



Enter Edtech

User guide for Entrepreneurs



Co-funded by the
Erasmus+ Programme
of the European Union

www.enteredtech.eu




Welcome!

FIRST NAME LAST NAME
First Name Last Name


EMAIL ADDRESS
Email Address

PASSWORD CONFIRM PASSWORD
Password Confirm Password

I accept the [Terms & Conditions](#)

Nu sunt robot 
reCAPTCHA
Confidențialitate - Termeni

[CREATE ACCOUNT](#)

 [Conectează-te cu Google](#)

Already have an account? [Log in](#)

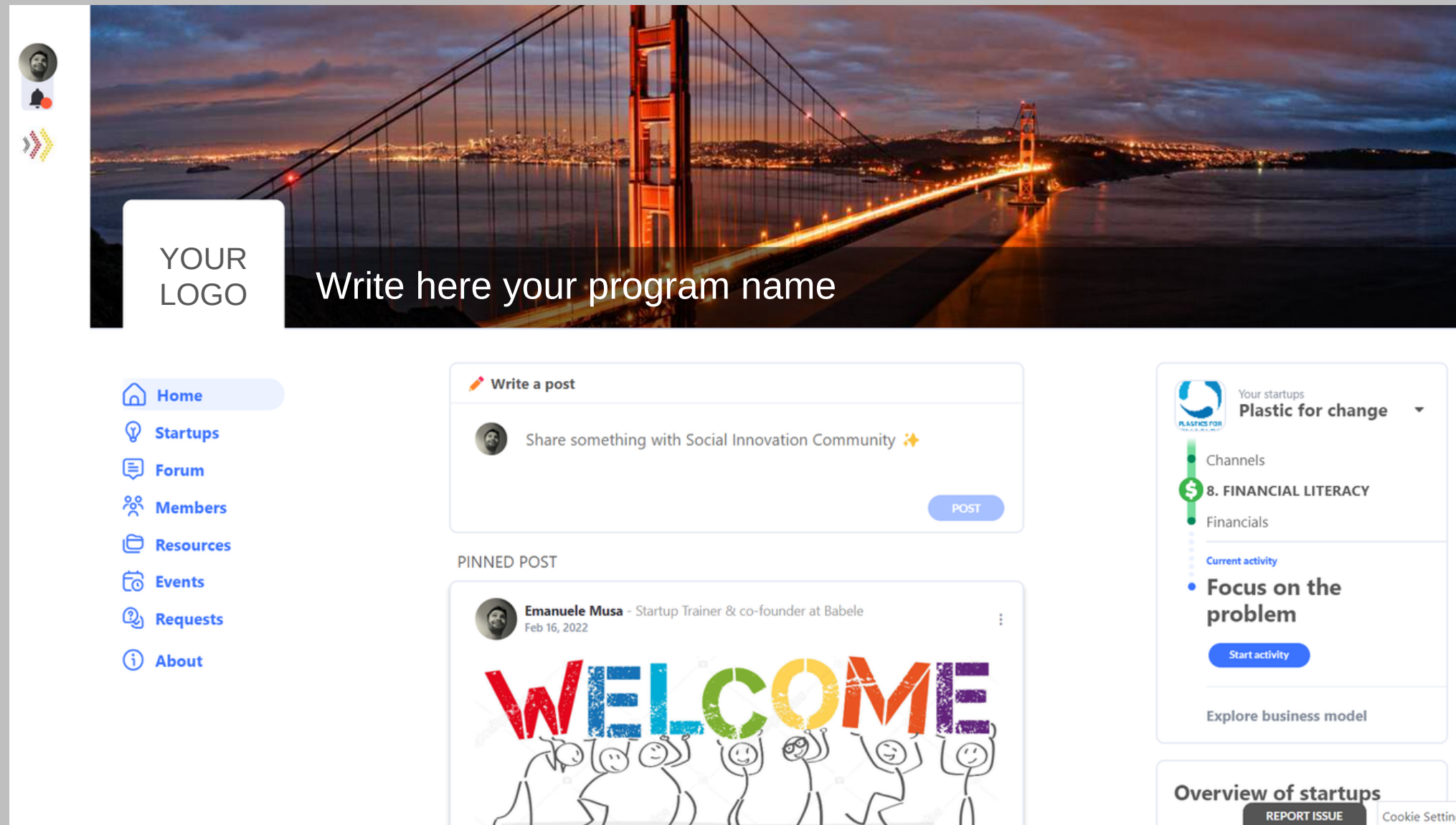
[REPORT ISSUE](#) [Cookie Settings](#)

Getting started

You will receive an email to join the program and its digital community.

