

Entrepreneurship for Persons with Disabilities Programme

Teaching Notes

Student Learning Outcomes of the Module

1. To equip the participant with the knowledge needed to establish a small business.
2. To heighten the participants' awareness of their own readiness and desire to undertake self-employment/entrepreneurship.
3. To identify solutions to the key challenges in setting-up and running a small business for individuals with lived experience of the criminal justice system.
4. To signal the relevant information on sources of assistance for running a small business for individuals with lived experience of the criminal justice system.

Suggested Class Format

- 60-minute class.
- A mixture of facilitated and self-directed learning.
- Recommend establishing a mix of learning approaches (visual, auditory and written) to hold interest.
- Intersperse max 10 mins segments of lecture with video/exercise/group discussion.
- Ensure that the relevant section of the Business Model Canvas is filled in during sessions 3, 4, 6, 8, 10, 11, 12, 14 and 15.

Course Structure

<p>Lecture 1: Introduction to Module</p>	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> • Understand the purpose and outcomes of the module. • Establish the value of and need for a business plan. • Recognise the value of problem-solving when encountering business challenges unique to having lived experience of the criminal justice system. • Assess their readiness for self-employment by rating themselves on the competencies needed for entrepreneurship.
<p>Links to Videos/Useful Websites and Teaching Supports</p>	<p>EntreComp framework – this framework was used to inform the competencies that are included in the self-evaluation tool.</p> <ul style="list-style-type: none"> • Practical guide: https://www.entrecompeurope.eu/wp-content/uploads/EntreComp-A-Practical-Guide-English.pdf. https://www.entrecompeurope.eu/wp-content/uploads/EntreComp-A-Practical-Guide-English.pdf • YouTube video (explainer): https://youtu.be/UwZPcJky0Ko?si=qykb5UW4e9Oy45ZB. <p>For the purposes of this module, participants will be asked to fill out a business plan that is kept to a single page template called a Business Model Canvas (BMC).</p> <ul style="list-style-type: none"> • A video explainer for the BMC can be found here: • https://youtu.be/wlKP-BaC0jA?si=c_6dFV6hcM9McbZf. • Blank templates of the BMC can be found at this link: https://www.strategyzer.com/library/the-business-model-canvas.
<p>Suggested Group Discussion Topics</p>	<ul style="list-style-type: none"> • What are your motivations/reasons for setting up a business? • What drew you to this module? • What do you want to get out of this module? • What do you consider the greatest challenges and benefits to self-employment for people with lived experience of disabilities?
<p>Lecture 2: Idea Generation and Evaluation</p>	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> • Recognise the different sources for business ideas. • Distinguish between an idea and an opportunity. • Identify what business idea they will focus on for the duration of this module. • Carry out an initial evaluation of the business idea they have chosen.

<p>Links to Videos/Useful Websites and Teaching Supports</p>	<ul style="list-style-type: none"> • YouTube video explaining the difference between ideas and opportunities: https://youtu.be/Yi1N_fd_N7k?si=TIliTVHe3KsjG1Ai. • Article – 10 ways to evaluate a new business idea https://www.dummies.com/article/business-careers-money/business/small-business/start-ups/10-ways-to-evaluate-a-new-business-idea-179321/.
<p>Suggested Group Discussion Topics</p>	<ul style="list-style-type: none"> • What makes up a good business idea? • What business ideas have interested or inspired you? Give your reasons. • Think of a time when you saw an opportunity (e.g., to develop personally, work for a company, or form a connection). What motivated you to act on it or not? • <i>“Ideas are cheap. Execution is everything.”</i> Discuss and decide whether you agree or disagree.

<p>Lecture 3: Customer Segments</p>	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> • Understand what customer segmentation is and its value or purpose. • Recognise the different ways to segment or group customers. • Identify the customers of their business idea and how they can be grouped together or segmented.
<p>Links to Videos/Useful Websites and Teaching Supports</p>	<ul style="list-style-type: none"> • YouTube video explaining the customer segment section of the BMC: https://youtu.be/gXFAAYflep8?si=-lhWRXyk1ZKOabYw. • YouTube video explaining the STP (segmentation, targeting, positioning) marketing model https://youtu.be/iGOw39GWDal?si=4TsZbIMllpj5BFYQ.
<p>Suggested Group Discussion Topics</p>	<ul style="list-style-type: none"> • Why can't everybody be your customer? <i>Your customer won't perceive your product/service as targeting their specific needs/problems. Some people will never be your customers.</i> • Think of those businesses where you are a loyal customer. What motivates you to keep buying from them? What would make you stop buying from them? • <i>“Customers don't buy products. They buy solutions to problems.”</i> Discuss and decide whether you agree or disagree.

