

Believe In Your Ideas

Concept and Exercises to Inspire Women to Become Entrepreneurs

Believe in your ideas

Published by

Nordic Entrepreneurship Hubs,
Januar 2020

The booklet is an output of the entrepreneurship project Nordic Entrepreneurship Hubs (NEH) – a cooperation between higher educational institutions in the Øresund Region with support from the EU regional development fund Interreg.

Read more about the Nordic Entrepreneurship Hubs project in the report

Text and editing

Julie Kielland, Project Officer
Nordic Entrepreneurship Hubs and KEA – Copenhagen School of Design & Technology

Amelie Halin, Event & Communications Manager
VentureLab by Lund University

Moa Persdotter, Executive Director, VentureLab by Lund University

Lotta Saling, Project Manager
Nordic Entrepreneurship Hubs and KEA – Copenhagen School of Design & Technology

Layout

Mathilde Høm, Project Assistant
KEA – Copenhagen School of Design & Technology

Contact

For further information on Believe In Your Ideas go to:
nordicentrepreneurship hubs.com/BelieveInYourIdeas

For questions regarding Believe In Your Ideas you are also welcome to contact VentureLab by Lund University at venturelab.lu.se/contact or by phone at +46(0)46-222-26247

Thanks

Primarily thanks to Lund University and VentureLab for the original concept and sharing it in such a open and cooperative way.

Also a big thanks to the European Regional Development Fund Interreg for the support to realizing this booklet and Nordic Entrepreneurship Hubs other innovative activities.

And last, but not least, thanks to all the inspiring women who have participated and helped form and develop Believe In Your Ideas through the years as participants, speakers and facilitators.



“ This event completely shifted my perspective on my own ideas and I left the weekend being so inspired and motivated to get started!”

KEA Participant, 2019

PART I – BACKGROUND

- 05. Foreword**
- 06. Structure of the Booklet**
- 07. The Story Behind Believe In Your Ideas**
- 11. The Gender Gap**
- 12. A Gender Trap?**

PART II – CONCEPT

- 15. Organisational Setup**
- 16. Educational Grips**
- 17. Talks With External Speakers**

PART III - EXERCISES

- 18. Social Exercises and Games**
- 21. Development Exercises**
- 25. Workshops**

Background

Believe In Your Ideas is an early stage startup event for women studying at higher educational institutions. The intense two-day course is held over a weekend and full of inspirational talks, workshops and idea generation, that aim to give the participants the push they need to explore entrepreneurship further. It's also a platform for women with different backgrounds and interests to meet and create a network they can continue to build on after the event.

Foreword

We have created this booklet with the hope of spreading the positive story of Believe In Your Ideas. Believe In Your Ideas is an inspirational startup event for students who identify as women at higher educational institutions. The extracurricular two-day course is held over a weekend and full of inspirational talks, workshops and idea generation, that aim to give the participants the push they need to explore entrepreneurship further. It's also a platform for women with different backgrounds and interests to meet and create a network they can continue to build on after the event.

The aim of the booklet is that it will be an useful guide for other actors who work with entrepreneurship, and can inspire to either have similar Believe In Your Ideas-events, select and try out some of the exercises or develop new initiatives towards getting more women to explore entrepreneurship. In addition, this booklet will also serve as a handbook with concrete advice, framework descriptions, programme suggestions, exercises and worksheets.

We believe community and network is crucial for a young entrepreneur. Sharing one's ideas and experiences with like-minded people can not only contribute to innovation and development, but also provide the guidance and support the entrepreneur needs to take important decisions and move forward. That's why, time and space have been created for the participants to get to know each other and build a community.

Believe In Your Ideas has received overwhelmingly positive feedback from its participants. In addition to the professional content and networking, the participants highlight the positive spirit of the event and how they have grown as individuals, which for us has been one of the cornerstones in the making of the event. Believing in oneself and one's ideas, and the self confidence, strength assessment, entrepreneurial mindset and communication training on which it is based, are not only qualities that can be used in starting up one's own business, but in many aspects of life.

We hope the spirit from Believe In Your Ideas carries out through the network, and in to the entrepreneurship community and other parts of the society.

Believe In Your Ideas has changed and developed through the years - and we still don't have all the answers. But by sharing our experiences and learning from each other, we hope that we together can make the entrepreneurship scene more diverse and vibrant!

BELIEVE IN YOUR IDEAS

When using the Believe In Your Ideas concept and/or its materials, please give credit by including the Believe In Your Ideas logo as seen above and by using the hashtag #BelieveInYourIdeas on social media.

