



PROGRAMME “TEAMING UP” METHODOLOGY

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1. SHORT OVERVIEW OF THE PROGRAMME "TEAMING UP."

Cross-border relationships, the ability to communicate and negotiate ideas and make deals with people from other countries and cultures is essential for exportability and entering new markets of any companies. Globalisation and internationalisation of companies in the Central Baltic region are an issue that needs to be addressed and promoted to raise the number of new exportable products and competitive businesses now and in future.

The Programme "Teaming UP" addresses the opportunity to boost the confidence and business skills of the young generation interested in business and who possess entrepreneurial skills and business thinking. It will foster a global approach to thinking and support pupils in developing international business teams and ideas. The cross-border cooperation is of crucial essence to the success of the Programme. "Teaming UP activities, outputs, and results are based on creating, developing, and implementing international business teams and business projects. Teams will bring together young people from different countries, each offering their own unique, personal and professional contributions to the business team. Cross-border cooperation is the salt of the Programme. The goals and ideas put forward by implemented pupils to boost young people's confidence and business skills are unthinkable.

2. INDICATORS

- Each school should involve their students, who will work with each other on student companies (three to four students per team). All the business teams are with international perspectives (at least two different nationalities).
- The approximate number for active and effective cooperation is at least twelve student teams for all the Programmes implementation phase.
- It is suggested to involve students who are already working with their business ideas and those who have a fresh start in term of Programme activities;
- It is crucial to involve students with a high level of interest, commitment and dedication to the programme.
- The best way would be to involve students who express interest by themselves. Another way is to ask teachers for suggestions about active and motivated students engaged in international student companies.
- Each company should identify one or two leaders, who will be the leading representatives of the company. The organisational staff of the Programme can divide those leaders (four to five leaders with their business ideas per each school);
- The team leader can be anyone if he/she has the desire. The leader should not be chosen enforced, as this can cause that team won't work. It is advisable to choose a leader through negotiations within the team. Anyone can nominate themselves as a leader but must justify why they deserve it.
- Open calls for participants among the partners are recommended to start in September to gather the students also in October.
- Networking events should start latest in October.
- The first international networking event should take place in November.

3. FORMING TEAMING UP INTERNATIONAL TEAMS

3.1. PARTNERS EXPERIENCE

Various forms of student companies programmes in the European Union allow young people to try their hand at entrepreneurship. One of the most popular support programs in the Scandinavian and Baltic countries is Junior Achievement. The program organises various events in partner schools and provides documents for establishing and closure of training companies. The activities usually take place during one school year in a particular country. The "Teaming UP" programme bases most entrepreneurship education on international cooperation and experience.

Valmiera Vocational Training centre has been developing a business module "Student companies" - for more than ten years cooperating with Junior Achievement Latvia. When creating student companies, the students learn not only the knowledge of business and sales but the skills that are still needed and useful: presentation skills, the ability to work on a team, the ability to interact and organise.

Valga County Vocational Training Centre has had experience with national student companies, but it is the first time to create international youth companies. As the school provides a business module, the student company's creation is part of the learning process.

Mercuria Business College has years of experience running, either as a partner or coordinator, different types of entrepreneurship projects. Entrepreneurship is also one of the primary key emphasis areas among internationalisation. Mercuria Business College has many teachers whose expertise is teaching planning and running a business. They have much experience in establishing student companies.

3.2. FORMING INTERNATIONAL TEAMS IN THE PROGRAMME "TEAMING UP" - LEGISLATIVE PERSPECTIVE

In the Teaming UP program, young people from Latvia, Estonia and Finland will develop their entrepreneurial skills in the international market. The training companies implemented in the Teaming UP program must be global, specifically:

- Teams must include young people from at least two countries;
- The business idea should be aimed at mastering international markets, i.e. the product is promoted in at least two markets.

To avoid the risk of double funding:

- International training companies established in the program must be registered as unique training companies separately from other training companies in other programs, such as Junior Achievement. Due to legal obstacles in Latvia and Estonia, international training companies of the Teaming UP program will be registered in Finland (in Latvia and Estonia training companies are registered only through Junior Achievement, but in Finland, training companies are registered independently of the program);

- Schools should separate funding for activities in the Teaming UP program from other finances and activities in other programs, such as Junior Achievement.

