networking). (30%)
3. The applicant or business idea has a connection to the coal mining regions. (20%)
4. The applicant appears motivated to actively participate in the program and has a committed team with relevant skills. (20%)

1.2. Content Development

Implementation strategy.

1. Structured curriculum.

The curriculum will be structured around the two main topics, with dedicated workshops and activities for each. Overall, it is planned to conduct 2-day online training workshops on a problem of identification and idea development. KBS will clearly define specific learning objectives for each session, ensuring participants gain the necessary knowledge, skills, and networking opportunities to progress through the Green Idea Marathon. While maintaining a core structure, the curriculum will be adaptable to consider the specific challenges and opportunities in Volyn and Lviv Oblasts. Communication manager, coordinator of educational programs, facilitators (4 persons), methodologist are involved with Grantowner informing.

2. Detailed session plans

KBS will create detailed session plans outlining engaging and interactive activities to keep participants actively involved. A variety of content formats will be used, including presentations, case studies, video clips, and group discussions. KBS will integrate learning resources (handouts, templates) within each session.

The curricular is organized in to two online workshops - the first one is on the basics of developing an idea into a business and what running participants business entails. The second one focuses on establishing a clear understanding of business challenges that applicants can tackle.

3. Educational materials and resources.

KBS will develop visually appealing and informative presentations in Ukrainian and English, complemented by clear and concise handouts. Where relevant, KBS will utilize interactive resources like online quizzes, polls, and collaborative whiteboards to further

enhance participant engagement.

4. Documentation for future reference.

KBS will document the developed curriculum, session plans, methodologies, and best practices for future reference and potential replication of the Green Idea Marathon.

The documentation will be well-organized, accessible, and shared with Grantowner for future use, ensuring program sustainability.

Content focus on key areas:

- Entrepreneurial journey:

KBS will showcase a minimum of 5 inspiring stories of successful Ukrainian entrepreneurs, highlighting the opportunities and advantages of starting a business, even in the current climate in Ukraine. Through interactive activities and discussions, participants will explore their entrepreneurial potential, identify personal strengths, and develop an innovation mindset. KBS will utilize assessments and self-reflection exercises to help participants identify their unique talent sets and strengths that can contribute to their entrepreneurial success.

- Problem statement:

KBS will provide resources and guidance to help participants identify and analyze key challenges specific to their regions in Volyn and Lviv Oblasts. Dedicated workshops will equip participants with the tools and frameworks to craft clear, concise, and impactful problem statements that define a significant regional issue. Emphasis will be placed on ensuring problem statements clearly define the specific challenges participants aim to address through their business concepts.

1.3. Content Delivery

Objective: deliver the Green Idea Marathon curriculum effectively through engaging and interactive online workshops, equipping participants with the knowledge and skills necessary to advance their entrepreneurial journeys.

Implementation strategy.

1. Interactive delivery of two-days online training sessions.

KBS experienced facilitators will use a variety of engaging techniques to keep participants actively involved throughout the two-day online training sessions. This will include presentations, breakout rooms, group discussions, polls, quizzes, and gamified elements.

All sessions will be delivered in Ukrainian and English by facilitators fluent in the languages. KBS will offer translation support if needed. A dedicated technical support team will be available to address any platform-related issues participants may encounter. KBS will also have backup plans in place to ensure session continuity in case of unforeseen disruptions (e.g., power outages).

2. Tools and resources for participant learning

Essential learning resources (handouts, templates, etc.) will be distributed electronically through the online platform, allowing participants to prepare effectively. KBS will manage to create a user-friendly platform that allows for seamless access to resources, collaborative work, and real-time communication. KBS will curate and share additional resources (articles, websites, online tools) relevant to the topics covered, allowing participants to delve deeper into specific aspects of entrepreneurship and problem-solving.

3. Performance evaluation and pre-incubator readiness

KBS will assign tasks throughout the program that encourage application of learnings and development of business ideas. Assignments will be designed to assess participant understanding and problem-solving skills while providing valuable pre-incubator program preparation. Facilitators will provide constructive feedback on assignments to guide participants in refining their problem statements and business concepts.

4. Continuous Improvement & Post-Event Support

KBS will provide brief follow-up sessions after each day will summarize key takeaways, address questions, and maintain engagement. A comprehensive document containing key concepts, resources, and action items will be shared with participants for future reference. KBS will explore options for establishing communication channels to offer ongoing support and encouragement as participants progress on their entrepreneurial journeys.