We hope this will contribute to creating networks, knowledge sharing and initiatives to promote gender equality within entrepreneurship.

You are always welcome to contact the Believe In Your Ideas project employees or VentureLabs office for any further information, questions or ideas. Contact information is available on page two.

Nordic Entrepreneurship Hubs

Nordic Entrepreneurship Hubs (NEH) is a collaborative project between higher education institutions supporting student entrepreneurship in and across the Øresund Region.

NEH's goal is to create a higher number of student entrepreneurs and strengthen their businesses by forming a network of hubs that combines entrepreneurial resources and thereby can provide easy access to facilities, network and support including flexible startup and growth packages.

The primary partners are *Technical University of Denmark (DTU)*, *VentureLab at Lund University (LU)* and *Copenhagen School of Design and Technology (KEA)*.

Venturelab

VentureLab is Lund University's startup hub that aims to empower students to create the future through *inspiration, idea guidance and incubation*.

Inspiration in different forms like events, panel discussions, workshops and meetups. Idea guidance by getting help and support to take one's ideas to the next level.

Incubation through The Incubator, which offers a co-working space for student entrepreneurs in a driven community, an accelerator programme to kick start projects and free access to partnerships, offers and support.

Structure of the Booklet

We have divided this booklet into three sections: **Background, Concept** and **Exercises**.

This first introductory part of the booklet looks into Believe In Your Ideas background; how, where and who started the course. And maybe most important of all; *why* have student entrepreneurship courses aimed at women? This will be discussed with the inclusion of some of the latest statistical data and research in the field.

The Believe In Your Ideas concept both consists of inspirational talks, exercises and workshops, but we believe that its particularly the approach and framing of the event, that have made it a success. We have therefore chosen to describe this framework, which we have divided into an organisational and educational part. You can find these two chapters in *Part II - Concept* after a short introduction to the concept's target group and application process. We have chosen to include the talks in this descriptive chapter since their content and exercises depend on the specific speaker you find, but we have outlined the topics of the talks that we would suggest to include in the programme.

Part III - Exercises can be used as a handbook with concrete exercises, workshops and inspiration for entrepreneurship education. Even though the exercises and content in general are aimed at women, they can of course be used for entrepreneurship education of all students, gender aside.

Over the years, many different exercises and workshops have been tested at Believe In Your Ideas, which have subsequently been evaluated by participants and facilitators. Those exercises included here are part of the current programme and selected based on many years of experience as well as research into the field of (women) entrepreneurship.

Throughout the booklet you will find a number of info boxes as well as quotes from former Believe In Your Ideas-participants and pictures from the events.

“It has been so nice to meet people from different educational and national backgrounds. I learned a lot from these inspiring women... It makes so much sense to do interdisciplinary cooperation like this.”

LU Participant, 2018

The Story Behind Believe In Your Ideas

Believe In Your Ideas has been arranged by Lund University's startup hub *VentureLab* since 2005 with the aim to inspire students who identify as women to see entrepreneurship as an alternative career path. For a long time women have been underrepresented in the entrepreneurship community and that is a trend that can be seen in the universities as well. *VentureLab* wanted to change that, which is how the event came to life!

Believe In Your Ideas has taken different forms and approaches throughout the years to end up as a two-day event that today is the standard. At first it was offered to women at Lund University once a year but because of its popularity it is now held once every semester and during the NEH project it was organised twice for female students within the NEH network. Believe In Your Ideas was adopted by the NEH project as it was clear to the rest of the project partners that this is an area where Lund University has a lot of experience and best case practice from which the project and the other partners could benefit and learn from.

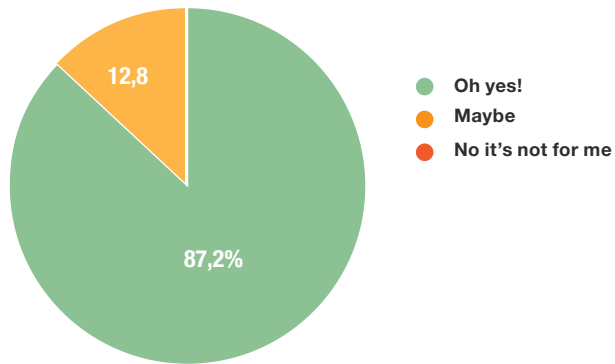
Women from Lund University, KEA and DTU first met for Believe In Your Ideas in Falsterbo, Sweden in the autumn of 2018. Students not only from different faculties, but different schools and countries gave an amazing synergy and the feedback from the students were so positive, that it shortly afterwards was decided to hold another joint event. The second NEH Believe In Your Ideas were held in June 2019 and established the course's value as well as its potential to be further developed and disseminated through this booklet.



