



# ENTRECOMP:

## 2.3 Mobilising Resources

DIMITRA Education & Consulting

*Duration: 6 hours*



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# Project Consortium

## Coordinator:



## Partners:



## Project Details

**Title:** “Joint Development, Piloting, and Validation of Entrepreneurial Mindset and Key Skills Curricula and Training Materials for Third Countries”

**Acronym:** EMSA (Entrepreneurial Mindset and Skills for All)

**Agreement Number:** 101092477 – EMSA – ERASMUS-EDU-2022-CB-VET

**Programme:** Erasmus+ Capacity Building in the Field of Vocational Education and Training (VET)

**Call for Proposals:** ERASMUS-EDU-2022-CB-VET

**Start Date:** 01.01.2023

**End Date:** 31.12.2025

## 2.3 Mobilising Resources

### Training Aim

This workshop approaches **the material, non-material and digital resources** needed to turn ideas into action. In this unit, the trainees will understand that resources are limited and value the importance of sharing them. They will learn how to identify the needed resources for each value-creating activity and for each step of an action plan.

The aim of this module is to empower individuals with the knowledge and skills necessary to effectively mobilise resources for entrepreneurial endeavors.



## 2.3 Mobilising Resources

# Learning Outcomes

In terms of **knowledge**:

- ✓ *Identify material, non-material and digital resources.*

In terms of **skills**:

- ✓ *Implement a pre-viability analysis and utilize resources.*

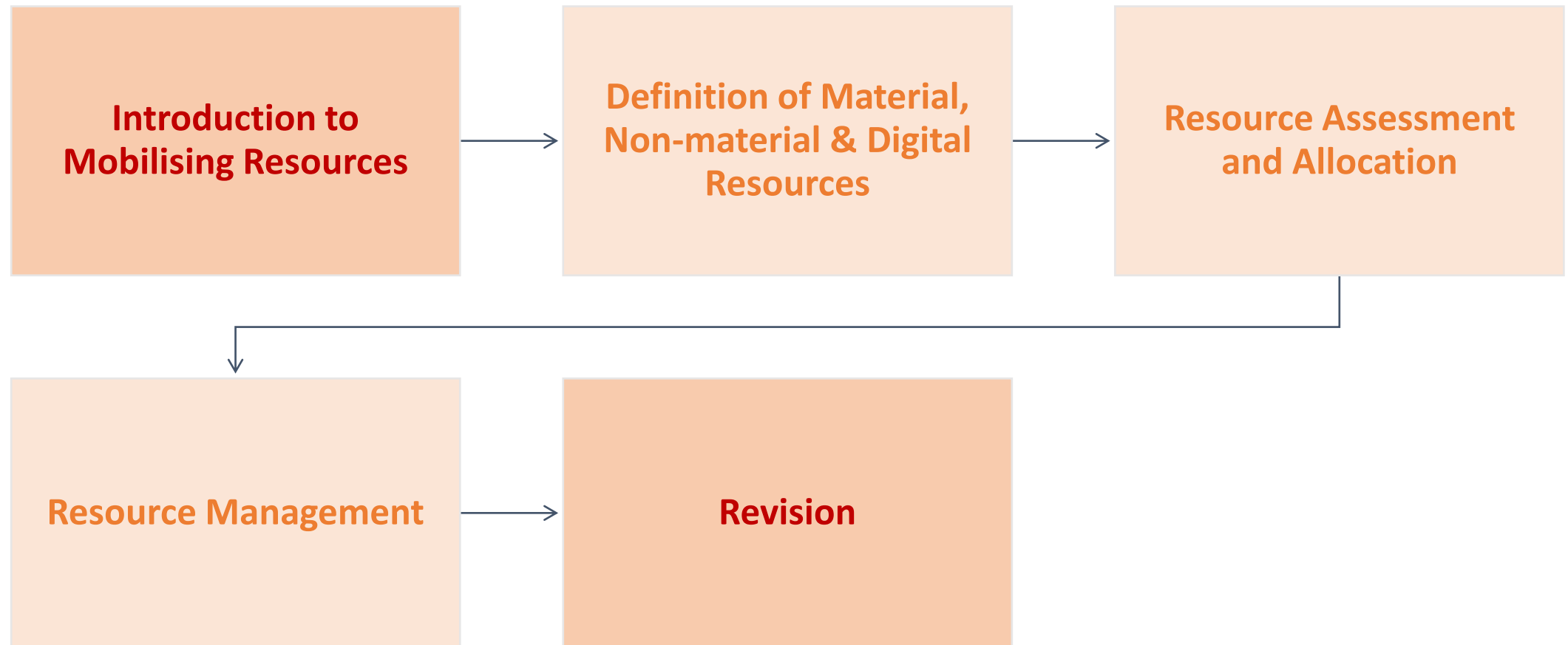
In terms of **competences**:

- ✓ *Become proficient in acquiring, organizing, and leveraging the necessary resources.*

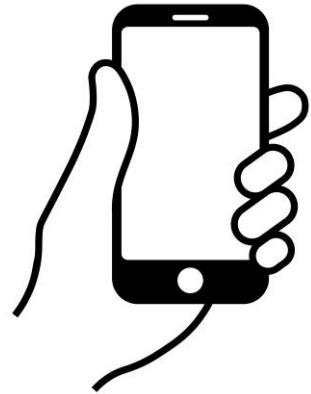


What ENTRECOMP  
competence  
is our training about?

