



**SAŠA**  
INKUBATOR

Družba za podjetniško in poslovno svetovanje d.o.o.

🏠 Šaleška c.2, 3320 Velenje, Slovenija

☎ +386 (0) 3 896 1718

✉ info@sasainkubator.si

🌐 www.sasainkubator.si

🌐 www.startupvelenje.si

# Project CASTLE

WP2 – “HOW TO START UP A BUSINESS IN THE  
CREATIVE AND CULTURAL SECTOR” INTENSIVE  
TRAINING

# Organization and implementation of intensive training

## Goal:

- to improve business skills for target group

## Target groups:

- individuals who are planning to set up a business in the audiodescription and subtitling sector  
5 per partner country (+2 in case).

## Date:

- 12th of March – 16th of March 2018

## Location:

- Velenje, business center Standard

# Activities

*A2.1 - Joint identification of training programme (M1-M3)*

*A2.2 - Selection of trainers (from all involved countries) (M4)*

*A2.3 - Implementation of the training (M5-M6)*

*A2.4 - Evaluation of the training (M7)*

## *A2.1 - Joint identification of training programme (M1-M3)*

### ***Questioner for target group:***

- *How many projects did you manage so far*
- *Legal entity*
- *Professional or amateur*
- *Through which channels do you promote yourself*
- *How do you acquire customers*
- *Annual revenue and numbers of customers*
- *Value proposition*
- *How do you define the price*
- *Are you familiar with lean methodology, canvas*
- *What are your expectations of the training program*
- *What are most common problems you encounter with your business*

## A2.2 - Selection of trainers (M4)

### **Trainers profile:**

- From all involved countries
- Years of experience
- Working with startups
- Lean methodology
- Business models
- Familiar with the thematic
- Price

## A2.3 - Implementation of the training (M5-M6)

- 1. Business model**
- 2. Marketing**
- 3. Adding value**
- 4. Customer development**
- 5. Product market fit**

## *A2.4 - Evaluation of the training (M7)*

**ARGO**