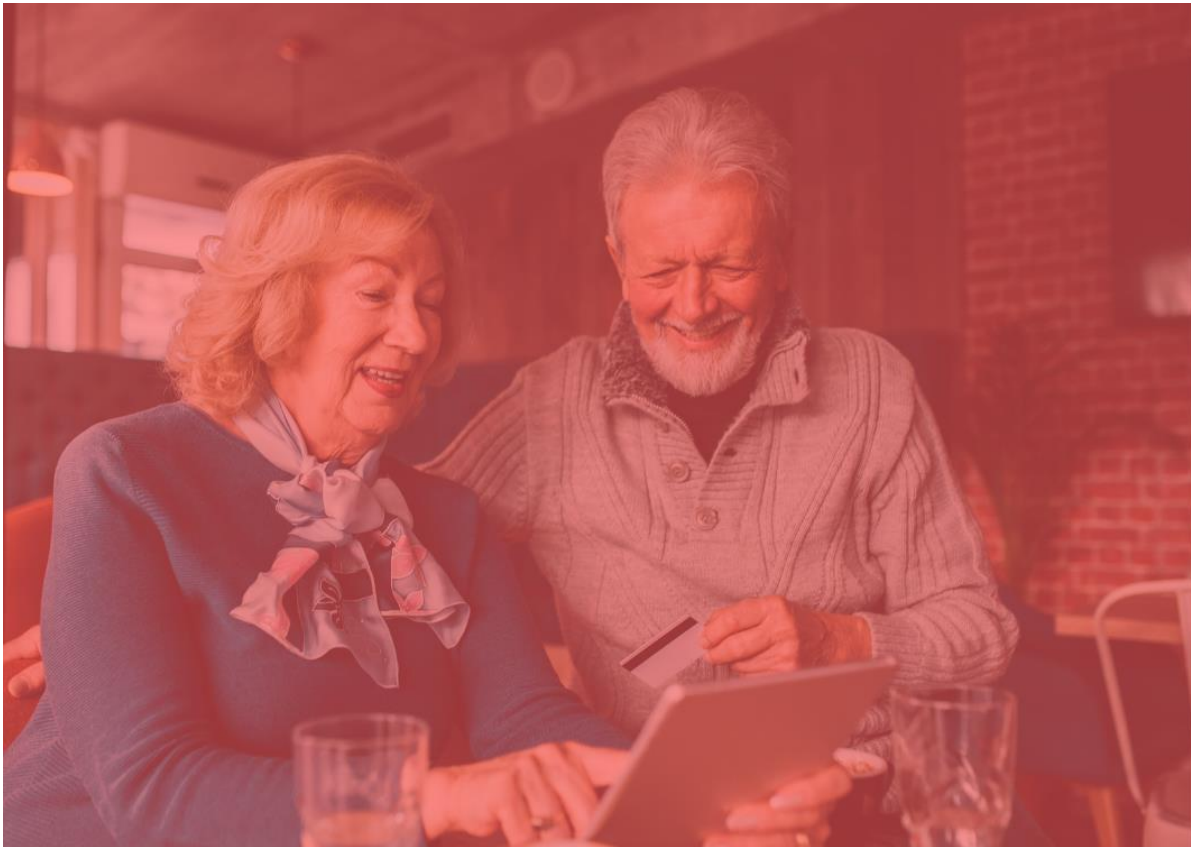




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# Global report on roundtable with non-nationals



**THE  
~~MISSING~~  
ENTREPRENEURS**



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**Project  
title:**

The Missing Entrepreneurs: Promoting capacity building of Missing Entrepreneurs for inclusive digital entrepreneurship and digital transformation of businesses

## **1. Roundtable with non-national stakeholders Report - Amaris**

On the 9th September of 2022, a roundtable with non-national stakeholders (people from different countries the ones involved in the partnership) was conducted by Amaris. Although we could have performed this roundtable virtually, we opted to do this roundtable in person with stakeholders involved in another project which were in Amaris' facilities for a transnational project meeting. They were 2 people from Germany, 3 from Poland and 2 from Portugal. Since this project counts with partners from Portugal, these 2 participants do not count as non-nationals, however, since they were interested in the project and they could provide with genuine feedback, we have involved them anyway.