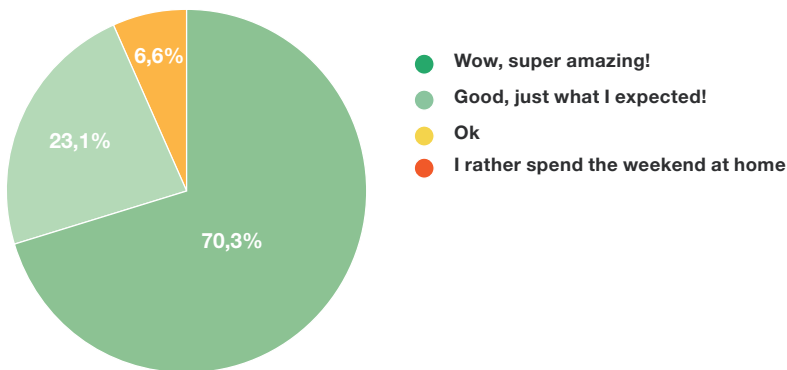
“This event completely shifted my perspective on my own ideas and I left the weekend being so inspired and motivated to get started!”

KEA participant, 2019

Do you feel inspired to keep on working/finding your business idea?



What is your overall impression of the weekend?



Results

'Believe In Your Ideas' is not only the title, but also the goal of the event; we want more women to believe in their business ideas. And according to the evaluations, it's also what we have accomplished with the two joint NEH-Believe In Your Ideas events, where 87,2% of the participants in their evaluation of the event stated that they want to work with their idea, while the remaining 12,8% said 'Maybe'. The events' success are further determined by the 93,4% of all participants who thought the Believe In Your Ideas overall were 'Good' and the majority even rated it as 'Amazing' as shown by the graphics.

The Gender Gap

According to the European Commission's 2014 report 'Statistical Data on Women Entrepreneurs in Europe' there were 40.6 million entrepreneurs active in Europe in 2012, of whom 29% were women. Despite several studies showing that Scandinavia have some of the world's highest number of women active in the labour market, level of gender equality and optimal conditions for startups, Sweden and Denmark are both among the countries with the lowest entrepreneurship rates in Europe and number of women entrepreneurs (OECD, 2016; Klyver et al., 2013).

Looking into the gender distribution among entrepreneurs in the two countries' separate statistics, 26% of Sweden's and 28% of Denmark's entrepreneurs were women in 2012 (Statistical Data on Women Entrepreneurs in Europe, OECD, 201). Newer statistics show that these numbers unfortunately haven't developed towards more equality during the last couple of years. The percentage of women entrepreneurs vary due to different entrepreneurship definitions and ways to compile statistics, but overall are the numbers static.

According to Iværksætterbarometer 2019, an annual Danish publication about the pulse of entrepreneurship, new figures from Denmark's Statistics show that only one in four entrepreneurs are women and there hasn't been any significant growth in the number of women entrepreneurs over the past decade (Iværksætterbarometer, 2019). The same picture can be seen in Sweden, where the percentage of women entrepreneurs even has been declining. Between 2017 and 2018 the share fell by almost two percentage points or 30%, so women entrepreneurs today only account for 4% of Sweden's total active labour force (GEM).

While there is ample empirical evidence for a gender gap in entrepreneurship, there are many theories as to what underlies the gender gap.

Some researchers suggest that it's caused by behavioral gender differences e.g. that women are less competitively inclined and willing to take risks (Bönte and Piegeler, 2012) or have lower levels of entrepreneurship skills. Others point towards discouraging social and cultural attitudes that suppresses women because they are not expected to start their own business and there is a societal perception that women are poor at generating growth, which when repeatedly articulated can become negative reinforcing.

Several studies and trends show that the low number of female entrepreneurs in Scandinavia is largely due to socio-economic factors, such as the fact that it is better for women to be employees in relation to their living conditions with children and family (Nielsen et al., 2010). Denmark and Sweden have very well developed welfare systems, which Professor at Aarhus University Helle Neergaard means partly stands in the way of women. Since you must not work while being on maternity leave, women entrepreneurs have to close their business in order to receive the maternity allowance (Berlingske Business, 2018).

While there is ample empirical evidence for a gender gap in entrepreneurship, there are many theories as to what underlies the gender gap.

