



Entrepreneurship Course

MELES-BOT Handbook

BOT-Learning as a modern teaching method of GEN Z



Project title: BOT-Learning as a modern teaching method of GEN Z

Project number: 2020-1-PL01-KA203-081777

The leader of the consortium: Science4People sp. z o.o.

Partners of the project:

- Veliko Tarnovo University – Bulgaria,
- Tampere University of Applied Sciences, Finland,
- Leipzig University – Germany,
- Maritime University of Szczecin – Poland,
- Universidade de Aveiro – Portugal.

Associated partners:

- University of Luxembourg – Luxembourg,
- Northern Business School – Germany,
- University of the Aegean – Greece.

The project period: 01/09/2020- 30/06/2023

The source of funding: Strategic Partnership for Higher Education, ERASMUS+, Foundation for the Development of the Education System

[Project website](#)



The European Commission's and Foundation for the Development of the Education System support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission and Foundation for the Development of the Education System cannot be held responsible for any use which may be made of the information contained therein

CONTENTS

INTRODUCTION	3
Stage 1 – IDEA CONCEPT OF THE PROJECT	5
Stage 2 – IDEA/CONCEPT VERIFIED	6
Stage 3 – FIRST PROTOTYPE EXISTS AND IS READY FOR TESTS	7
Stage 4 – TESTS OF PROTOTYPE PERFORMED AND READY TO MARKET DEPLOYMENT	8
REFERENCES	9

INTRODUCTION

The MELES-BOT Handbook is a guide that helps the user to apply an educational chatbot as the support in conducting an entrepreneurship course.

BOT-learning educational method is based on the use of chatbot (virtual teacher) and chat (text or conversation with a real educator). Chatbot will lead the team or individuals through the project development starting from idea to the market. The user can start the process on any STAGE. Stage of the project's development shall be determined by the user. Another approach ("Create your own way") enables the user to search through all available TOOLS. Based on the description given, the user can select the TOOL which suits the current project's requirement.

The handbook is divided into 4 main parts (STAGES) corresponding to the stage of project's development.

- Inside STAGES, there are: STEPS which help the user to determine what steps (e.g. setting up the goals, identifying the market needs, IP strategy) should be taken to reach next level (STAGE) of development,
- Each STEP contains few TOOLS (e.g. Patent research, Empathy map, Partner match). There are, in total, 36 TOOLS, which are also listed in "Create your own way" approach,
- Execution of TOOL requires from the user to take some ACTIONS (e.g. Partner survey, Generate ideas, Social goals),
- To support the user in ACTIONS the carefully selected EXAMPLES were presented. They give ideas how such ACTIONS were executed by successful entrepreneurs.

Stage 1 – IDEA CONCEPT OF THE PROJECT (BOT Guide) - The idea concept of the (business) project starts around the creation of a novel and innovative product or service offered to a particular market segment, to solve unmet needs through a compelling bundle of features. The stage is organised in three main steps, that capture the essentials of a baseline for a disruptive business idea:

- Step 1 - Customer discovery needs;
- Step 2 - Substitute solutions;
- Step 3 - Solution discovery.

Stage 2 – IDEA/CONCEPT VERIFIED - Focuses on the next phase in the entrepreneurial process as offers instruments for verification of the outlined idea or concept for realisation. It starts with determination and verification of main goals of the potential entrepreneur, continues with analysis of the environment, where the entrepreneurial project will be launched and covers the readiness for business of the entrepreneur and availability of the resources. The stage is organised in four main steps:

- Step 1: Nature and main types of goals;
- Step 2. Determination of the goals;
- Step 3. Analysis of the environment;
- Step 4. Determining personal readiness and resource availability.