Lecture 4: Value Proposition	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> • Understand what value propositions are and their value or purpose. • Recognise the different types of value propositions that can exist. • Establish the process for constructing value propositions. • Identify the value propositions of their business idea.
Links to Videos/Useful Websites and Teaching Supports	<ul style="list-style-type: none"> • YouTube videos explaining the value proposition: https://youtu.be/ukEMyoybuil?si=UZqCUgLIGKP_I-U7. https://youtu.be/aWB5O8oZmqS?si=Gp34onPkRqS_iHdR.
Suggested Group Discussion Topics	<ul style="list-style-type: none"> • Why do we need to communicate to customers the benefits of buying from us? <i>You're an unknown brand and customers are unaware of the benefits of your offering over competitors; Product may be new/innovative/complex and customer requires awareness/education as to its benefits.</i> • Think of a business that you know well (not one of the examples mentioned in class). What customer pain points / needs does the company target? What are the benefits of buying from them?

Lecture 5: Market and Competitor Analysis	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> • Identify the main competitors to their business idea. • Understand how to carry out a basic competitor analysis. • Learn about a SWOT analysis and its value or purpose. • Identify the brand name of their business idea.
Links to Videos/Useful Websites and Teaching Supports	<ul style="list-style-type: none"> • YouTube video explaining the SWOT analysis: https://youtu.be/4gYEMO9Euig?si=4LjgbWDA01AuehDT. • Brand naming template: https://milanote.com/templates/branding/brand-naming. • Business case studies: https://guides.library.ubc.ca/businesscases/free.

Suggested Group Discussion Topics	<ul style="list-style-type: none"> • Why should a business not ignore indirect competitors or alternatives? <i>Because they address the same customer need or problem, just with a different product/service or solution.</i> • Choose a business you know well and carry out a SWOT analysis on it. <i>Consider sharing a case study on a business that they can use as a basis for a SWOT.</i> • Think of some iconic business brands. What stands out to you as unique, memorable or desirable about this brand?
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Lecture 6: Customer Channels	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> • Understand what customer channels are and their value or purpose. • Recognise the different types of distribution channel available to a business. • Assess the choice of channels and identify those most appropriate to their business idea.
Links to Videos/Useful Websites and Teaching Supports	<ul style="list-style-type: none"> • YouTube video explaining the customer channels section of the BMC: https://youtu.be/O3Ar_HU058c?si=1L5YITAzYe-Qdtd6. • YouTube video explaining distribution channels: https://youtu.be/MpKKM0EICZA?si=IJnTsUcrfQ9Tt7mz.
Suggested Group Discussion Topics	<ul style="list-style-type: none"> • What are the pros and cons of indirect and direct channels to the customer? <i>Direct – pros: Higher profit margins, control over how product is sold & marketed. Direct – cons: limited customer reach. Indirect – pros: Wider reach, greater market penetration, brand of retailer trusted by customers and spreading infrastructure costs associated with distribution (warehousing, stocking). Indirect – cons: Lower profit margins, less control over how product is sold and marketed, can be difficult to align to target market.</i> • In the digital age, more and more businesses can connect directly to customers (from around the world) through websites and social media. Discuss and weigh up the pros and cons. <i>Increased competition and demand exceeds ability to scale production versus wider customer reach and greater sales/international growth (born global).</i>

Lecture 7: Legal Issues	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> • Understand the types of legal structures available to a business. • Be aware of their responsibility as a business owner to operate within the law and comply with taxations, regulations and insurance requirements. • Identify the next steps to learn more about their obligations as someone who is self-employed or a business owner/employer.
Links to Videos/Useful Websites and Teaching Supports	<ul style="list-style-type: none"> • YouTube explainer video on setting up a small business in Ireland: https://youtu.be/mr1NL5JRahQ?si=otKsmRQ7G hED1eC. • Companies Registration Office: https://cro.ie/. • World Bank – Ease of Doing Business in Ireland 2020: https://subnational.doingbusiness.org/en/reports/subnational-reports/ireland.
Suggested Group Discussion Topics	<ul style="list-style-type: none"> • Were you previously aware of any of these laws/regulations/insurance requirements? What was new or surprising? • In what areas do you think you will face most difficulty? • What will you do to learn more about setting up a fully compliant business?