5. Security and emergency response measures

KBS will utilize a secure online platform with participant authentication protocols (for example login and passcode). A communication plan will be developed to address potential disruptions (e.g., air raids, power outages) with clear instructions for participants. Backup plans will be in place to continue sessions if necessary, ensuring content delivery is not interrupted. KBS will have protocols for taking immediate measures to ensure participant safety and well-being in case of emergencies.

Work package 2. Pre-Incubator

Objective:

Deliver a Pre-Incubator program that equips 75 participants with the knowledge, skills, and resources necessary to refine their

business ideas, build strong networks, and prepare for successful entrepreneurial endeavors.

Outcomes:

85% of 75 participants:

- demonstrate a deeper understanding of key business development concepts through successful completion of program assignments and active participation in workshops.
- actively collaborate with peers and mentors, fostering a supportive learning environment and building valuable networks.
- refine their business models, incorporating feedback and learnings from the program, resulting in more robust and well-defined ventures.
- develop the skills and confidence to effectively communicate their business ideas through presentations and discussions.
- feel well-prepared to apply for incubators or pursue their entrepreneurial ventures with a clear vision and action plan.

Outputs:

10 online training sessions delivered on a user-friendly digital platform.

Comprehensive onboarding materials (program timeline, schedule, guidelines) co-created with Grantowner and translated into Ukrainian and English.

Three in-depth workshops on critical business development topics (e.g., business model canvas, pitching, fundraising).

3 Monthly facilitated peer-to-peer interaction sessions or virtual coffee chats.

Participant overview document for stakeholders, updated regularly to reflect progress.

Completed program assignments demonstrating participant learning and business model development.

Regular progress reports submitted to Grantowner with key data, feedback insights, and identified success stories.

List of additional learning resources (articles, websites, tools).

Post-session summaries with key takeaways, actionable items, and access to the curated resource library.

Duration:

August 2024 - October 2024

2.1. Participant Management

Implementation strategy

1. Collaborative onboarding materials

KBS will work closely with Grantowner to develop informative onboarding materials, including a detailed program timeline, event schedule, participant guidelines, and clear expectations. Materials will be translated into Ukrainian for participant comprehension and readily accessible through the online platform.

2. Workshops and peer interactions.

KBS will organize at least three in-depth workshops throughout the program, focusing on key topics like business model development, fundraising strategies, and pitching techniques. KBS will design and facilitate monthly peer-to-peer interaction sessions or virtual coffee chats to encourage knowledge sharing, collaboration, and building a strong cohort network. KBS will incorporate fun and engaging online bonding activities to foster a supportive and collaborative learning environment within the participant cohort.

3. Participant overview.

KBS will collaborate with Grantowner to create a participant overview document for project stakeholders. This may include information on team composition, business ideas, and relevant skills and experience.

The participant overview will be updated periodically to reflect progress made throughout the program.

4. Performance evaluation and supportive feedback.

KBS will develop and assign targeted assignments that evaluate participant progress in applying learned concepts and refining their business models.

Constructive Feedback Sessions: Individualized feedback sessions will be provided based on assignments to support participants' development and address any challenges they may face.

5. Dedicated contact people and support.

KBS will assign dedicated team members as contact points to address participant inquiries, concerns, and offer ongoing assistance throughout the program. Recognizing the Ukrainian-language requirement, our support staff will be fluent in Ukrainian.

6. Continuous improvement through feedback.

Short surveys will be conducted after each workshop to gather participant feedback on their learning experience and identify areas for improvement. KBS will encourage open communication throughout the program, allowing participants to provide feedback through various channels.

7. Regular progress reports.

KBS will submit regular progress reports to Grantowner that detail participant engagement, workshop outcomes, key feedback

points, and success stories identified. Reports will be data-driven, providing valuable insights into participant progress and program effectiveness.

2.2. Content Development

Implementation strategy

1. Structured curriculum and tailored learning formats.

KBS will develop a structured curriculum with a clear monthly breakdown of topics and dedicated sessions for each. This ensures a logical progression and in-depth exploration of essential areas like problem validation, value proposition development, and business planning. Content will be delivered in various formats (text, video tutorials, infographics) to cater to diverse learning styles and preferences of participants.

2. Real-world relevance and practical application.

Real-life examples, case studies of successful Ukrainian startups, and best practices will be integrated throughout the curriculum to illustrate concepts and inspire participants. KBS will provide participants with practical resources like templates, business model canvas tools, and interactive exercises to support active learning and direct application to their business ideas.

3. Continuous assessment and improvement.

Targeted assignments will be integrated within each session to assess understanding and identify areas where participants might need additional support.

Feedback on assignments will provide valuable insights to guide further learning and curriculum refinement.