These participants came from different backgrounds/occupations. Some of them were teachers, other consultants, programmers, and project managers.

All of them were interested in entrepreneurship or digital businesses and felt curious about digital tools and materials useful for people who want to be more involved with the digital world and want to learn more about digital entrepreneurship. Therefore, we started this roundtable by presenting The Missing Entrepreneurs project and its partnership. For this first explanation, we showed you the project's website where you can find different sections, including the motivational campaign with testimonial videos of some entrepreneurs, which everyone thought was a very good idea.

Then, we showed them the course platform in detail, navigating through the different sections of the platform, showing the areas and tools that are included in it.

After the presentation of the platform and resources, we asked for their comments and feedback.

All of them agreed that the visual part of the platform looked very good, as well as the structure of the courses, which they found clear and easy to understand.

However, they found some visual errors that at that time had not yet been corrected. In addition, some buttons did not work properly, and some participants made suggestions for the improvement of the platform:

Firstly, they indicated that it was not clear how do the platform focus on the “missing” entrepreneurs, as it did not seem to be focused on under-represented groups, but rather for everyone. It was suggested that specific sections for under-represented target groups (e.g., personalized feedback for women/immigrants) should be added to the training content. For example, for seniors, give them indications on how to start training gradually if they have no technical knowledge.

It was proposed to consider the possibility of including translations of the platform into different languages, in order to encourage its use by migrants. For example, it was suggested to include translations in Arabic or Chinese.

On the other hand, it was commented that most entrepreneurs are afraid of losing the large amount of money they have invested once they have started the business, so it was said that it might be a good idea to include a section on financial content, to provide knowledge in this field, which would be of great value.

It was also proposed to add a personal support section, where more personalised attention could be given to each of the individuals taking the course, advising them on how to start their particular new business.

It was also suggested to offer the target groups additional training on non-technical skills, such as soft skills, since the main reason for the lack of presence of these groups in the world of entrepreneurship is not always the lack of technical skills, but also the lack of other non-technical skills that are very important when entering this sector.

Some videos were found not to be working, so it was pointed out that care should be taken with videos that might disappear from YouTube after a few years.

In addition, if the ultimate goal of the courses is to help future entrepreneurs to start their own business, it was suggested to include relevant information on how to do it depending on the country of residence: taxes, invoices, accounting, how to do it, who to talk to, how to deal with all the barriers related to starting a business, contact people to talk to, social security issues, etc.

The platform includes only technical training information, so that would be the biggest area of improvement

A couple of people agreed that there is a lack of an introduction to the platform and an explanation on why it was created. For some users, it may not be intuitive, it lacks the precisely described trajectory of development in each field.

Overall, the participants were very surprised by the platform and the project. They mentioned that they would like to use the platform to train themselves in certain digital tools, and that they would recommend it to some acquaintances who are already involved in the world of entrepreneurship.

## 2. Roundtable with non-national stakeholders Report - APSU

On the 8th July of 2022, a roundtable with non-national stakeholders (people from different countries the ones involved in the partnership) was conducted by APSU. Although we could have performed this roundtable virtually, we opted to do this roundtable in person with stakeholders involved in another project which was in APSU's facilities for a transnational meeting. They were 4 people from North Macedonia, 2 from Poland, 4 from Romania and 2 from Spain. Since this project counts with partners from Spain, these 2 participants do not count as non-nationals, however, since they were interested in the project, we have involved them anyway.

These participants came from different backgrounds/occupations. Some of them were teachers, others lecturers, etc. All of them were enthusiasts of entrepreneurship or digital businesses, and all of them wanted to know more about digital tools and materials useful for people who want to be more involved with the digital world and want to learn more about digital entrepreneurship. Therefore, we started this roundtable by presenting APSU, The Missing Entrepreneurs project and its partnership. Then, we asked them if they knew about digital entrepreneurship and what kind of tools they use or know. Based on their answers, we start matching the tools and the areas that would be more appropriate, as well as which ones could be more interesting for each of our target groups and why. We reached some interesting conclusions and we ended up matching many of our tools with the respective areas.