Lecture 8: Customer Relationships	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> • Understand the different types of customer relationships available to a business. • Recognise the ways to get, keep and grow the customer base of any business. • Identify the customer relationships of their business idea.
Links to Videos/Useful Websites and Teaching Supports	<ul style="list-style-type: none"> • YouTube video explaining the customer relationships section of the BMC: https://youtu.be/YfCgLV9bGo8?si=ARMB3rEnghLsn8GT. • Article explaining the customer relationship cycle: https://medium.com/@youngstapreneur/how-to-maximise-your-customer-relationship-cycle-478dd1d004e1.
Suggested Group Discussion Topics	<ul style="list-style-type: none"> • Have you ever recommended a business/product/service to a family member/friend? What motivated you to do this? • Is the customer always right? <i>Discuss. Can touch upon the point that not all customers are worth having, particularly if they're too costly or disloyal.</i>

Lecture 9: Testing your Business Idea	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> • Understand the value of testing a business idea and the process behind it. • Identify the critical assumptions that are being made about their business idea. • Identify an appropriate test for each of the critical assumptions that are being made about their business idea.
Links to Videos/Useful Websites and Teaching Supports	<ul style="list-style-type: none"> • YouTube video explaining how to test the hypotheses of the BMC: • https://youtu.be/Y81Ue9ol8UU?si=imMBGT4Z0jI7t-NG. • Customer Qs for Revenue Streams & Value Pricing: https://youtu.be/vKF7mrye5vM?si=W-3VtNJ6s5m7bDNK.
Suggested Group Discussion Topics	<ul style="list-style-type: none"> • What would be a good way to test how much a customer is willing to pay for a product or service? <i>See price sensitivity meter discussed in the second video linked above.</i> • Selling is the greatest validation of your business idea. Why? <i>Customer is willing to part with money in exchange for your promise of value. Pre-sales can be a way of securing the revenue needed to build the product or provide the service.</i> • What can you do right now to demonstrate or show (rather than explain) your idea for a product or service? <i>Allow participants to draw a mock-up of their product design, website or promotional leaflet.</i>

Lecture 10: Key Activities	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> • Understand what key activities are and their significance to any business. • Recognise the different domains of key activity and related tasks that fall under each. • Identify the key activities of their business idea.
Links to Videos/Useful Websites and Teaching Supports	<ul style="list-style-type: none"> • YouTube video explaining the key activities section of the BMC: https://youtu.be/J4X5VI6ya_Q?si=0Wi5xQDzX6fHh4qv.

Suggested Group Discussion Topics	<ul style="list-style-type: none"> • What kinds of activities would you associate with setting up a business? <i>Think gathering resources, setting up partnerships, recruiting staff.</i> • How might activities vary between different kinds of businesses? <i>Client facing services vs manufacturers vs retailers.</i>
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Lecture 11: Key Resources	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> • Distinguish between the various types of resources a business may require. • Appreciate the key considerations for choosing between and acquiring resources. • Identify the key resources of their business idea.
Links to Videos/Useful Websites and Teaching Supports	<ul style="list-style-type: none"> • YouTube video explaining the key resources section of the BMC: https://youtu.be/9w6zEqXtZdk?si=itd7crYFT7Lj0pm7. • Video explaining effectuation and the bird-in-the-hand principle: https://youtu.be/GolZGSHmkRI?si=4bsudFnAD2KJK2rH.
Suggested Group Discussion Topics	<ul style="list-style-type: none"> • Why do expert entrepreneurs start with the resources (money, knowledge, contacts) at their disposal when building out a business? <i>Reference the bird-in-the-hand principle described in the second video link above.</i> • What resources do you already have in hand to build out your business idea? <i>Can share or note down privately.</i>

Lecture 12: Key Partners	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> • Understand the main reasons for why a business forms partnerships. • Appreciate the key considerations for choosing partners for a business. • Identify the key partners of their business idea.
Links to Videos/Useful Websites and Teaching Supports	<ul style="list-style-type: none"> • YouTube video explaining the key partners section of the BMC: https://youtu.be/FGTER19Aofg?si=4pYssbq-VHlaYQRW.

