Quaderni di Comunità

Persone, Educazione e Welfare
nella società 5.0

Community Notebook

People, Education, and Welfare
in society 5.0

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ACTIVE CITIZENSHIP FOR THE DIGITAL SOCIETY.
EXPERTISE, BEST PRACTICES AND TEACHING
IN THE DIGITAL ERA

edited by

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2. FROM THE IDEA TO DIGITAL START-UPS. METHODOLOGIES AND TOOLS

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1. *The impact of digital Start-ups*

New technologies have revolutionised the way we understand the world and the way we develop many of our professional activities in it. Thus, entrepreneurship has been evolving and, with it, "start-ups" have arrived. Start-ups apply the potential of information and communication technologies (also known by their acronym ICT) to their business. A start-up is a recently created company that, thanks to its scalable business model and the use of new technologies, has great growth potential. This type of company has gained strength in recent years and therefore with an innovative methodology of individualized mentoring in this project we have promoted the creation of scalable ideas among high school students and vocational training centres.

In the framework of this project, we launched an international school competition (IO3) focused on the creation of new innovative ideas among students and, at the same time, we seek to develop digital competence and entrepreneurial skills in learners. The main goal of this activity was: a) to reduce the distance between school and the labour market, experimenting

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with an orientation path aimed at putting students in an active role to identify their contribution to the world; b) to support students in the development of entrepreneurial skills considered fundamental for the integration into working life and the maintaining of good employability (Capogna, 2011).

Therefore, the project has been launched with the aim of selecting the best entrepreneurial ideas developed by students from each member country of the consortium and supporting these same students in the creation of entrepreneurial projects through mentoring and support from experts in the development of start-ups. The competition has addressed the following thematic areas: Climate Change, Education, Health and Wellness and Smart Cities. This intercollegiate competition has addressed the following specific objectives:

- To design shared trajectories for digital development in an innovative, sustainable, and inclusive way in several key sectors for the European economy, using innovative learning methodologies and new technologies.
- Produce innovative project ideas to accompany the development of an entrepreneurial idea and start-up, through collaboration with digital companies.
- Strengthen the relationships between teachers, students, companies, in an entrepreneurial vision through active and creative educational approaches.
- Development and/or use of tools and applications to promote digital innovation in selected fields.
- Improving student participation and enhancing their digital, entrepreneurial, and personal skills.
- Project management and teamwork.

The development of such proposals has been through an agile methodology to develop the business model through the Business Model Canvas (BMC). The BMC is a strategic

management tool that collects the first ideas about the business to be built: it includes the content, structure, and actions to generate added value and it serves to exploit business opportunities. In other words, BMC is the first map that will explain the objective pursued by a business: product or service, target audience, marketing channels, sources of income, etc. For the development of the students' business ideas, this project has developed mentoring sessions, which have focused on the preparation of the business model of the students' proposals, creating synergies between mentors, teachers and students and promoting a cooperative and innovative educational approach.

The mentorships devised in the project encourage a collaborative learning method for the development of innovative ideas with a student-centred approach. The mentorships designed in Intellectual Output 3 (IO3), *From the idea to digital start-ups. Methodologies and tools*, include:

1. Initial phase of business proposals: design thinking and brainstorming sessions to support the creative process. This method aimed to generate innovative ideas focused on providing solutions to real needs.
2. Development of the Business Model Canvas (Block I): analysis of problems and solutions; value proposition.
3. Development of the Business Model Canvas (Block II): identification of resources, key activities, key partners, and cost structure.
4. Development of the Business Model Canvas (Block III): definition of customer segments.

With the development of innovative methodologies, RE-EDUCO highlighted the role of digital culture to improve the possibilities for growth and exchange, expanding the options for young people in private and professional life. Considering this complex framework, the project was born from the need to produce

and test, at a transnational level, a series of methodologies and good practices to improve the skills of students and teachers and encourage them to embrace digital innovation in their lives, professional opportunities, and educational environments.

2.   *Young people and disruptive technologies*

Innovation is one of the mantras of the 21st century and education must join this revolution to keep up with the demands of a hyperactive and hyperconnected world. To meet all these challenges, technology is an essential ally when it comes to promoting disruptive education that refocuses learning.

A disruption is a sudden break or interruption. Disruptive education, therefore, is one that aims to break with the established to improve the existing. There are many experts who think that change is necessary: personalizing education to adapt it to the needs and potential of each student, training professionals who are also citizens and, of course, providing students with the skills and social and technological tools that the labour market demands.

How to achieve them? The answer lies in innovation. Innovation in approaches, methods, and formats.

The intellectual output three of the RE-EDUCO project, integrated an innovation and digitalisation approach, as it contributed in an innovative way to create new partnerships, networking, including networking and strategizing, peer-to-peer learning by the School Contest: *from idea research to digital start-up sessions.* An experience able to create a positive cross-fertilization between school-university and work also to produce innovative project ideas to accompany the development of an entrepreneurial idea and start-ups.

With the launch of a "Contest" among students, a dynamic

and creative meeting space has been created to foster the link and virtuous relationships between schools, teachers, students and professionals, experts and companies specialized in digital innovation.