Unlike Latvian and Estonian legislation, In Finland, when you need to register a company, you report it to the tax administration and at the same time to the trade register, but if your annual turnover is less than 10,000 euros you don't need to register for VAT. If you are not registered for VAT, you do not have to charge VAT on your sales Tax. Registration in the Trade Register is not mandatory in the case of a business which the activity is not subject to a license, does not have separate business premises and does not employ employees.

The student company does not have to be registered in Finland by the law, but in other partner countries, student companies should be formed via Junior Achievement. The programme "Teaming UP" students can not register their company under age 18. Mercuria Business College will register Teaming UP student companies in their organisation as international student companies, where all the team members will be indicated and described. There will be specific bank account and VAT number provided by Mercuria Business College for student companies to start to develop their business idea in real life. Mercuria Business College has already followed this practice by registering international training companies in advance and taking on this administrative burden.

Such a solution also provides separated activities of the project "Teaming UP" from Valmiera and Valga schools' actions in Junior Achievement activities. Each of the programs will have different companies with different goals. Junior Achievement companies are registered in their organisation and are active in local activities.

Within the framework of the Teaming Up project, brand new student companies will be established, the main goal of which, in addition to the basics of entrepreneurship, will also be the international market's perspective. Each of the registered Teaming UP companies will have participants from at least two partner countries.

Mercuria Business College has years of experience running, either as a partner or coordinator, different types of entrepreneurship projects. Entrepreneurship is also one of the primary key emphasis areas among internationalisation. Mercuria Business College has many teachers whose expertise is teaching business planning and running a business.

By entrusting the administrative side of company registration to Mercuria Business College, we, as leading partners, clearly see a logical and reasonable further development. This partner is the only one of the three schools whose primary field of study in entrepreneurship. They can support the rest of the school in the development of entrepreneurship. This means only the administrative side because it involves teachers and external mentors from all schools separately.

3.2. FORMING INTERNATIONAL TEAMS IN THE PROGRAMME "TEAMING UP" - A PRACTICAL PERSPECTIVE

Student company is a real business simulation where the students as a part of an international team learn to establish a company and run the business. All companies have members from at least two countries (Estonia, Latvia, Finland). International teams will be established in the first international event in November 2020. Students come up with a business idea that they start to develop. Once the team is established, they will begin to grow the business idea.

The first event where students from all three schools finally meet - the goal of this event is straightforward:

- To create international teams (team members ideally from all three countries);
- Encourage the students involved to get to know each other better;
- Let teams create their first roadmap for the upcoming (3 to 6 month) period.

Before forming teams, each of the students who already have a business idea presents it in a hackathon format - an idea pitch. The rest of the students vote for the best ideas. Those students who were interested in one of the specific ideas join the particular author of the concept to develop the idea during the event further and present it as an international business idea.

At the end of the international teaming up event, each team will be assigned its team coordinator - one of the project's teachers. This teacher will act as the primary coordinator and key contact person to support the teamwork and look for solutions and ways to consult with project mentors as needed. After each event, the teams will be given homework and the condition to meet at least once a week to slowly complete the assignment and be ready for the next program activities. Teachers will also hold regular meetings to discuss teamwork and plan future tasks.

All student companies will be registered at Mercuria Business College as international training companies.

4. PROGRAMME STAKEHOLDERS

4.1. CHARACTERISTICS OF INTERNATIONAL STUDENT COMPANY MEMBER

- Interested in entrepreneurship, previous business experience is a bonus;
- Preferably at least 16 or 17 years old, some members may also be younger or older;
- English skills, other foreign languages are a bonus;
- Good communication skills;
- Ambitious and prompts new (business) ideas;
- Team-player;
- Action-oriented;
- Self-discipline;
- Interested and motivated for personal development

4.2. CHARACTERISTICS OF MENTORS

- Committed to helping students; willing to work with students;
- Have a good knowledge of entrepreneurship, preferably with entrepreneurship experience;
- Effective communication and language skills, good knowledge about intergenerational marketing;
- Develop together with the student, a cooperation plan and principles, identifying appointments, duration and forms of communication;
- The ability to maintain a professional, sustainable relationship with a student;
- The ability to criticise constructively, be objective and self-critical;
- The ability to assess the level of competence of students and demonstrate personal competence;
- The ability to provide an accurate assessment of progress;
- Stimulate the search for new ideas;
- Possibility to work also on weekends (visit fairs etc.);
- Involvement of entrepreneurs counselling and development of students;
- Good knowledge about cross-cultural communication.