Stage 3 – FIRST PROTOTYPE EXISTS AND IS READY FOR TESTS - An existing prototype allows the entrepreneur to test it with potential customers as well as to protect the intellectual property involved. This stage also allows the chance to take actions in terms of convincing different stakeholders of the

future benefits of the business idea. Stakeholders can be potential customers, suppliers, investors or institutions for funding. The stage is organised in three main steps:

- Step 1 - Business planning and customer understanding;
- Step 2 - IP protection and funding possibilities;
- Step 3 - Funding possibilities.

Stage 4 – TESTS OF PROTOTYPE PERFORMED AND READY TO MARKET DEPLOYMENT - The final stage of the bot prepares your product to the market. This stage focuses on partnerships and selling your product. There are three objectives of the stage: to help you select the most suitable partner(s), to engage partners with you and your product, and to plan product market entry activities (operations, need for support) together with your partner. The activities / steps to reach objectives of the stage are finding and selecting a partner, planning partner meetings, meeting up with potential partner candidates and planning and executing support of partners and their planned operational and support activities on the market.

Please find [here](#) short video instructions, how to use different options.

Stage 1 – IDEA CONCEPT OF THE PROJECT

DESCRIPTION

The idea concept of the (business) project starts around the creation of a novel and innovative product or service offered to a particular market segment, to solve unmet needs through a compelling bundle of features. The stage is organized in three main steps, that capture the essentials of a baseline for a disruptive business idea:

- Step 1: Customer discovery needs;
- Step 2: Substitute solutions;
- Step 3: Solution discovery.

STAGE GOALS

The utmost important goal is to properly identify the customer needs to formulate potential ideas for products or services. After, the focus is to explore the potential competitive landscape and map the uniqueness of the new product/service. Finally, the last step is devoted to testing the previous assumptions and to start exploring potential business elements.

IMPLEMENTATION GUIDELINES

The BOT uses a sequential structure to support users on the definition of the idea concept of the project. Therefore, the first step will help users to detect the market explicit and implicit needs of potential customers to develop a product or service that fulfils the need. The second step aims to identify what solutions/products are already being commercialized such as substitute products that may compete with the new product/service. The last step aims to design and validate the solution using a set of strategies to assess the market-solution fit. For this, you can use different tools. At the end of this stage, users should have a validated idea for a new product or service.

In each step, the Bot explains to the user the actions to be performed and implemented (using three tools followed by examples in the suggested links) to achieve each step question.

Stage 2 – IDEA/CONCEPT VERIFIED

DESCRIPTION

The launch of the entrepreneurial initiative goes through numerous and often parallel stages. They vary in different areas of the economy, but collectively form the difficult path from idea to market. This stage focuses on the pre-start-up phase which is an important element of any entrepreneurial process. The conclusions of the analysis are a reliable basis for making informed decisions for effective entrepreneurial activity. Therefore, in order for the analysis to be qualitative, well-established approaches, methods and indicators are needed. Stage 2 is Idea/concept verified and consists of 4 steps with a total 11 tools.

STAGE GOALS

Through the idea/concept verification activities, the achievement of the following goals can be outlined:

1. For the potential entrepreneur to familiarize himself/herself with the essence, methods of determination and main types of goals that are realized through the implementation of a business venture.
2. Future entrepreneurs, through the application of some of the most famous methods, determine the main characteristics of the environment in which they will implement their business ideas, thus clearly highlighting the limitations and opportunities it offers.
3. The verification of ideas and concepts is also related to looking "inside" - to both the personality and qualities of entrepreneurs, and to the availability of various types of resources necessary to achieve his/her final goal.

IMPLEMENTATION GUIDELINES

In this stage, a variety of tools are offered to support (potential) entrepreneurs in their successful path to the market from the point of verification of ideas/concepts. Following the logic of the tools in bot, you can completely "explore" and verify your idea or concept. Good results can also be achieved just by referring to a specific tool, example or video in which the concrete needed information is focused.