Another reason for the gender inequality could be found in the 'funding-gap'. According to the Entrepreneurs Network, men are 86% more likely than women to be venture capital funded, and 56% more likely to obtain angel investment. Meanwhile, women receive fewer and smaller bank loans for higher interest rates than men – despite of similar terms (The Telegraph and Censuwide, 2018; van Staveren, 2002). In the US women only receive 2% of all venture capital funding despite owning 38% of all businesses. Researchers at Harvard University recently discovered this could be caused by the fact that men and women entrepreneurs get asked different questions by the capital funds and is therefore not assessed on an equal basis.

A Gender Trap?

As statistics show there is an unequal gender distribution in the world of entrepreneurship - from the number of female startups and business owners to the representation of women in the funding and support system. All professional research shows that when one has very gendered professions - as is also the case with entrepreneurship - then the marking of the non-norm becomes very clear. The men fall within the norm and therefore do not need a marker. The problem is that there is a lack of women and gender equality in the field, and therefore there is a need to focus on 'women entrepreneurs'.

All of NEH's partner institutions have numerous events, programmes and facilities supporting entrepreneurship that are open for all students. An entrepreneurship event exclusively for women like Believe In Your Ideas, is therefore one that stands out and have been debated both by staff and students at NEH's partner institutions. The discussion on whether to have separatist events and to what extent they create more equality, can also be seen unfold in academia, media and society in general these years.

Sara Louise Muhr, who is a professor at Copenhagen Business School and researcher in diversity, says that to focus on women entrepreneurship and have gender-specific initiatives is deeply problematic because the focus on gender on the one hand marginalizes the woman in relation to entrepreneurship. On the other hand, it is necessary to be able to talk about it in order not just to reproduce the norm (Berlingske Business, 2018).

As mentioned all of NEH's partner institutions have a broad range of entrepreneurship activities that are open for all students, and have been for several years without any positive change to the unequal gender distribution within entrepreneurship. Therefore NEH chose to try our hand at this single one event targeted at students who identify as women.

We don't have all the answers at this point and more research into the impact of gender-specific entrepreneurial initiatives like Believe In Your Ideas is called for. What we can see, is Believe In Your Ideas popularity among the students across the border. The high number of applicants, the request for more similar initiatives and the overwhelmingly positive feedback from the participants of the event, have convinced us of its value.



Concept

Concept

Believe In Your Ideas is an early stage startup event for about 30 women studying at a higher education. It is not a requirement to have a company or a concrete idea but the target group for the event are those students who need a push to start believe in their idea e.g.:

- Students who have an idea, but who are not sure whether to - or how to - move forward with the idea
- Students with an entrepreneurial interest but no knowledge on how to come up with a specific idea
- Students lacking confidence in taking the step to move on with their idea or how to come up with an idea

Those students who already have started their own business, made the first prototypes or sales, are also welcome to apply, but our experience is that those students often already believe in their ideas and to a greater extent are looking for concrete advice on e.g. funding, and therefore the event doesn't meet their needs and expectations. All of NEH's partners have other programmes, events and incubation possibilities more suited for those students at a later startup stage, which can be recommended instead.

In order to find the best suited participants, we have chosen to make an application form which include a question about their personal motivation for participating. The application form and information about the event is shared on the institution's communication platforms, where we have experienced the most success using Social Media. After the application deadline all applicants are emailed whether or not they have been chosen to participate, and the ones who got a spot additionally receive an information letter about the event.

In the following section you can read about the organisational and educational framework of the event, followed by our suggestions for the type and content of talks during the event.



Organisational Setup

Location Location Location

Accommodation

Believe In Your Ideas has been held over a weekend for the past many years with accommodation at a hotel in the small village Falsterbo, by the sea in South Skåne. The beautiful and relaxing location away from the participants' daily life and usual school setting helps create a calm and focused atmosphere, where the participants don't feel like students, but can concentrate on their business ideas and personal development. The participants are paired randomly, so they are two in each hotel room. At the 'Walk & Talk' in the afternoon of the first day, the roommates get a list of questions about themselves and entrepreneurship, which give them the chance to get to know each other (worksheet with Walk & Talk questions available at page 34).

Lean Back And Enjoy The Ride

Transport

When going to Believe In Your Ideas, the participants assemble at a pre-agreed meeting-point with one of the facilitators. The means of transportation will off course vary depending on the location of the event, but when held at a more secluded place like Falsterbo, we have arranged for a bus to take the participants directly to the event space. In this way you secure that the participants arrive in the right time and mood without any stress.

Sit Right

Meeting Room Setup And Facilities

The meeting room where the event is held, should be equipped with all normal conference equipment such as whiteboard, projector, tables and chairs. The tables must be arranged in groups, instead of in lines like a classroom, which creates the framework for the group work during the weekend. Before the event starts the facilitators have placed writing supplies such as pen, paper, scissor, tape and post-its on each table.