4.3. CHARACTERISTICS OF THE ORGANISATIONAL TEAM

- Committed to helping students and teachers;
- Willing to work with students;
- Good organisational, negotiation and communication skills;
- Team members are diverse;
- Experience at project management;
- Everyone contributes their fair share and focus on goals and results.

4.4. CHARACTERISTICS OF TEACHERS

- Committed to helping students; willing to work with students;
- Have a good knowledge of entrepreneurship;
- Effective communication and language skills;
- Give advice and share experience, ideas;
- Help to solve and tackle problems;
- Create an environment for the student to believe in himself and not be afraid to try forces in business or any other field;
- Is informed about the latest trends and learning for new opportunities and courses for self-development;
- Basic knowledge about cross-cultural communication;
- The teacher needs to find a way to motivate – it's one of the keywords! The teacher isn't just a critic;
- The teacher must be the one who will create a drag on the student to seek information and address his or her tasks.

5. ACTIVITIES OF THE PROGRAMME "TEAMING UP."

5.1. MARKETING ACTIVITIES

Specific marketing activities should be carried out to motivate young people in all the countries participating in the current Call of the Programme.

5.1.1. PUBLICATIONS

- Press releases;
- Publications on the printed, digital and other media (articles, interviews or advertisements in newspapers);
- Digital communication:
 - Partners social media channels;
 - If necessary, the help of influencers can be used for marketing purposes. They can make social media posts to promote the "Teaming UP" project events and international student companies. All project partners will write articles about "Teaming UP" events.
 - All project partners use the following tags and hashtags in your regular social media communication when talking about the Teaming UP Programme: #TeamingUP
- Promotional materials:
 - Recommended to use "Teaming UP" approved poster (changes can be made for partners needs) and distribute throughout partner schools;
 - Promotional video with slight changes in the dates and participating countries can be used and shared in social media and on digital displays;
 - To attract more and more participants to the Teaming UP program, Programme recommends that the program activities will be photographed and filmed for further publicity;
 - Interviews with participants of training companies, teachers, entrepreneurs are beneficial for feedback.

5.1.2. COMMUNICATION ACTIVITIES IN SCHOOL:

- Teachers inform students during the classes directly. At the beginning of the school year, all field leaders introduce the project to students and offer them the opportunity to get involved. Students will be aware of the opportunity to create their own student companies, start generating ideas and creating the teams.
- At the beginning of the school year, local events will be organised in schools to promote the possibility to participate in international student companies.
- Advertisements will be added on school walls and shared via school communication channels (homepage, Facebook, Instagram, LinkedIn, etc.).

5.2. NETWORKING ACTIVITIES

5.2.1. LOCAL LEVEL:

The first local event for students should be held in each school separately to organise ice-breaking activities. The local ice-breaking event will be the first public event held in each school that will participate in the Programme. Each event can be different and various activities. Networking activities could include team games, simulations / role-plays, interesting joint ventures. The main goal is to attract students to the Programme and guide young people to create international student companies. It is recommended to plan the budget to involve mentors and/or influencers of entrepreneurship.

In addition to the joint events required in the project, it is recommended that each school organise other joint ventures for their students to increase young people's interest in entrepreneurship and provide practical experience in developing business ideas. Some examples of activities: visits to companies, meetings with entrepreneurs and other influencers, job shadowing, motivation system for attendance in student companies.