4. Comprehensive resource sharing.

KBS will compile a comprehensive list of additional resources (articles, websites, books, free and paid online tools) relevant to each topic area. This empowers participants to delve deeper into specific aspects of business development.

5. Building an entrepreneurial framework.

KBS will incorporate self-assessment activities to help participants establish an entrepreneurial framework based on their education, background, experience, and work history. Interactive sessions will guide participants in utilizing brainstorming techniques to identify and critically analyze real-world problems they aim to address.

6. Developing solutions and building for success.

Dedicated workshops will equip participants with tools and frameworks to develop preliminary solutions for their identified problems and explore potential target markets.

Participants will receive guidance and support in crafting compelling pitch decks and developing roadmaps for their ventures. KBS will offer guidance and resources to assist participants in successfully applying for incubator programs to further accelerate their entrepreneurial journeys.

2.3. Content Delivery

Implementation strategy

1. Interactive online training.

KBS will combine informative lecture-style presentations with smaller, interactive working group sessions to promote active participation, collaboration, and deeper understanding of the topics. 5 experienced trainers will utilize a mix of techniques like polls, quizzes, breakout rooms, case study discussions, and interactive exercises. All sessions will be delivered in Ukrainian by facilitators fluent in the language. KBS will deliver a minimum 10 online training sessions on a digital platform (4 hours each), three in-depth workshops on critical business development topics (e.g., business model canvas, pitching, fundraising) and 3 monthly facilitated peer-to-peer interaction sessions or virtual coffee chats.

2. Tools and resources for participant success.

Essential learning materials (presentations, handouts, templates, etc.) will be distributed electronically through the online platform. Technical support team will address any platform-related issues. KBS will utilize online platform with participant authentication for a safe learning environment. Additionally, KBS will provide access to online resource library containing articles, websites, and tools relevant to each month's topics, empowering participants for further exploration.

3. Performance evaluation and incubator readiness.

Throughout the program, KBS will assign targeted tasks that encourage participants to apply learned concepts to their business ideas, further developing their solutions and business models. Assignments will be evaluated with constructive feedback provided to assess participant comprehension and identify areas for improvement, ultimately strengthening their readiness for potential Incubator programs.

4. Continuous improvement through feedback.

KBS will conduct brief surveys and open discussions after each session to gather participant feedback on the content delivery, learning experience, and identify areas for improvement. Also, KBS will encourage open communication throughout the

program, allowing participants to provide feedback through various channels.

5. Post-session support and takeaways.

Optional follow-up sessions or virtual office hours will be offered to address any lingering questions or provide additional support to participants. A comprehensive document summarizing key takeaways, actionable items, and access to the curated resource library will be provided after each month's sessions.

6. Security and emergency response measures.

KBS will utilize a secure online platform with participant authentication protocols to safeguard participant information. A communication plan will be developed to address potential disruptions (e.g., air raids, power outages) with clear instructions for participants.

Backup plans will be in place to continue sessions or provide alternative learning methods if necessary, ensuring content delivery is not interrupted, for instance recordings of training.

Work package 3. Consultation service package

Objective to provide participants with access to targeted expert advice through a curated consultation service package, empowering them to address specific challenges and accelerate their business development.

Outcomes:

Participants gain access to specialized expertise aligned with their unique business needs.

Participants receive actionable insights and recommendations to refine their business models or overcome specific challenges.

90% participants develop a deeper understanding of critical business areas through consultations with qualified professionals.

90% participants feel more confident and equipped to make strategic decisions related to their ventures.

The consultation experience contributes to the overall success and progress of participant businesses.

Outputs:

Detailed participant needs assessment report outlining business stage and specific challenges.

Curated list of 10 relevant entrepreneurship topics based on participant needs.

Three vetted service providers identified for each of the 10 curated topics.

Two comprehensive consultation service packages outlining services offered, methodology, and expected outcomes (one for each topic).

User-friendly guide to assist participants in evaluating and choosing the most suitable service package for their needs.

Delivered consultations with chosen service providers addressing specific business challenges.

Consultation reports summarizing key findings, recommendations, and action plans.

Duration:

August 2024 - October 2024

Implementation strategy.

1. Understanding participant needs.

KBS will conduct in-depth interviews or surveys with participants to gain a comprehensive understanding of their current business stage, the challenges they face, and their specific needs.

2. Tailored consultation options.

Based on the needs assessment data, KBS will form a list of 10 relevant entrepreneurship topics that directly address the current stage and specific needs identified for the participant cohort. These topics may include, but not limited to market validation and customer discovery, business model design, financial projections and fundraising strategies, legal and regulatory considerations for startups, marketing and communication strategies, building and leading team, product development and prototyping.