Fika!

Breaks

As the programme on page 35 shows, there are lots of breaks with 'fika' - a swedish expression for coffee and cake- during the weekend-course. First and foremost the breaks help the participants get renewed energy both physically and mentally, since its an intense programme where they are 'on' a lot. Secondly the breaks are a good opportunity for the participants to mingle in a relaxed way. And thirdly - fika is amazing!

Phone Detoxing

Networking Dinner

The first day ends with a 3 courses mobile-free networking dinner. After having a day full of new impressions and information it's nice to end the day with a dinner together, where there is time and space to relax and get to know each other.

At the 'Reflection' of the first day, the facilitators ask the participants to put away their phones during the upcoming dinner and use what they have learned at the networking session earlier. At the dinner we experience participants that are more present and very lively talking -despite what some might fear- and we have so far only received positive feedback from the participants, who's only objection is that they want to take a picture to remember the great experience.

Educational Grips

HAHAHA

Humour

One of the things that characterize Believe In Your Ideas is the continuous use of humor throughout all communication and facilitation. From the first info about the event where its repeatedly referred to as “The best weekend ever!” to the use of ‘power women figures’ and . We believe that the use of humour and not taking us self too seriously all the time, can help create a safe space, where its ok to talk about your insecurities, ask ‘stupid’ questions or fail.

R-E-S-P-E-C-T

Music

In line with the humorous approach, the participants are met by the sound of Aretha Franklin’s ‘RESPECT’, Destiny’s Child’s ‘Independent Women’ and so on, when they arrive to the meeting room. The “Women Power Playlist” plays as background music between speeches and when the participants are doing group work. The music helps create a positive mood, which often makes both facilitators and participants sing and move along to the tunes.

Setting The Stage

Meeting Room Setup And Facilities

Introduction speech – you (participants) make the event! active participation – common responsibility - How do we create the best weekend ever? The participants talk with their site companion about their expectations for the weekend first and write it down on post-its which are collected at a board and summarised by the facilitators. Secondly the participants are asked how to realize these expectations, which is also written on post-its and presented and discussed in plenum.

Network-seating

Breaks

When the participants arrive they are asked to sit next to an unfamiliar face in order for them to expand their network and create the greatest possible cohesion across the group. Each time the participants return to the meeting room after a break they are asked to find new seats so that they can get to know as many new ones as possible.

The sound of silence

Networking Dinner

When the speaker wants silence, she holds up her hand instead of hushing and raising her voice. As soon as the participants see the speaker’s hand they stop talking and raise their own hands which spread until the room is filled with a sea of arms and everybody is quiet. The method is incredible effective and contributes to create a nice and relaxing atmosphere.

Talks With External Speakers

Through the almost 15 years of Believe In Your Ideas lifetime, the talks by inspiring women have been a continuous part of the event. We have found that four talks spread over the weekend, is a suitable number for an event of similar length as that seen in the schedule on page 35. The four presentations are divided into two inspirational talks by female entrepreneurs and two talks with more academic content and concrete tools and advice. We mix them, so there is one talk of each type on both days in order to get some variation and let the event start and end with something inspirational and uplifting.

The exact content will of course be formed by your choice of speakers, but the following is our suggestions for the four presentations:

Talk 1

Inspirational Personal Story by an Established Entrepreneur

We suggest to let the first talk be held by an established entrepreneur, who can tell about the ups and downs as a female entrepreneur and the mental work associated with it. The choice of an established entrepreneur is in order to gain insight into the whole journey from the first idea to managing a successful business, why she at the same time acts as a role model. The talk could cover how she accessed start-up financing, set up a board, how it is to lead and have employees or if she has experienced any 'startup-sexism'. When talking about their journey we believe it's important that they also include the challenges they have encountered along the way and - maybe most of all - that they address the psychological aspects of being an entrepreneur. Chaos and failure are inevitable parts of entrepreneurship, and learning how to deal with this, and through it all believing in yourself and your ideas, is at the heart of the event, which should therefore be emphasised through the talk.



Talk 2

Networking and Communication

When starting a company you will have to communicate and network with new people in order to find business partners, investors, customers and eventually employees. You don't only communicate your business idea, you also communicate yourself, and networking isn't something that only occurs at networking events, but also in class, the cantina or at a party. Knowing how to communicate and network in the best possible way is therefore essential for succeeding as an entrepreneur.