Some examples of planned activities for local events in Programme "Teaming UP" 2020:

ESTONIA (VALGA COUNTY VOCATIONAL TRAINING CENTRE):

- Date: 16th October, 2020
- Location: Valga County Vocational Training Centre
- Time: 10:00 - 13:00
- Format: The business battle (Hackathon)

The business battle is training to help students understand the challenges of starting a business. Teams are formed from the participants of the training. Each team gets a chance to find a business idea to sell to customers. The game alternates with activities and mid-term summaries and ends in a seminar with the connection of game experiences and real life. Students from other schools will be invited too; the goal is to generate business ideas and create teams to find possible cooperation partners.

LATVIA (VALMIERA VOCATIONAL TRAININGS CENTRE):

- Date: 22nd October, 2020.
- Location: Valmiera Vocational Training Centre
- Time: 13.00 - 16.00
- Format: Inspiring meeting with well known and inspiring speakers.

In the event, we will inform our students, teachers and other local school students and their teachers about the project "Teaming Up" and possibilities. During the event, well-known and inspiring speakers from Latvia inspire students, teachers, great ideas and purposes, and share their experience at local and international levels. Our local networking event aim is to

give: "INSPIRATION, KNOWLEDGE AND EXPERIENCE, which help pursue business ideas, plans effectively and become entrepreneurs."

FINLAND (MERCURIA BUSINESS COLLEGE):

- Date: 20th October, 2020
- Location: Myyräncolo, Vantaa
- Time: 10.00 -13.00
- Format: Get-together

During the day, all stakeholders get to know each other. Different grouping tasks will be organised to get to know each other through various games. The event has a very free format so that a good atmosphere is created that motivates the students to the project. The goal is that students start creating teams to find possible cooperation partners.

5.2.2. INTERNATIONAL LEVEL:

Once the identification of the participants (schools) has been completed, and the number and locations of the participants (schools) have been clarified, the Program Coordinator should organise a first working group in which each school representative agrees on responsibilities and tasks during the program.

MAIN BLOCKS OF RESPONSIBILITIES:

- Program monitoring and consulting;
- The organisation of final events;
- Marketing activities;
- The first international event;
- Teacher coordination;
- Identification of mentors and communication with them;
- Organization of boot-camps.

EXAMPLE OF INTERNATIONAL EVENT IN PROGRAMME "TEAMING UP"

It will be the first event, where all programme's stakeholders meet each other. The main task is to form new teams for business ideas. The approximate number of participants – 75 (20 students from each school, seven teachers and six project management team members). It is essential to establish contact between students and find common interests to create joint international student companies.

Due to COVID-19 pandemic, the international event will be held online. The precondition is that all students will already have a business idea of the product or service. Students from each country (can make it as teams) will make a video presentation of their product or service. The video does not have to be professional; it can also be filmed with a smartphone.

The idea of the product or service must reach the public. To motivate students to be creative and make engaging videos, organisers will give motivational awards for the most creative videos and ideas.

All students will participate in the online event. Each school can choose whether the students will take part in this online event from home, on-site from school or the project partners will organise a visit to some institution with their students (for example, to a local business incubator) and participate in the event on-site (in this case local mentors could be involved). Students must be able to use a computer and access the Internet.

The event consists of ice-breaking activities, business ideas, inspirational speeches from Estonian, Latvian and Finnish entrepreneurs. Inspirational speakers will tell their stories of how they became entrepreneurs, also covering the following essential topics: choosing your path, importance of teams, remote work and creating the roadmap. If possible, mentors in the programme are also involved in the event.

By the end of the event, teams should have been created, and a common business idea has emerged, which will be taken forward during the project. The first homework will be given for the boot camp in February.

5.5. BOOT-CAMPS

Boot-camps: Extremely content-rich boot-camps will be organised that will raise young people's knowledge of business development and focus on inspiring students. Each boot-camp will also intensely focus on the networking aspect. Assigned homework will let the youngsters stay in constant communication among each other and with their teachers/mentors while developing the business idea. For each boot-camp specific lecturers and mentors should be contracted.

SUGGESTED THEMES FOR INTERNATIONAL BOOT-CAMPS:

- **1st Boot-camp 17.-18.2.21: Business plan and financial planning**
 - Business plan and financial planning: business model canvas
 - Intense training and coaching (incl. Risk capital funding, business incubation etc.)
 - First mentor speed-dating.
 - Presentations by teams on progress.
 - Homework assigned.
 - Cross-border networking.