Stage 3 – FIRST PROTOTYPE EXISTS AND IS READY FOR TESTS

DESCRIPTION

An existing prototype allows the entrepreneur to test it with potential customers as well as to protect the intellectual property involved. This stage also allows the chance to take actions in terms of convincing different stakeholders of the future benefits of the business idea. Stakeholders can be potential customers, suppliers, investors or institutions for funding. The stage is organised in three main steps: *business planning and customer understanding, IP protection and funding possibilities.*

STAGE GOALS

The most important goal is to verify and validate the customer's needs. The product or service that has been developed by creating a viable prototype can now be tested. The focus will now be on understanding if the assumptions made in the earlier steps about potential customers can be validated. The more insights you collect from your target group customers the better you can adapt your product/service. Another goal is to understand the possibilities to protect the created intellectual property (IP). In which way can the team ensure that the business/project cannot be copied easily. Finally, the last step focuses on exploring funding opportunities as well as a better understanding of the resources needed and which different players in the market can provide financial support.

Stage 4 – TESTS OF PROTOTYPE PERFORMED AND READY TO MARKET DEPLOYMENT

DESCRIPTION

The final stage of the bot prepares your product to the market. This stage focuses on partnerships and selling your product.

STAGE GOALS

There are three objectives of the stage: to help you select the most suitable partner(s), to engage partners with you and your product, and to plan product market entry activities (operations, need for support) together with your partner. The activities / steps to reach objectives of the stage are finding and selecting a partner, planning partner meetings, meeting up with potential partner candidates and planning and executing support of partners and their planned operational and support activities on the market.

IMPLEMENTATION GUIDELINES

The stage is divided into four different activities.

1. **The Partner Search activity** helps to develop a relationship with the most compatible local partner. The target is to find a great partnership by investigating what kind of partners exist. Prepare and execute a partner survey to identify partner candidates' existence, ability, and motivation to reach your pre-defined customers on the market.
2. **The Partner Match activity** enables matching end-customer needs and partner abilities in a way to create the best customer experiences. The goal is to match the known facts (a) your company's objectives and ability to serve, (b) market environment factors, and (c) end-customer desire to buy into the identified partner candidates' ability to serve and maintain the market opportunity in the long term. The section guides you to choose the most appropriate one or several partners.
3. **The Content Strategy activity** targets planning, developing, and managing content written or in other media. The goal of the content strategy is to give your partners/customers/consumers meaningful content to engage them. The target is to make a deal when you will meet your partner. Use content strategy to plan your meeting with potential partner candidates.
4. **The Partner Meetings activity** aims to help with meeting a partner, making a contract, and follow-up support for profitable business and growth.

REFERENCES:

Stage 1 – IDEA CONCEPT OF THE PROJECT

Tool 1 – Interviews

- ✓ <https://projects.iq.harvard.edu/files/harvarduxgroup/files/ux-research-guide-sample-questions-for-user-interviews.pdf>

Tool 2 – Empathy Map

- ✓ <https://www.nngroup.com/articles/empathy-mapping/>

Tool 3 – Idea Brainstorming

- ✓ <https://www.niu.edu/citl/resources/guides/instructional-guide/brainstorming.shtml>

Tool 4 - Benchmarking analysis

- ✓ <https://strategicmanagementinsight.com/tools/benchmarking.html>

Tool 5 - Positioning Matrix

- ✓ <https://glutch.com/strategic-marketing/create-a-positioning-matrix-and-determine-mindshare-to-own>

Tool 6 - Unique selling proposition

- ✓ <https://www.isc.hbs.edu/strategy/creating-a-successful-strategy/Pages/unique-value-proposition.aspx>

Tool 7 - Value proposition canvas

- ✓ <https://www.strategyzer.com/canvas/value-proposition-canvas>

Tool 8 - Mock-up test

- ✓ <https://www.strategyzer.com/blog/posts/2015/3/2/search-design-test-learn-iterate>