The main objective of the Competitions was to involve all actors in the sharing of new creative ideas for a digital development in several key sectors for the European economy, using learning methodologies and new technologies. Therefore, the Contest contributed to increase the participation of students to improve their entrepreneurial and soft skills. At the same time, they have had the opportunity to improve their employability. Mainly, the target audience of this contest were secondary school students (high school, vocational training), who were accompanied throughout the process for the development of their ideas to start-ups by means of a mentoring methodology for the preparation of their business models within the following sectors:

- Digital education: how to ensure inclusive and equitable quality education and promote learning opportunities.
- Climate change: how to ensure sustainable consumption and production and combat climate change and its impacts.
- Smart cities: how to make cities and communities sustainable.
- E-health and well-being: how to ensure healthy lives and promote well-being for all at all ages.

Students and teachers participating in the contest had the opportunity to translate the best ideas positively evaluated into a business project. To this end, Insomnia provided technical and specialized support to the participating working groups to arrive at the formulation of a project idea through the aforementioned mentoring sessions. Among each country's winning ideas, we find:

Cyprus

SimplIE Green

The project was developed by a team of 3 students and 3 educators from the Pascal Private School in Nicosia and is entitled "SimplIE Green - Aiming for a more sustainable future". The team identified the problem that Europe is facing, in which an average European generates more than 450 kg of waste per year. For this purpose, the project presents "Green", a smartphone app that serves as a guide to an eco-friendly and emission-free lifestyle.

BusPass

The project was developed by a team of 5 students and 2 educators from Kokkinochoria Regional School and is titled "BusPass". Busspass is a publication that was created to promote public transportation in areas of high tourist influx. This application includes:
- Information on all possible routes in the area, as well as timetables, maps and stops.
- Live information on bus capacity: providing information on seat availability.
- The ability to issue a bus ticket.
- Introducing a system of rewards and incentives for frequent use of public transport.
- A data collection system to improve the bus schedule.

Spain

SororidApp

The project is a digital application for Smartphones, a virtual platform that unifies content of interest related to different

verticals that affect women's daily lives. As a virtual platform it has a double objective:

- To create a safe virtual space for women that, using geolocation, allows other known women to track and monitor the path followed by a fellow when returning home or walking alone.
- To disseminate, promote and give visibility to content created by women: music, art, technology, literature.

MejorApp tu salud moviéndot

To put an end to the sedentary lifestyle of many young students today, this eHealth and wellness solution proposes the *MejorApp application: tu salud moviéndot.* This application consists of a platform that allows young people to interact live and create a healthy community through online workouts. The application uses Augmented Reality (AR) to dynamize and help them to perform all the movements correctly.

Finland

Bono's Fresh Kick (Climate Change): a hand wash for sneakers

Bono's is a shoe laundry that provides high quality cleaning and maintenance for 100% handcrafted sneakers. The goal is to keep sustainable development strongly in the company's operations.

Better Than Your Ex (Health and Wellness)

Better Than Your Ex is a next generation dating app. The service is aimed at singles looking for true love or even just summer swinging or companionship. There is no age limit, but the app is still 18+. The service includes the app and face-to-face counselling.

Italy

Parking Help

In the region of Sardinia, the availability of parking spaces is insufficient and many do not have the necessary accessibility features, therefore, an application focused on disabled people is created. The online application, *Parking Help* online, is based on google maps that locates disabled parking spaces and indicates whether they are free or occupied.

scAVENGERS of the Seas

The primary goal of the start-up is to address the problem of sea clean-up. Currently there are no services for cleaning the sea surface of floating debris like those that exist for street cleaning. The team believes that it is especially necessary on the part of municipalities and hotels interested in tourism to implement such a service. The proposed solution is the design of a drone system for cleaning the seas. The drones will geolocate large debris, collect small debris that is difficult to access, identify illegal dumping and sewage failures, and study the characteristics of the coastline and monitor its changes.

Greece

TranSchApp

This application provides the possibility of informing parents and school, at any time, for the arrival and departure of their children to and from it. Communication between users (students, parents, school, driver, and administrators), will be possible and immediate with the use of *TranSchApp*.

TranMan

A transportation application in which inhabitants of sparsely populated areas will electronically express their desire to travel: their point of departure and their destination. The route management company will be informed of the number of people who want to travel as well as the routes they want and will be able to plan the execution of the route as well as the size/type of vehicle to be used.

3. *Agile methodologies for innovative businesses.*

Agile methodologies for innovative companies are an iterative approach to project management and software development that helps teams deliver value to their customers faster and with fewer headaches. Instead of betting everything on a "big bang" release, an agile team delivers work in small, but consumable, increments. Requirements, plans, and deliverables are continuously evaluated, so, teams have a natural mechanism to respond quickly to changes. Among the different agile methodologies that can be used to start building an innovative idea in a collaborative way is the business model canvas, a business development methodology that has been applied in the creation of start-ups in the international competition of this project (IO3).

The Business Model Canvas is a document that gathers the first ideas about the business to be built: it includes the content, structure, and actions to generate added value and it will serve to exploit business opportunities. It is a strategic management tool that helps organizing and defining the business model of an entrepreneurial idea[1]. It is a visual chart with elements

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[1] Strategyzer, https://www.strategyzer.com/canvas (accessed 12/12/2022).

that describe the company's product or value propositions, infrastructure, customers, and finances. It helps companies and entrepreneurs align their activities by illustrating potential trade-offs. The business model canvas is simple, visual, and effective. This Learning Challenges Methodology applied to the debriefing of student's start-up, has favoured the creation of synergies between experts, companies, and the school. The methodology applied has focused on improving academic performance by providing new learning methodologies, deepening innovative pedagogical approaches, and defining specific training modules for educators, which teachers can experiment with and replicate in their own work environments.

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