1. Create your account;
2. Follow the step-by-step tutorial to create your user profile;
3. Make sure you complete perfectly your profile: it will help you to be matched with the right experts!

You can always reach the platform via the link: www.yourprogram.com/link



On the *left menu* you have the program's environments

- **Home:** it's a newsfeed
- **Ventures:** all startups in the program
- **Resources:** database with files & docs
- **Discussions:** forum
- **Members:** CRM with all participants
- **Events:** Find all events
- **Requests:** List of startup challenges



Your venture profile

The screenshot shows a user interface for a venture profile. On the left is a navigation sidebar with icons for Home, Modules, Requests, KPIs, Discussions, Resources, and Network. Below this is a 'TEAM' section with two profile pictures and a plus sign, and links for 'Invite to team', 'Startup settings', and 'Schedule a meeting'. The main content area features a header with a '<< GO TO COMMUNITY' button and a cover image of a man and a woman with a bicycle and a trailer. The trailer has the text 'LEAVE YOUR BURDEN BEHIND.' and the company name 'Nuviel'. Below the image, the location is 'Tel Aviv, Israel' and the industry is 'Transportation & Logistics'. There are four small icons representing different metrics. The 'Short Pitch' section describes the company as providing 'Sustainable and safe transportation solutions for urban living'. The 'Technology Readiness Level' is '8. System complete and qualified'. The 'What problem are you solving?' section repeats the company's mission. On the right, a 'MODULES' section lists various stages: 'Startup summary', 'PROOF OF CONCEPT' (with sub-items: Customer segment, Market analysis, Key assumptions, Experimentation and MVP, Lesson Learned), and 'INCUBATION' (with sub-items: Value proposition, Channels, Customer relationship, Partners, Resources, Activities, Financials). The 'INCUBATION' section is marked as 'WAITING FOR UNLOCK'. At the bottom of the modules list are buttons for 'MAKE AVAILABLE' and 'EXPORT MODULES'.

Develop your company profile

Once you join the program, you will already be a member of your startup. To find your startup, click on your user profile (top-left).

We recommend you to:

- **Upload** your company logo and a cover picture;
- **Invite** your team and mentors from the «Network» tab;
- Click on «**Modules**» to start the program.



Network

6 members

Name

MESSAGE INVITE PEOPLE

Team Followers Mentors Customers Investors Edit circles

All people

- Arianne Laloux**
Financial Analyst
Mentors
- Emanuele Musa**
Startup Trainer & co-founder at Babele
Team
- Jasper De Backer**
Innovation lead @ Babele
INVESTORS
- Noemi Salantiu**
Innovation lead at Babele
Team
- Nora Sal**
Editor
Followers
- Startup Profile**
Engineer at Startup.ai
Mentors

Home Modules Requests KPIs Discussions Resources **Network**

Startup settings
Schedule a meeting

Under the tab *Network* you can organise your team

Invite your team members, organise your mentors and other stakeholder groups.

- Click on **Invite People** to add your team members (choose circle = TEAM);
- Create new sub-roles by clicking on the **EDIT Circles** button;
- Change users roles by clicking on the blue tab underneath their profile picture.



Complete the program milestones

The screenshot shows a web application interface. On the left is a navigation sidebar with a user profile, a 'GO TO COMMUNITY' button, and menu items: Home, Modules, Requests, KPIs, Discussions, Resources, and Network. Below the menu is a 'TEAM' section with two profile pictures and an 'Invite to team' button. The main content area is titled 'PROOF OF CONCEPT' and 'Customer segment'. It includes a description: 'The community of customers that you are aiming to sell your product to.' and a status: 'Published May 17, 2023 > Circles EDIT'. There are two tabs: 'ACTIVITY' (selected) and 'LEARNING CONTENT'. Under 'ACTIVITY', there is an entry for 'Kids bicycle trailer/stroller: Young families' with a text description and a 3D pie chart. The pie chart is divided into three segments: '15-24 Year Olds' (blue), 'Young Adults and Businesspeo' (orange), and 'Families with Children' (teal). A 'MODULES' sidebar on the right lists various modules, with 'INCUBATION' highlighted and a 'WAITING FOR UNLOCK' label. At the bottom of the sidebar are 'MAKE AVAILABLE' and 'EXPORT MODULES' buttons.

PROOF OF CONCEPT

Customer segment

The community of customers that you are aiming to sell your product to.

