**Project – Based Learning (PBL)**

**Template**

Project-Based Learning is a teaching method in which students gain knowledge and skills by working for an extended period of time to investigate and respond to an engaging and complex question, problem or challenge

**PBL code name: CO\_S1\_6**

**PBL title: The learner is expected to be familiar with the theoretical and practical parts of entrepreneurship**



**Project Idea**

Eliza graduated in economics. She reflected on her professional career and stated that she would set up a start-up. She knew that the start-up did not fit into the business model adopted in advance. It is a company that wants to enter the market based on a more profitable or innovative business model compared to the models used by other items in the industry. Its aim was to develop a concept of a highly profitable business, preferably in the financial sector. He is aware that some markets and sectors of activity develop mainly thanks to start-ups. This is the case with financial technologies also known as fintechs. The element that distinguishes the company from the competition should be innovation, which will allow the start-up to gain a place in a given sector. He knows there are various strategies and structures that will help create a start-up. Among them are incubators, accelerators and experts. A start-up's ambitions often exceed its financial resources. In such a situation, a start-up may approach investors and organize a fundraiser necessary to achieve its goals. If investors are convinced of the project, they will receive funding, which they will spend, for example, on recruiting employees or developing marketing tools. Create a start-up proposal, propose solutions with a high level of innovation and a method of co-financing the activity.



**Driving Question(s)**

1. What will the proposed start-up do?

2. What will business innovativeness consist of?

3. What source of start-up financing will you find?

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**Objectives**

* *Presentation of the planned start-up.*
* *Describing the possibilities of co-financing the project.*



**Tasks**

*• Is there a place to create a start-up under the current conditions? If so, indicate in which areas of activity there are the greatest possibilities of its creation.*

*• Create a Flipchart material that will help you present the main assumptions of your proposed activity.*

*• Determine why investors may be interested in financing your business.*



**Notes**



**Project Plan**