<p>Suggested Group Discussion Topics</p>	<ul style="list-style-type: none"> • Why do businesses form partnerships with other businesses (e.g., suppliers, logistical partners)? <i>Businesses can't be expected to have the time, expertise etc to carry out all their activities. Some activities are too expensive or risky to run internally and so businesses may choose to outsource these to external experts (e.g. I.T.).</i> • What are the inherent risks in partnering with others? How might these risks be mitigated against?
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<p>Lecture 13: Sources of Finance</p>	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> • Understand the main sources of finance available to a business. • Be aware of the key considerations when choosing debt or equity financing. • Identify and rank the potential sources of finance for their business idea.
<p>Links to Videos/Useful Websites and Teaching Supports</p>	<ul style="list-style-type: none"> • Short YouTube video that explains „boostrapping“: https://youtu.be/zNc_5xMeBBQ?si=JoyTe8-kGOHp_zn3 • Examples of elevator pitches: https://youtu.be/X1M2LcL5Oo4?si=WbhzDJoVGGeedtr4. <p>An Elevator Pitch (or Elevator Speech) is a brief presentation of an idea for a product, service, or project. As the name implies, a pitch can be delivered quickly, from the time span of an elevator ride (say, thirty seconds or 100-150 words). The elevator pitch is often used by venture capitalists to judge the quality of an idea and to quickly weed out bad ideas in a funding process. The basic approach is to invite individuals to develop their pitch beforehand with a strict time limit (usually approximately 3 minutes). Entrepreneurs are asked to compete in front of a panel of judges equipped with agreed judging criteria. Entrepreneurs present their pitch one after another and they are timed – a whistle is blown at the end of the time, and they must then stop. Elevator Pitches are often used in business plan competitions, especially in US Enterprise Education. In education students are given more time to pitch which makes pitching easier. The purpose is to make students prepare a short and focused explanation of their business idea, and to get feedback on their performance. Students should think out the core of the business and find attractive ways of presenting it. The main benefit is to enable students to pick up the skills to summarise something in a focused and precise way. The outcome is that they understand how</p>

	important lucky opportunities can be in entrepreneurship and are prepared for such opportunities.
Suggested Group Discussion Topics	<ul style="list-style-type: none"> • Why might an entrepreneur choose to bootstrap rather than borrow money or seek investment? • How would you sell your product/service/business to someone in 1 minute? <i>See elevator pitch info above. Get the participants to prepare an elevator pitch and present to the class.</i>

Lecture 14: Revenue Streams	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> • Understand the types of revenue stream available to a business. • Be aware of the mechanisms that underlie different pricing approaches. • Identify the revenue streams of their business idea.
Links to Videos/Useful Websites and Teaching Supports	<ul style="list-style-type: none"> • YouTube video explaining the revenue streams section of the BMC: https://youtu.be/pnKqFIEQxMc?si=dBa4z1c7CB4MOg-m
Suggested Group Discussion Topics	<ul style="list-style-type: none"> • Can you think of any businesses that capture revenue for the same product/service in multiple ways? What are the different streams of revenue? Are different customers targeted with each stream? <i>For example, news outlets (subscription, advertising, once-off sale) and freemium apps (subscriptions and advertising). Freemium model offers customers the most basic product for free while encouraging them to upgrade for paid access to extra features e.g. think YouTube and Spotify.</i> • Why is carefully choosing and regularly reviewing the revenue streams of a business important? <i>The business is aware of the most lucrative or costly revenue streams to their business. They can make adjustments to maximise the value of these streams. They are also ensuring that these are ways in which the customer prefers to pay.</i>

Lecture 15: Cost Structure	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> • Understand the distinction between a cost-driven or value-driven business. • Appreciate the most common expenses to a business and the different categories of cost. • Identify the cost structure of their business idea.
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Links to Videos/Useful Websites and Teaching Supports	<ul style="list-style-type: none"> • YouTube video explaining the cost structure section of the BMC: https://youtu.be/aS8egVdASKk?si=RoH9haz0PCTzKW1k
Suggested Group Discussion Topics	<ul style="list-style-type: none"> • What are some cost-reduction tactics a business can take? <i>Redesigning products/services to reduce materials needed, negotiate price with suppliers, purchase control systems to avoid over-payments, substituting with cheaper materials whilst still maintaining quality standards, more cost-conscious work practices (e.g., phone bills & travel bills carefully managed), better work practices to avoid idle time among employees.</i> • What are the greatest expenses associated with the industry you hope to operate in? <i>E.g, labour costs, overheads.</i>

Lecture 16: Financial Projections	<p>During this session, the participant should:</p> <ul style="list-style-type: none"> • Understand the building blocks of finance. • Identify the three main financial statements and the purposes of each. • Finalise the business model canvas and identify the next steps • to setting up a business post-release.
Links to Videos/Useful Websites and Teaching Supports	<ul style="list-style-type: none"> • Blank templates of the BMC can be found at this link: https://www.strategyzer.com/library/the-business-model-canvas. • Links to enterprise supports: • Local Enterprise Office https://www.localenterprise.ie/. • Inner City Enterprise https://innercityenterprise.com/about-us/. • IASIO https://www.iasio.ie/services-information-for-clients/. • Microfinance Ireland https://microfinanceireland.ie/.
Suggested Group Discussion Topics	<ul style="list-style-type: none"> • What are your next steps? <i>Encourage them to speak to their probation officer, reintegration contact or careers councilor about their business aspirations and become connected with their local enterprise supports network (links above).</i>