Therefore, we moved to the presentation of the TME training platform. We went through each feature of the platform, from areas and tools to videos and quizzes developed. After the presentation of the platform and resources, we asked for their comments and feedback. Most of them were compliments and positive comments. The participants had high praises for the platform, especially regarding the layout/design of the platform and the choice of contents. They have referred that both the chosen areas and tools are very relevant for digital entrepreneurship and for the target groups involved. It was also mentioned that some of them seemed harder to manage, although we provide the necessary guidance for their use - videos, tutorials, articles, etc. They

have realised that the platform still needs some improvements, namely some titles that are unformatted with the rest of the platform and some features that still don't work properly (some of the quizzes did not allow the answers for example).

We have discussed the transferability of the project results to the countries of residence of these stakeholders, and they mentioned it would be better if the platform was also in their national languages, however, for a digital entrepreneur, it is a great way to improve their English and to reach out international markets, for instance. The participants mentioned that the platform would be very useful and helpful for new entrepreneurs in their countries of residence. They would definitely share the results with other people.

In general scope, the participants were very excited about the platform and the project and said it is an excellent reference for other EU projects. All of them mentioned they would use our platform to start or to improve a digital business and, for them, the higher points go to the videos we have produced, with the explanation of the training areas. We also took this opportunity to share our social media and website with the participants. They found the testimonial videos an excellent way to involve digital entrepreneurs and share their businesses, as well as to act as a reference for people that are interested in beginning a digital business and even improving their own, as it works as an inspiration and reference for them. They were excited about the final product of The Missing Entrepreneurs project.

### 3. Roundtable with non-national stakeholders Report - BRI

On the 24th October of 2022, a roundtable with non-national stakeholders (people from different countries the ones involved in the partnership) was conducted by Blue Room Innovation.

The round table was virtually. They were 1 people from Romania, 2 from Syria and 2 from Jordania. The participants came from different backgrounds some of them were teachers, other consultants, and project managers. All of them were involved in entrepreneurship project such as: promotion of entrepreneurship for traditional handcraft or promoting entrepreneurship among woman from rural areas.

All the partners agreed that the platform was an interesting tool to cover the main gaps of the entrepreneurship for their students and stakeholders.

We started the round table by introducing The Missing Entrepreneurs Projects giving an overview of the Project results and objectives and the focused target groups. After that we presented the platform by giving an overview of the learning path and how to use it. Participant agreed that the platform was easy to use and attractive and they also agreed that the learning path was clear, they also found out the badge a really engaging part of the training course.

After the platform presentation, we had a quick overview of the main areas of the training, they all were surprised of the amount of information and interesting resources of the areas. One of the most interesting part for the participants were the “Learn More About the Concept Behind” part.

Once we finished with the areas, we presented shortly the more than 50 tools included in the platform. Participants agreed that the platform was complete, and the tools included were also interesting for the business development process.



At the end all concluded that The Missing Entrepreneurs Platform & Training will be promoted in other Erasmus+ project as additional training for the different target groups involved. At the end it was also mentioned that to keep the platform updated and inclusive for all the target group we expect to reach, the platform should include additional resources in other languages as well as to include the translations of the platform in more languages aside from the ones involved in the project.

#### 4. Roundtable with non-national stakeholders Report - CSI

On the 16th of September of 2022, a roundtable with non-national stakeholders (people from different countries the ones involved in the partnership) was conducted by Center for Social Innovation. A transnational meeting for another project took place in Cyprus and CSI took advance of those partners to do this roundtable in person. The partners were trainers, lecturers, and consultants, and they were all related in entrepreneurship. They were 4 people from United Kingdom, and 2 from Austria. Since this project counts with partners from Austria, these 2 participants do not count as non-nationals, however, they were interested in the project, and we involved them.

These participants came from different backgrounds/occupations as mentioned in the beginning. All of them were related to entrepreneurship or digital businesses, and they wanted to learn more once the platform is be completed. They also mentioned that we can use The Missing Entrepreneurs project as a good practice and reference of other European project such as the one that we run as consortium with those non-national partners, which is also related to entrepreneurs.

Therefore, we started this roundtable by presenting the website of The Missing Entrepreneurs project and its partnership. Then, we asked them which digital tools they use for their everyday life and work. They already knew many of the tools that we have created but there were also many of them that they did not know about, and they show some interest about them. We went through almost all the areas and most of the tools but unfortunately most of the buttons did not work. So, I had to explain to them how the platform would look like. I tried to emphasize that there are many extra resources to each sector and people were very interested about that. Badges were also mentioned and partners seems to be also interested about them, and found it a great idea!