- **2nd Boot-camp: Product design and development (June 2021)**
 - Inspirational training and coaching about product design and development
 - Product design workshop in local Makerspace.
 - Presentation by teams of the product prototypes.
 - Homework for next boot-camp assigned.

- o Cross-border networking.
- **3rd Boot-camp: Marketing and PR (October 2021)**
 - o Content marketing;
 - o Social media marketing;
 - o E-mail marketing;
 - o Digital marketing (e-shop).
- **4th Boot-camp: Presenting a business project to investors (February 2022)**
 - o Presenting a business project to investors
 - o Inspirational success stories from real young entrepreneurs.
 - o Business project pitching event.
 - o Cross-border networking.

In addition to the program's activities, the program partners also involve new training companies in their organisation's training. For example, Mercuria Business College from Finland offers a pap to all program participants:

From August to December Finnish students participate daily in lessons on setting up a business and e-commerce. Mercuria Business College will also provide an online Business Model Canvas course for all Project Partners. The teaching combines theory and practice to learn entrepreneurial skills, competencies and attitude. After the first international online-event, students will have weekly contact with global team members and develop their product or service. The supervising teacher is involved in online meetings. Mercuria Business College will also establish Teaming UP-business incubator for the students.

From January 2021 to June 2021, students study sales daily. Students will continue to have weekly contact with international team members and develop their product or service. The supervising teacher is involved in online meetings. Students will also take part in the Teaming UP- business incubator.

From June to August, students develop marketing and PR skills and operate in their company. Online meetings with the supervisor when needed.

From August to December, students study customer relationship management, working on a project, and working in a company daily. Students run their businesses under the guidance of teachers.

From December to February, students prepare to pitch in the company to investors.

5.6. FINAL EVENT DESCRIPTION

The closing event is an essential reference point for the students who participated in the project, their teachers and the project management team.

The closing event can be organised as an international conference in several parts. The first part of the conference is dedicated to the lessons learned and the exchange of experiences on the "Teaming UP" program's methodology and its benefits. Every interested party from the countries participating in the program, and interested parties from the Central Baltic region, are invited to attend the conference. The Final event aims to popularise the program and inspire young people and their teachers to try developing training companies, considering the goal that these companies can also have a global vision and competitiveness.

The second part of the final conference is dedicated to the implemented training companies. It includes presentations of the most active business teams, acquaintance with products, and further product development plans. At the end of the conference, 1-3 most successful, enthusiastic and energetic teams receive recognition from the program representatives and motivating thanks for participating in the "Teaming UP" program.

5.7. FUTURE PERSPECTIVE FOR INTERNATIONAL TRAINING COMPANIES

Like any new company, Teaming UP student companies can continue to develop their business in real life. At the end of all activities, all program participants will be introduced to support opportunities in starting a new company - incubation programs, support mechanisms for new companies, lending opportunities etc. Some of the program participants will be of legal age, and all these opportunities will be realistically achievable. After the international conference, the training companies will be closed within the program. Still, the invested work and resources will not disappear - students will have the opportunity to continue and develop their business in real life.

6. COMMUNICATION ACTIVITIES

6.1. EXTERNAL COMMUNICATION

Partners who implement the Programme "Teaming UP" can choose their channels and activities to disseminate all the results and actions. Although it is essential to use all the previously mentioned marketing activities, the programme can develop, and student companies can continue their work after the Programme activities. More detailed information about the marketing activities sees chapter 5.1.

6.2. INTERNAL COMMUNICATION

Coordinated and well-thought-out internal program communication is essential for students to collaborate as successfully as possible, and with the coordinators, teachers, and mentors provided during the program. Each of the Programme partners can choose their plan and activities which is based on the prior targeting.

Communication should be divided into two groups - direct communication and electronic communication. Regular and open communication is key to supportive and trustful communication.

6.2.1. INTERNAL COMMUNICATION BETWEEN THE TEAM MEMBERS

- Regular online meetings to provide an overview of the progress;
- Closed Facebook groups of student companies, where students and teachers can communicate with each other;
- Local encounters with teachers;
- Group chats with and without a teacher (WhatsApp, Facebook Messenger etc.);
- Shared document storage site with all the necessary information about activities in the business team.