3. Vetted service providers.

KBS will leverage its network and expertise to identify and thoroughly select three qualified service providers for each of the 10 entrepreneurship topics. Selection criteria will prioritize service providers with proven expertise in their respective areas, a strong track record of working with early-stage ventures, and the ability to deliver high-quality consultations in Ukrainian.

3. Comprehensive service packages.

KBS will create a detailed service packages for each topic, outlining the specific services offered, methodology, expected outcomes, and credentials of the service provider. Packages will include clear pricing information and all relevant details to empower participants to make informed decisions based on their unique business needs.

4. User-friendly selection guide.

KBS will develop a user-friendly guide that walks participants through the selection process. The guide will explain key factors to consider when evaluating service packages (e.g., service provider expertise, budget constraints), allowing participants to choose the option best aligned with their business stage and goals. Additionally, KBS will provide a supportive online session (2-4 hours) to instruct participants.

5. Collaboration with Grantowner.

KBS will maintain clear communication with Grantowner throughout the process, providing regular updates and ensuring smooth implementation of the procurement and contracting of service providers for the chosen packages.

TIMELINE / MILESTONES

OVERVIEW

Work package 1. Green Idea Marathon

Key outcomes:

90% participants developed an understanding of entrepreneurship and its role in achieving a transition.

90% participants identified their personal strengths and entrepreneurial potential.

90% participants collaborated in teams to define and refine problem statements addressing critical issues in their regions.

90% participants develop and refine their problem statements to clearly define regional challenges.

A shortlist of 75 selected promising participants for further Pre-Incubator program.

Deliverables:

Developed and delivered curriculum for the Green Idea Marathon.

2 online training workshops – the Green Idea Marathon

200 participants in the Green Idea Marathon

Participant feedback reports.

Duration:

Second half of June – first half of July 2024, including two days (July 6-7, 2024) the Green Idea Marathon

Work package 2. Pre-Incubator

Outcomes:

85% of 75 participants:

- demonstrate a deeper understanding of key business development concepts through successful completion of program assignments and active participation in workshops.
- actively collaborate with peers and mentors, fostering a supportive learning environment and building valuable networks.
- refine their business models, incorporating feedback and learnings from the program, resulting in more robust and well-defined ventures.
- develop the skills and confidence to effectively communicate their business ideas through presentations and discussions.
- feel well-prepared to apply for incubators or pursue their entrepreneurial ventures with a clear vision and action plan.

Outputs:

10 online training sessions delivered on a user-friendly digital platform.

Comprehensive onboarding materials (program timeline, schedule, guidelines) co-created with Grantowner and translated into Ukrainian and English.

Three in-depth workshops on critical business development topics (e.g., business model canvas, pitching, fundraising).

3 Monthly facilitated peer-to-peer interaction sessions or virtual coffee chats.

Participant overview document for stakeholders, updated regularly to reflect progress.

Completed program assignments demonstrating participant learning and business model development.

Regular progress reports submitted to Grantowner with key data, feedback insights, and identified success stories.

List of additional learning resources (articles, websites, tools).

Post-session summaries with key takeaways, actionable items, and access to the curated resource library.

Duration:

August 2024 - October 2024

MILESTONE

DEADLINE

1 Green Idea Marathon	Month 2
1.1. Participant Management	Month 2
1.2. Content Development	Month 1
1.3. Content Delivery	Month 1
2. Pre-Incubator	Month 5
2.1. Participant Management	Month 5
2.2. Content Development	Month 3
2.3. Content Delivery	Month 5
3. Consultation service package	Month 5

PROJECT COST AND RESOURCE ESTIMATE

OVERVIEW

1 Green Idea Marathon 7 821,45 EUR
 Personel requieired:
 Project manager
 Communication manager
 Coordinator of educational programs Facilitators (4 persons)
 SMM specialist
 Methodologist
 Translator
 Financial analyst-Accountant
 Designer

2. Pre-Incubator 31 601,85 EUR
 Personel requieired:
 Project manager
 Communication manager
 Coordinator of educational programs Trainers (4 persons)
 SMM specialist
 Methodologist
 Translator
 Financial analyst-Accountant
 Designer

3. Consultation service package 3 832,50 EUR
 Personel requieired:
 Project manager
 Communication manager
 Coordinator of educational programs Methodologist
 Translator
 Designer

NEEDS / INVESTMENT

COST

Human Resources

€29,396

Office items

€500

Other expenditure and services

€33,200

Indirect eligible costs (5%)	€3,154
Travel and Transportation	€2,500
ESTIMATE TOTAL	€66,251