After the presentation of the platform and resources, we asked for their comments and feedback. All of them were compliments and positive comments. They all mentioned that is an easygoing platform and people who are related to digital entrepreneurship

can easily navigate. Although there were some parts that did not work properly, they all saved the platform in their laptops in order for them to navigate by the end of the month, when I mentioned that this should be ready for piloting.

All of the participants mentioned that the English language is the must in this sector, but it is good that we translated in other languages also in order to reach out international and national markets. They would share the results with other people in their countries. In general, the participants were very excited about the platform and the project, and they also found the testimonial videos an excellent idea that can be used for other projects in a different way.

Because of the two participants from Austria, I had to develop another roundtable with one participant from Germany. So, I took advantage of another project's TPM which took place on the 07th of October 2022. The partner is a teacher and related to other projects to entrepreneurs and entrepreneurship. He was impressed by the research we made and all the digital tools that are existing online, with some of them he was not familiar at all. He went through the platform overall and the feedback was positive. He noticed though that some of the links of the YouTube videos did not work and mentioned that it would be good if we add the date that the video retrieved in order to avoid future problems, for example if the video creator decides to delete the video. He noticed that in Grammarly tool there is no practice your skills exercise and I explain that this was a mistake because there should be some kind of quiz in order to win a badge. He commented that the badges was smart reward for users and lastly that the forum could be very interesting for participants to interact with each other.

## 5. Roundtable with non-national stakeholders Report – die Berater

The structuring based on training branches and tools is well thought out. It is great that you get an introduction to what these tools are actually important for. The layout of the platform is generally well done. However, there are some problems.

The line below "For the project", blog, etc leads to nowhere. These things are not linked. Some content is embedded too largely on the platform. That's why you lose the overview. It is important that the website is tested and checked for quality. Because there are also many video links that no longer work.

Some participants also logged onto the website to see the differences. In the process, the participants discovered that the quizzes are also open to the public for people who are not logged into the platform. But when they answer the quiz without signing in, it gives an error, which is quite confusing for the user. In comparison, if you are logged in you get a notification that you got a badge, not only do you see that on the platform, but you receive a separate email too. But it would be important to put this information also in this section (picture below) so that people see that they will only receive a badge, when they have already created an account.

It needs a professional person to go through the content and correct mistakes like this one in the picture (Trainig instead of Training). Furthermore there is some mixed content. In the German language there are some English descriptions as well in some other languages too.

The website is practical and can be used internationally. For the national context it would be better to have a translated version. It needs to be assured that the videos are up-to-date. There the links should be collected and checked through a kind of linkchecker. This would be necessary to assure the quality and sustainability.

## 6. Roundtable with non-national stakeholders Report – EGINA

On October 6th, 2022 EGINA carried out a roundtable with non-national stakeholders to validate and get a feedback on the learning platform developed within The Missing Entrepreneurs project.

In total , 10 stakeholders representatives took part to the roundtable: 6 from countries not represented in the Missing Entrepreneurs consortium(1 from Malta, 1 from Slovenia, 2 from Turkey, 2 from Romania); 2 from Portugal, 2 from Spain.

All participants work in organizations that operate in the field of entrepreneurship and digital entrepreneurship.

Firstly, the project was briefly presented. The platform was then explored and the main functionalities and purposes of it were explained.

In groups of 2 people, participants were then allowed some time to study the platform on their own. 2 areas were assigned to each group.

The feedback gathered was overall positive, the main findings were:

- Participants like the platform layout and think it is pretty intuitive and user-friendly;
- To make the platform more inclusive, more language versions should be provided, for migrants;
- The paths should include something targeted to the target groups addressed by the project, to make them more personalized, e.g practical information on how to start a business according to the country of residence;
- There are still some bugs to be fixed (buttons and links not working, misplaced translations..);
- The forum on the platform has good potential and should be used to widen the project reach and impact, creating a network of entrepreneurs/people interested in the topic/people wanting to start operating in this field;

- Concerning the use of the platform, participants suggested it might be exploited also in non-entrepreneurship related fields as a tool, such as language learning;
- The platform might be exploited as a tool for new Erasmus+ projects.