6.2.2. INTERNAL COMMUNICATION BETWEEN THE TEAM MEMBERS AND TEACHERS

- Regular online meetings to provide an overview of the progress;
- Facebook groups of student companies, where students and teachers can communicate with each other;
- Group chats with and without a teacher (WhatsApp, Facebook Messenger etc.);
- Monthly meetings to give an update on the progress of activities.

6.2.3. INTERNAL COMMUNICATION BETWEEN THE TEAM MEMBERS AND MENTORS

- The programme "Teaming UP" 2020 program has attracted 12 mentors from 3 countries (Latvia, Estonia, Finland)
- Mentors will share their experience story, thus improving the project, contribute to the development of young people.

- Time plan for mentoring: 20 November 2020 to 30 January 2022.
- Each mentor will provide online consultations every month for four or more teams according to an agreed schedule (~30 minutes each talk).
- The teacher assigned by the team manages communication with mentors. The teacher contacts the mentor and agrees on the most appropriate time for the team and the mentor, and together everyone agrees on the issues to be discussed.
- Mentors will also participate in at least one project event in person or online (Boot-camp and/or Speed-dating).

6.2.4. INTERNAL COMMUNICATION BETWEEN THE TEACHERS

- Every other week, teachers organise an online call to discuss all project issues, including each team's progress and challenges;
- During the meeting, teachers also share experiences on how to solve different types of problems, as well as discuss challenges and ask for advice from colleagues, if necessary;
- Teacher online calls are organised each time by a teacher from another partner in a queue. Once all teachers have organised the discussion at least once, the line starts again;
- In their online calls, teachers can also raise a specific topic or task to be solved during the meeting;
- Meetings are concentrated and short (up to 1-2 hours), before which each teacher raises an issue of interest, if necessary.

6.2.5. INTERNAL COMMUNICATION BETWEEN THE PROGRAMME STAFF, SUPPORT TEAM

- The program implementation partners meet at least once a month to discuss the progress of the implemented activities jointly, as well as to agree on further work;
- As far as possible, face-to-face meetings are also organised every quarter to present each partner's vision and process for implementing the activities;
- For the transparency and implementation of the program, all project partners use a single online document storage tool so that everyone is informed of each program participant's activities.

6.3. WHAT IS THE MOTIVATION FOR STAKEHOLDERS?

- Understanding motivation;
- Motivation comes from within ourselves. It is our purpose or reason for doing something.
- Inspiration comes from the outside world. Speakers, writers, mentors and others we look up to can inspire us.
- Motivation has to come from within ourselves, which means that no one can motivate you in reality. It has to come from yourself.

6.3.1. MOTIVATION FOR TEAM MEMBERS

- Opportunity for students to test their ideas and skills - they will understand whether they want to work in the private sector in the future;
- Possibility to cooperate with international mentors and experts, who help bring the product/service to market;
- Opportunity to participate in exciting events (training, fairs, etc.);
- Opportunity to travel to partner countries (to Estonia, Latvia and Finland);
- Opportunity to expand their network of contacts: to meet interesting people and find international cooperation partners or friends for the future;
- Opportunity to participate in online business lectures, organised by partner schools;
- Participation in the project is a good thing to write in CV - this experience and knowledge will be evaluated when entering the labour market;
- Recognition and promotion of successful teams;
- Opportunity to improve language skills.

6.3.2. MOTIVATION FOR TEACHERS

- Paid working hours;
- Self-development: meeting with professional experts;
- Monitoring the development process of their students;
- Opportunity to travel and visit other schools;
- The programme contributes to the development of business education in schools,
- Recognition of teachers, schools and students;
- Opportunity to practice foreign languages;
- Good opportunity to widen their contact network.

6.3.3. MOTIVATION FOR MENTORS

"Personal growth is a byproduct of giving yourself to someone else's growth."