Tool 9 - Lean canvas

- ✓ <https://canvanizer.com/new/lean-canvas>

Stage 2 – IDEA/CONCEPT VERIFIED

- ✓ Taylor, Anth. Strategic Goal Examples for Use in Your Strategic Plan and Balanced Scorecard. Published: June 17, 2016, <https://www.smestrategy.net/blog/strategic-goals-examples-kpi-measurements-strategy-and-business-planning>
- ✓ Spacey, J. 3 Examples of Tactical Goals, Published: 23 December, 2017, <https://simplicable.com/new/tactical-goal>
- ✓ Rachel, Operational Goals. Published: May 28, 2019, <https://selffa.com/operational-goals/>
- ✓ Gibbons, M. Top 10 Marketing Goal Examples for 2022. Published: August 18, 2021, <https://www.webfx.com/blog/marketing/marketing-goals-examples>
- ✓ Damani, A. What are social goals? What are some examples of them?. Published: <https://www.quora.com/What-are-social-goals-What-are-some-examples-of-them>
- ✓ Eby, K. The Essential Guide to Writing SMART Goals, Published: January, 9, 2019, <https://www.smartsheet.com/blog/essential-guide-writing-smart-goals>
- ✓ CFI Team, SMART Goals, published: May 7, 2022, <https://corporatefinanceinstitute.com/resources/knowledge/other/smart-goal/>
- ✓ Peterson, Ol. Prioritization Matrix 101: What, How & Why? (Free Template). Published May 6, 2019, <https://www.process.st/prioritization-matrix/>
- ✓ Rusett, Ch. Idea Evaluation Matrix: Step-by-Step Guide. Published 14.05.2020, <https://ideadrop.co/idea-management/idea-evaluation-matrix/>
- ✓ Ruijter, J. How To Pick The Best Ideas After A Brainstorm, <https://hatrabbits.com/en/how-to-pick-the-best-ideas-after-a-brainstorm>
- ✓ 5 Whys. Getting to the Root of a Problem Quickly, https://www.mindtools.com/pages/article/newTMC_5W.htm

- ✓ Seiter, C. The 5 Whys Process We Use to Understand the Root of Any Problem. Published: Sep 9, 2018, <https://buffer.com/resources/5-whys-process/>
- ✓ What is PEST Analysis?, published: <https://www.visual-paradigm.com/guide/strategic-analysis/what-is-pest-analysis/>
- ✓ Frue, K. PEST Analysis Ultimate Guide: Definition, Template, Examples, published: SEP 13, 2020, <HTTPS://PESTLEANALYSIS.COM/PEST-ANALYSIS/>
- ✓ PEST Analysis, <https://www.groupmap.com/portfolio/pest-analysis>
- ✓ PESTLE Analysis, published: 6 December, 2021, <https://www.cipd.co.uk/knowledge/strategy/organisational-development/pestle-analysis-factsheet#gref>
- ✓ 5 Outstanding Pestle Analysis Examples for you to Consider, published: <https://www.greatassignmenthelp.com/blog/pestle-analysis-examples/>
- ✓ CAF Consider All Factors, published: <https://slidetodoc.com/caf-consider-all-factors-the-caf-approach-has/>
- ✓ CAF, <https://10edx.weebly.com/caf-consider-all-factors.html>
- ✓ SWOT Analysis, <https://www.lucintel.com/swot-analysis.aspx>
- ✓ U. S. Small Business Administration, <https://www.sba.gov>
- ✓ Entrepreneur Readiness Assessment! Quiz, Mar 21, 2022, <https://www.proprofs.com/quiz-school/story.php?title=entrepreneur-readiness-assessment>
- ✓ Entrepreneurship Self-Assessment Tool: are you really ready to start your own business?, <https://www.surveymonkey.com/r/ucedc-assessment>
- ✓ Startup Checklist: Have You Validated Your Idea?, January 04, 2018, <https://fi.co/insight/startup-checklist-have-you-validated-your-idea>
- ✓ Williams, El. Top 10 Checklist For New Entrepreneurs Starting A Business, UPDATED JULY 27, 2021, <https://entrepreneurhandbook.co.uk/top-10-checklist-for-new-entrepreneurs-starting-a-business/>
- ✓ Checklist for Young Entrepreneurs: An Essential Guide to Starting Your Own Business, https://www.sba.gov/sites/default/files/2018-02/Checklist_YoungEntrepreneurs_ENGLISH.pdf
- ✓ Checklist for start-up entrepreneurs, <https://www.suomi.fi/company/starting-a-business/planning-business-activities/guide/could-i-be-an-entrepreneur/checklist-for-start-up-entrepreneurs>
- ✓ Yong, C. Business Startup Checklist for First Time Entrepreneurs, FEB 2, 2022, <https://toughnickel.com/starting-business/business-startup-checklist>
- ✓ Business idea mandala and advices on how to engage with mentors, June 5, 2013, <http://potomak.github.io/techpeaks/2013/06/05/business-idea-mandala-and-advices-on-how-to-engage-with-mentors.html>