Published May 17, 2023 > Circles EDIT

ACTIVITY LEARNING CONTENT

Kids bicycle trailer/stroller: Young families

Despite the wide applicability of our technology, we are planning to enter a B2C kids market first as the most developed. The Baby Stroller and Pram market in Europe is forecast to grow at a CAGR of 3.87 percent during 2015-2019 (According to the TechNavio Report 2014). In Germany the market of kids mobility solutions is estimated €741 Mio. in 2011.

- 15-24 Year Olds
- Young Adults and Businesspeo
- Families with Children

We target customers in the kids market are young families with kids (0-6 years old) and to-be-parents. According to our survey, 81% of the German families have kids strollers. However 44% still uses car as a main mean of child transportation.

Furthermore, baby and child mobility solutions are highly dependent on age and weight of

MODULES

- Startup summary
- PROOF OF CONCEPT
 - Customer segment
 - Market analysis
 - Key assumptions
 - Experimentation and MVP
 - Lesson Learned
- INCUBATION (WAITING FOR UNLOCK)
 - Value proposition
 - Channels
 - Customer relationship
 - Partners
 - Resources
 - Activities
 - Financials

MAKE AVAILABLE

EXPORT MODULES

Under the tab *Pitch Deck* you can find the program modules. Each week, a new module becomes available. All you need to do is:

- Click on Start Assignment;
- Watch the video / read the tutorial;
- Complete your assignment;
- Organize a conf-call with your mentor.

For each activity, you can customize the privacy, based on the circles defined in the Network tab.



Find experts to help you out

Requests

6 requests

Most Recent Skills Market Expertise Submitted within SEE MY REQUESTS NEW REQUEST

ARTICLE BUSINESS CRISIS EVALUATION LEADERSHIP PITCHING AND STORYTELLING READING-->BLOCK2

- I need coaching from Niels**
Click to add tags
Q 0 Status: Open
- Test Entry 2**
Click to add tags
Q 0 Status: Open
- Review and consolidate our business plan**
evaluation business
Q 2 Status: Assigned
- Review our marketing strategy**
pitching and storytelling
Q 1 Status: Closed
- Efficient way for compliance (e.g. REACH, RoHS, etc.)**
Click to add tags
Q 2 Status: Assigned
- Data Security & Privacy Standards**
Click to add tags
Q 1 Status: Assigned

ALL LOADED

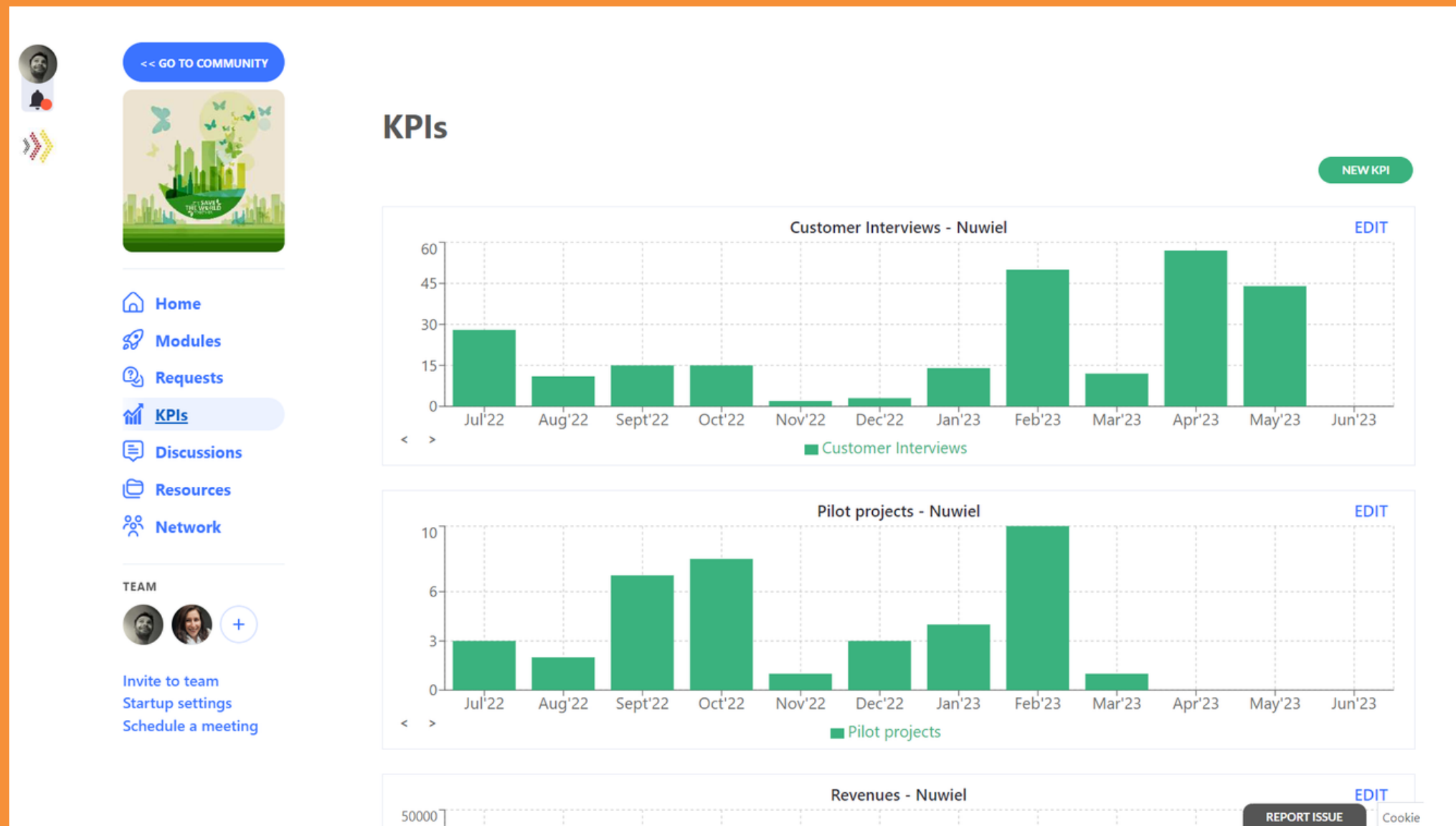
Under the tab *Requests* you can post your challenges