- Great opportunity to widen their personal and professional networks;
- Self-development: meeting experts within the same field and exchanging the ideas and know-how;
- Opportunity to find out about trends in other (partner) countries;

- Sharing knowledge to students and changing their lives and seeing the progress of students gives a feeling of satisfaction;
- Mentors can learn a lot from their students and develop other essential skills like listening, supporting, coaching and public speaking;
- Opportunity to improve their systematicity and techniques and tools of teaching skills;
- Opportunity to travel and visit exciting events;
- Opportunity to practice foreign languages
- Flexibility - mentors set their schedules and can work from anywhere in the world.

6.3.4. MOTIVATION FOR PROGRAMME STAFF

- Self-development: meeting with professional experts and learning from them;
- Opportunity to practice foreign languages.
- Great opportunity to widen their personal and professional network;
- Great opportunity to learn new skills;
- Improvement of systematicity and project management skills;
- Opportunity to travel and visit exciting events;
- Opportunity to improve their foreign language skills;
- Opportunity to see the progress of students work;
- Opportunity to share their ideas and organise events.

ONLINE FORMAT

Students took part in well thought out interactive online workshops. These sessions were designed to promote team building, problem solving and personal growth by challenging students to step out of their comfort zones. The students learned essential skills, such as the ability to work alone and as part of a larger team for group work all while gaining valuable knowledge of business strategies. Alongside workshops students also held independent team meetings to further discuss and develop their business ideas with teachers often joining them to offer mentorship.

To further encourage student participation all teams took part in the Grand Prix programme. This consisted of a series of team challenges where upon completion they were awarded points. The team with the highest number of points won an amazing trip to Stockholm.

Where restrictions allowed students from each country to take part in inspirational days where partners of each faculty organized events for the students away from their everyday study surroundings. The focus of these days was placed on meeting inspiring people or companies, who would provide motivation for them to implement in their business ideas. The “Teaming UP” methodology has been developed within the framework of the Central Baltic Program 2014 - 2020 project CB902 “Teaming UP”, which is co-finance from the European Regional Development Fund.

TEACHERS INDIVIDUAL WORK WITH TEAMS

In the online environment, teachers individual work with teams plays a crucial role for the

project's success. When the groups work online and don't meet each other in person, they need more guidance and support to make their company into reality. Each team has one assigned teacher to work with them. This teacher helps their teams in creating the prototypes and final presentations.

Teachers organize individual meetings with all their teams to coach them and help them move forward with the company. These individual meetings take place twice a month on virtual meeting platforms. The teacher is also a part of the team's WhatsApp group where the students and the teacher communicate. The teacher gives guidance to the teams in WhatsApp during the individual meetings, too. In addition, the teachers meet their groups in the virtual workshops. During the workshops teams work in their separate breakout rooms. The teachers go around each of their teams and help with the tasks. All in all, teachers are also responsible for the progress of their teams. They work as a mentor for their teams throughout the project and are there for them whenever they need.

There are also teachers' meetings taking place once a month where teachers go through the situation of their groups and share ideas with each other.

STUDENT FINAL PRESENTATION STRUCTURE

"Teaming UP" students create their presentation to present a business idea to investors.

Presentations provide the audience with quick information about the business idea, covering all the information that students get during online workshops adapting it to their business idea.

The presentation should be prepared based on this structure and must be no longer than 15 min:

INTRODUCTION SLIDE

- Team name
- Company logo

TEAM

- Team members - name, picture, country name
- Responsibilities for each team member (CEO, Finance Director, Production Manager, Marketing Manager, Sales Manager, etc.)

PROBLEM

- Described problem

THE SOLUTION

PRODUCT

- Business idea

- Product or service
- Sketches, photos

MARKET OPPORTUNITY

- Target client
- Potential market size
- Growth potential

PRODUCTION

- Product or service production

BUSINESS MODEL

- Key revenue streams

MARKETING AND SALES STRATEGY

- Marketing activities
- Communication channels
- Advertising

FINANCIALS

- Price and how it was determined

FUTURE POTENTIALS

- Main future plans
- Possible business idea development

LAST SLIDE

- Company's contact details

INVESTMENTS AND FUNDING

- the amount of money needed to fund the project
- description of how the funding will be spent to help the company reach its goals



EUROPEAN UNION
European Regional Development Fund