Stage 3 – FIRST PROTOTYPE EXISTS AND IS READY FOR TESTS

STEP 1 - Business planning and costumer understanding

- ✓ <https://www.strategyzer.com/canvas>
- ✓ <https://creately.com/blog/diagrams/business-model-canvas-explained/>
- ✓ https://en.wikipedia.org/wiki/Business_Model_Canvas
- ✓ [https://en.wikipedia.org/wiki/Persona_\(user_experience\)](https://en.wikipedia.org/wiki/Persona_(user_experience))
- ✓ https://en.wikipedia.org/wiki/Focus_group

STEP 2 - IP protection

- ✓ https://en.wikipedia.org/wiki/Intellectual_property
- ✓ <https://www.trade.gov/protect-intellectual-property>
- ✓ <https://www.wipo.int/pct/en/faqs/faqs.html>
- ✓ <https://www.iusmentis.com/innovation/tradesecrets/>

STEP 3 - Funding possibilities

- ✓ https://en.wikipedia.org/wiki/Elevator_pitch
- ✓ https://en.wikipedia.org/wiki/Business_plan
- ✓ <http://www.fundingsupport.eu/eufunding>
- ✓ https://europa.eu/youreurope/business/finance-funding/getting-funding/eu-funding-programmes/index_en.htm

Stage 4 – TESTS OF PROTOTYPE PERFORMED AND READY TO MARKET DEPLOYMENT

TOOL 32 - Partner Search

- ✓ <https://www.wikihow.com/Execute-a-Successful-Survey>
- ✓ <https://www.hugo.team/templates/partnership-discovery>
- ✓ https://dimewiki.worldbank.org/Field_Surveys
- ✓ <https://www.wikihow.com/Execute-a-Successful-Survey>
- ✓ <https://www.surveymonkey.com/mp/free-survey-templates/>
- ✓ [Microsoft Word - Workbook F - Telephone Surveys.doc \(wallacefoundation.org\)](#)

TOOL 33 - Partner Match

- ✓ <https://www.dreamstime.com/stock-illustration-business-diagrams-graphics-set-charts-graphs-reports-statistics-image59036367>

TOOL 34 - Content Strategy

- ✓ [How to Create a Buyer Persona \(Free Buyer/Audience Persona Template\) \(hootsuite.com\)](#)
- ✓ <https://ingrams.com/article/what-ceos-want-to-talk-about/>
- ✓ <https://www.cognism.com/blog/12-marketing-sales-triggers-to-convert-leads>
- ✓ <https://www.vainu.com/blog/buying-signals/>

TOOL 35 - Partner Meetings

- ✓ <https://simplicable.com/new/operations-plan>
- ✓ [International Marketing Plan Guide.doc \(live.com\)](#)

TOOL 36 - Plan-Do-Check-Act (PDCA)

- ✓ <https://simplicable.com/new/operations-plan>
- ✓ <https://kanbanize.com/lean-management/improvement/what-is-pdca-cycle>