Do you need help with a specific challenge?

- Create a new request;
- Create a clear description of the problem;
- Choose the skills you need to find;
- Wait for the algorithm to invite relevant experts to help you out.



Fill in your KPIs



Under the tab *KPIs* you will find your startup's metrics

You will receive automatic reminders whenever it's time again to submit your KPIs.

- From the HOME tab: click on the submit KPIs blue button;
- Input the KPIs on the pop-up;
- Edit your data from the KPIs page;
- You can create new startup metrics by clicking on the **NEW KPI** button.



Resources

6 resources

DECK INVESTORS PACKAGING PROOF_OF_CONCEPT STARTUP VIDEO

UPLOAD

Name	Description	Privacy	Modified
Pitch Deck for Investors.pdf	Version 1.0. Please do not share outside of your organisation	Circles	Jun 27, 2023 • GOOGLE
Model Startup	Everyone should watch this video!	Public	Jun 26, 2023 • LINK
MVP Card	Nuwiel's first card!	Public	Jun 21, 2023 • LINK
Just a link to our website	Just a link to our website	Public	Jun 19, 2023 • LINK
Our Team	A picture of our team	Circles	Mar 27, 2023 • IMG
Financial pro forma	Our financial plan for 2022 - 2023	Circles	Nov 4, 2022 • IMG

Under the tab *Resources* you will find your Data Room

Here you can store files and documents that are relevant to your startup.

- Click on **UPLOAD** to add files, links and documents (also from Gdrive & Dropbox);
- Choose the privacy: if you choose **custom**, then you can select the users circles that should have access to the resource;
- All the files that you upload on the pitch-deck activities, are available under the RESOURCES tab, and are tagged with the topic's name - to facilitate navigation.



The screenshot shows a forum interface. On the left is a navigation menu with options: Home, Modules, Requests, KPIs, Discussions, Resources, and Network. Below the menu is a 'TEAM' section with two profile pictures and a plus sign, along with links for 'Invite to team', 'Startup settings', and 'Schedule a meeting'. The main content area features a post by Emanuele Musa with a 'GO TO COMMUNITY' button at the top. The post title is 'Mentoring notes - Marianna Camille' and it includes a 'FOLLOWING' button. The post text reads: 'A large part of coaching is helping someone make sustainable changes by understanding what's holding them back – both culturally and internally – and then helping them deliberately shift toward new beneficial behaviors.' The post is dated 'Nov 4, 2022' and is part of a 'Team' group. A comment by Arianne Laloux, a Financial Analyst, is visible below the post, starting with 'Hi, Guys ! You're off to a great start here - I just wanna make it clear from the beginning that you did an impressive job with this task! I will write below some suggestions I have - I'll take it point by point. Mind you, this will be a long text to read, so please have some...'

Under the tab *Discussions* start public & private threads

Here you can create discussions with chosen stakeholder groups.

- Click on **NEW DISCUSSION** to start a new thread;
- Choose the privacy: if you choose **custom**, then you can select the users circles that should have access to the discussion;
- You will get notified whenever there are new posts and comments.

Thank you



www.enteredtech.eu