Our choice of speaker has been one, who addresses the anxiety that many experience in social settings and specially when speaking in public and one whose approach to networking is, that focus is on giving instead of getting. Another thing we have favoured in the talk, is as many concrete tips and tricks as possible, covering everything from how to be memorable, listen, de-stress before presentations and do power-poses to exchange of contact information.

Talk 3

Presentation of the NABC Model

This talk leads up to the two workshops, which is based on the NABC-model and helps to develop and communicate a business idea. NABC stands for Need, Approach, Benefit and Competition, and by going through the four different phases the model will help to condense the idea and determine its value. NABC is often used to structure the way to pitch and sell one's idea to investors or customers as well as ones business model, and is very well known and used in the world of entrepreneurship, which is also one of the reasons we have chosen to include it in the programme. After presenting the model, its four phases and advantages, the talks heads to the workshop part of the programme, where the participants get first hand experience with using the model themselves.

Talk 4

A Young Startups Experiences

The last speaker should be a young woman and start-up, who the students can identify with. She should be established enough to make a living of her business, but still so new that the early phases of finding the right focus, partners and customers are fresh in her memory. The talk should be built around her own personal story, and could include her experiences and advice on practicalities such as how to register one's business, keep accounts, strategic use of social media, made the first prototype and sale, or the like.

“I have been at some different startup and entrepreneurship events before, but I really feel the speakers here are very motivating and talks more to me. It is not shallow, but real information that I can easily see how I can use”

DTU Participant, 2018

Exercises

**“ This gave me
that extra push to
get me going and
believe in myself.
I know it sound
corny, but that is
really how I feel ”**

DTU Participant, 2018

Exercises

This part of the booklet can be used as a handbook for those interested in creating women entrepreneurship courses or facilitating future Believe In Your Ideas events.

We have divided the exercises into Social Exercises and Games, which are used for creating cohesion and network among the group and Development Exercises which focus on the women's personal and mental development.

You may know some of the exercises already, some might sound a bit familiar or maybe they will be completely new. No matter what, we hope you will find inspiration!

Who inspires you?

The first exercise the participants are asked to do, is a part of the presentation-round. Instead of just doing a round where each participant says her name and what and where she study, they are asked to additionally tell *who inspires them and why*.

Telling something personal about themselves, both makes it easier for the participants to remember each other's names and give them something to connect over, but it also helps to get them in the right 'inspirational' mindset.

The facilitator always starts the round and we suggest she choose a 'down to earth' inspiration, such as one's grandmother or teacher, so the students can see that inspirational sources can be found anywhere.





Marshmallow Tower

After the presentation we suggest to do an 'icebreaker' game, such as 'Marshmallow Tower'. When the students arrive they have already sat down at tables with space for 5-6 people, which each become a group for this exercise. Before the event starts the facilitators have placed an envelope consisting of a handful of spaghetti and 10 marshmallows on each table. All groups do now have 10-15 minutes to make as high a marshmallow tower as possible, but half of the groups needs to make a plan and show it to the facilitator before beginning, while the other half can start building right away.

The exercise helps to boost the energy and let people get to know each other, why it's good to have in the beginning of the event.

Participants expect it to be those groups with a plan that win big. They are thus surprised to see that it is usually a tie between those groups had worked on the basis of a plan and those who didn't. Several of the groups that need a plan before they can start, end up using too much time planing without any time leftover to actually execute their plans. On the other hand you see the 'freestyling' groups make unrealistic failing constructions - but they are often also the ones with the most fun and creative processes.

The point of the exercise is that you get the best results when you find a balance between having a plan and taking chances to parachute yourself into something new and unknown.

Networking Bingo

This exercise is a fun way of getting people to network in a fun and informal way, which can especially be good for those who normally find it awkward to talk to strangers/networking difficult.

The facilitators can either choose to have the exercise in the first presentation-block of the event or in the evening in connection with the mobile-free dinner. Before the event the facilitators will have made and printed a bingo plate. Instead of numbers the plate have boxes with statements on such as 'prefer dogs over cats', 'can reach her nose with her tongue' or 'loves accounting' as seen on page 25.

All participants get a pen and are then asked to stand up and find other participants who fit with the statement, so they can cross out the box. The rest is like normal bingo, with a price for the first person who says 'bingo' and have one complete line, afterwards the first to have two lines and finally a bigger price for the winner who have a full plate with all boxes crossed over. The facilitator needs to consider how long time they have for the game, when they decide on the number and severity of statements.

The questions could be somehow related to the topic or be a bit extraordinary, so that it helped to remember people with their answers.



