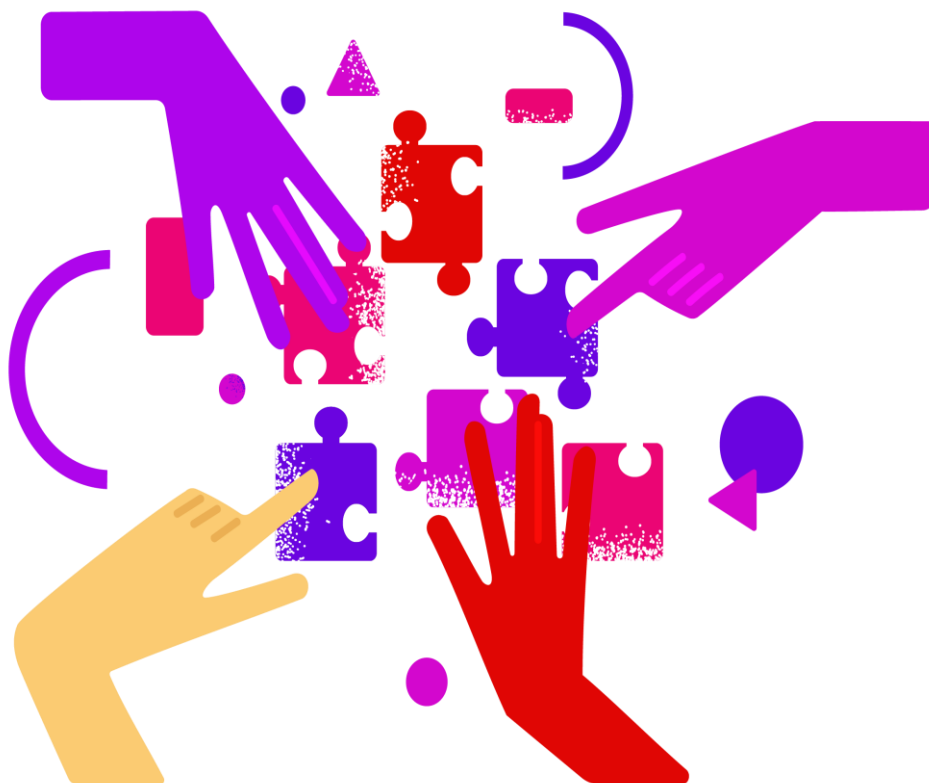


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# M3 Tools

## **Target Group:** art and mental health professionals working with young people with DS/ASD

Educate professionals on how to support people with mental health disabilities to become true agents of social change and help in addressing the social challenges that they are facing, with a particular focus on mental health related discriminatory behaviours.

## Tool –Business Model Canvas

### Competences

- Business planning and strategy
- Communication and presentation skills
- Problem-solving and critical thinking

### Learning Objectives

- Understand the importance of creating a business model.
- Learn to distil complex business ideas into a business model.
- Develop skills in presenting and pitching a business concept.

### Description

1. Introduce the concept of a business model canvas and its significance in entrepreneurship.
2. Divide participants into teams or individuals, depending on class size.
3. Provide a fictional or real business scenario with specific goals and challenges.
4. Instruct participants to create a business model that addresses key elements.
5. Allocate a reasonable amount of time for participants to work on their plans.
6. Encourage constructive feedback and questions from peers.
7. Discuss the advantages of a business model canvas and its relevance in real-world entrepreneurship.
8. Allow participants to revise their business models based on feedback.

This exercise not only enhances participants' business conception skills but also encourages them to communicate complex ideas effectively in a concise format, a valuable skill for entrepreneurs.

Mission/Objectives:	What is my product or service:	Select you sale channel:	How to put in practice?
What name and logo?			

E.g.:

Objectives: E.g.: Create and sell art (ceramic, paintings, drawings, graphic art...) in a more inclusive way regarding the chosen channel and communication	What is my product or service: Oil painting on canvas, with bucolic landscapes or portraits commissioned by clients	Select you sale channel: E.g.: Etsy.com or create own platform with shopify.com or squarespace.com	How to put in practice? E.g.: Create a to-do list of every step you need to put the project into practice and include: Equipments, materials, financial, other resources
What name and logo? E.g.: Flying artists			