Human Bingo

Knows what a business angel is	Is afraid of snakes	Likes to eat Kalles Kaviar	Doesn't drink coffee	Is a designer	Follows the eurovision song festival
Dreaming about having her own business	Has a business idea	Has a tattoo of an animal	Work extra as a DJ	Is wearing red	Been dancing naked in the rain
Prefer dogs to cats	Is a lefty	Runs her own company	Can lick her elbow	Prefer liquorice to chocolate	Has a driving license for motorbike
Has tried to fail	Can make her tongue look like a rose	Has visited more than 25 countries	Has christmas as her favorite holiday	Has been to the Roskilde Festival	Is trilingual



10 Things I'm Good At

The exercise simply consists of the participants writing a list of 10 things they are good at. It can both be natural talents or things they have learned to do well.

The exercise is a strengths assessment that helps the participants figure out their strengths, skills and passions. Identifying these positive attributes helps boost confidence and believing in oneself.

There is a widespread misunderstanding that skills are only those subjects you are taught in school or can be measured, also referred to as 'hard' skills. It's important to emphasize that there are many different types of skills one can have, including practical, cognitive, creative, social or communicative skills. Therefore the facilitator should start the exercise with a personal example including some 'soft' skills such as "I'm good at facilitating, cooking, forming an overview, problem solving, looking at the bright side of things, drawing, teamwork, seeing things from another's perspective, storytelling and trendspotting".

After the facilitator's own example, she asks the participants to find paper and pens, and think for themselves about the questions: What are you good at? When do you feel energized and enthusiastic? What do you do for family, friends or acquaintances because you have realized that you do these things with ease while others may struggle?

The participants get 5 min. to write the list, while music plays in the background. When the time's up the facilitator can ask how it was to do the exercise and if they learned something about themselves. Finally it's important to say that those without an idea should try to look at the list for inspiration. When the starting point is something you are good at or passionate about, it will help provide motivation for further work on the idea and future job satisfaction. The constraint of 10 things is chosen because of the time limit, but the facilitator can end the session by encouraging the participants to continue the list at home with as many things and details as they can think of.

10 Things I'm Good At

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

'I Can' and 'I Need' Post-Its

Among the writing supplies at the tables are two different coloured post-its. Each participant takes a post-it in each colour and write a list of what they can on one post-it and a list of what they need in order to move further with their business idea on the other. On both post-its they write their name and contact information in the corner. Like for the '10 Things I'm Good At' exercise, the lists can both contain 'soft' and 'hard' concrete skills - you can see examples on page 27. After 5 minutes of writing on each post-it-list, the participants go up to a big board in the meeting room and gather all of the "I can" post-its on one site and "I need" one the other. The boards are now open for people to investigate the post-its more closely and perhaps find a match for the needs of both parties or lead to networking over common interests or challenges.

The exercise has two purposes; on an individual plan the participants think about their strengths and needs in terms of starting something up, which might lead to realising what their next step or focus point should be. On another level the exercise let the participants network and find possible future collaboration partners.

Make sure to set the boards with post-its a place where they can stay over the weekend. There is usually very big interest for the boards, which the participants spend their breaks studying and photographing.



“ This gave me that extra push to get me going and believe in myself. I know it sound corny, but that is really how I feel”

KEA Participant, 2018

The vivid picture memory technique

When you meet a lot of new people, as many entrepreneurs as well as students do, it can be difficult to remember all of the new names. But learning people's names is an important tool in the networking kit, that show effort and make the one you are talking to feel special and acknowledged.

We remember in different ways: by words, pictures or sounds. If you are a 'visual-remember' – which most are - it can be a good idea to visualise a new person's name. There are different ways to do it, you can for example examine a person's face discreetly when you are introduced and try to find a special feature e.g. nose, mouth, chin etc., and then over-characterize the feature of their face and create an association between the the feature and their name. You can also link the association with someone else you know with the same name or feature. Alternatively you can connect their name with a weird thing or even create a little story about them. To build strong mental connections to the new information, the images must be very memorable, because ordinary things are too forgettable. The more silly, impossible or outrageous a picture association you create, the easier it will be to remember.

When doing the exercise, ask the participants to remove their name tags and in pairs present themself to the other, who then have one minute to try to make a vivid picture of their seat mate's name.



Brain Dump

You might already be familiar with brain dump without knowing it as a technique of that name. To do a brain dump simply implies that you dump all of the thoughts in your brain by putting it on paper. You can do it anywhere, all you need is a pen and paper. You shouldn't start to think critically about what you write down, but just write down whatever is on your mind without any judgement or structure. You can write absolutely anything - the goal is to have a safe place to write out your thoughts and feelings to clear your head and lighten your mental load. The hope is by putting it on paper, it will help you store, organize and process information at a later time. In addition it can both help you remember things you'd likely forget without writing it down and encourage creativity and problem-solving by addressing concerns rather than ignore/forget them.

When doing the brain dump exercise with the participants, ask them to take a pen and paper and challenge them not to lift the pen for the following 5 minutes put aside for the exercise. In this way they are forced to write something and even if they don't feel an instant need for a brain dump and start writing "I don't know what to write" they will after a little while write other thoughts down and learn the technique.

Workshop 1: NABC Ideation

The first of the two workshops focuses on idea generation with support from the NABC-coach and facilitators. The aim of the workshop is for the participants to generate ideas and get familiar with the NABC technique. The participants are divided into groups and asked to come up with an idea. The idea can be absolutely anything and it doesn't matter if it seems a bit far fetched or silly, as long as the participants think creatively.

There are many different ways to generate ideas. As a tool for the idea generation we have developed a list of random words, as seen on page 32, to help start the brainstorm. Alternatively you can use an image of the 2030 Sustainable Development Goals as inspiration or think about an everyday problem one has encountered. The participants should try to make the idea as specific as possible by asking:

- What problem do you solve?
- Who do you solve it for?
- What are the alternatives?



Random Ideation Words

Streaming service
Chair
Drunk
Blue
Bag
Bicycle
App
Revolutionary
Bed
Pillow
Loud
Singing
Smart
3D printing
Camera
Cleaning
Feministic
Tablet
Menstrual cup
Flying
Self driving
Insecure
Shiny
Cozy
Food
friendly
Analytic
Powerful
Red
Glowing
Online platform
Environmentally
Independent
Chemical
Dreadlocks
Course literature
Computer game
Competitive
Table
Health
Hair
Animal
Self cleaning
Computer
Lamp
Book
Wall
Fast
Reliable
Toy

Workshop 2 : Pitching and Feedback

The participants continue to work in their groups with the idea from the former workshop, but this time they change focus into communicating it. After a short presentation on how to build a pitch - audience analysis, hook, catch and call to action ect. - each group is asked to come up with a two minutes pitch based on the NABC model.

The groups should have enough time to work on the pitch - e.g. 1½-2 hours for idea preparation and 30 minutes for pitch preparation, while the NABC-coach and facilitators are available for support. When the time is up and the group meet again there will be handed out four accessories that symbolises the following four different audience perspectives:

- Positive feedback (green cap)
- Improvements (red cap)
- User (glasses)
- Investor/Business partner (white cap)

The groups take turns presenting and the facilitator signs when the time is up. After each pitch the group will get feedback from the four audience perspectives. The four accessories change to a new person at each pitch, so all participants give feedback at one point or another. The groups are not allowed to comment, answer questions or defend themselves during the feedback. In this way they are forced to listen and take the feedback to consideration. By letting the accessories take turns all participants gain experience with giving feedback and what the different audience-perspectives are looking for in a pitch. At the same time the participants pay more attention and are focused during the presentations, compared to if only facilitators and coaches were to provide feedback.



Walk and talk

About networking

What did you think about the remember-the-name-technique? Do you have any other tricks to remember names?

What is your best networking advice?

About ideas and entrepreneurship

What is entrepreneurship for you?

Do you have an idea that you wish to take to the next level? What is the next level for you? What would be your first step?

About you

During which circumstances do you feel the most joyful/energetic?

What motivates you?

To what extent do you have the opportunity to prioritize the important matters in your life/business and how satisfied are you with your focus on different tasks?

What do you do to stay focused?

Do you believe in your ideas?

Believe In Your Ideas 15-16th of June 2019, programme

Saturday 15th of June

09:30	Fika
10:00 – 11:00	Hi and welcome! Who are you? + Workshop
11:00 - 12:30	Alice Larsson
12:30-13:30	Lunch
13:30-15:30	Ana Devdariani “Workshop on networking”
15:30	Fika (again!)
16:00- 17:15	Walk and talk
17:15 - 17:30	Reflection
17:30 - 19:00	Check-in to rooms and free time
19:00	Dinner

Sunday 16th of June 2019

08:00	Breakfast
09:00	Go through the days’ schedule
09:15-10:00	NABC- Model with Sara Thuresson
10:00	Work fika
10:30 – 11:30	Hard work work!
11:30 – 12:30	Inspirational lecture
12:30 – 13:15	Lunch
13:15 – 14:00	Prepare your pitch
14:00 – 15:00	1, 2, 3 Pitch
15:00	Fika (the last one)
15:30 – 16:00	Reflection
16:00	Bus home