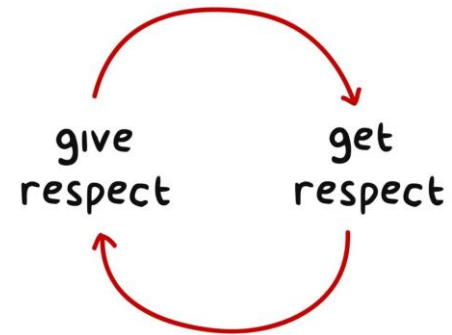
# Training Route Map



# Training Rules



**Participation**



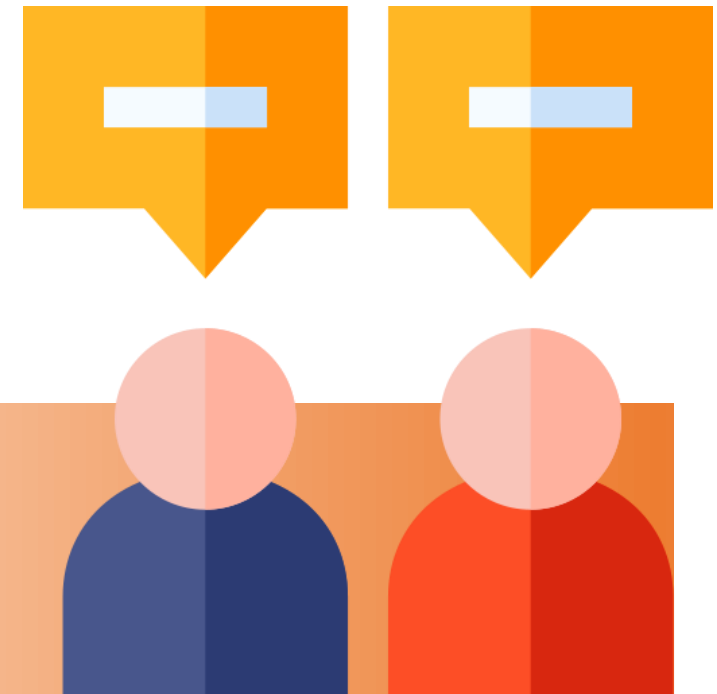
**YOUR  
OPINION  
MATTERS**



What resources do you use in your everyday life to decide your next travel experience?

Are they tangible materials or digital materials?

**Let's Break the Ice!**



# Introductions

*Let's get to know each other!*



"The entrepreneur always searches for change, responds to it, and exploits it as an opportunity." - Peter Drucker

# Introduction to Mobilising Resources

**Resources in entrepreneurship** refer to the various assets, capabilities, and factors that entrepreneurs utilize to start, operate, and grow their ventures.

## Resources for Startups

### Startup & small business ideas

Brainstorm ideas that inspire you

### Marketing

Select tools that help you develop the perfect marketing plan

### Tips

Look for tips and advices on growing your startup

### Incubator & accelerator

Look for some seed capital or mentoring to boost the growth

### Business planning

Let business planning tools guide you

### News

Stay on top of small business news

### Books

Find the best books for entrepreneurs

### Successful startups

Get inspired by recent startup successes

### Venture capitalists

Consider venture capital firms to attract investors

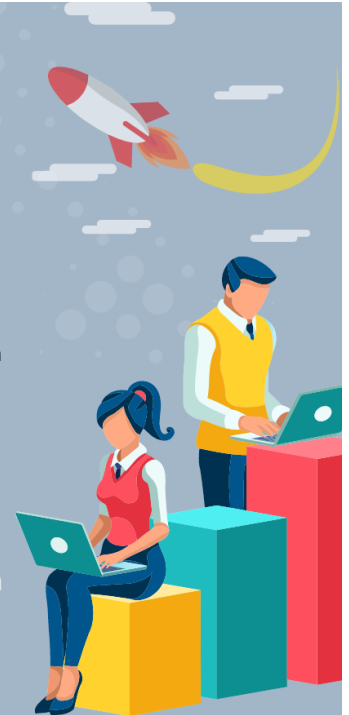
### Finance

Find tools to build a solid financial plan

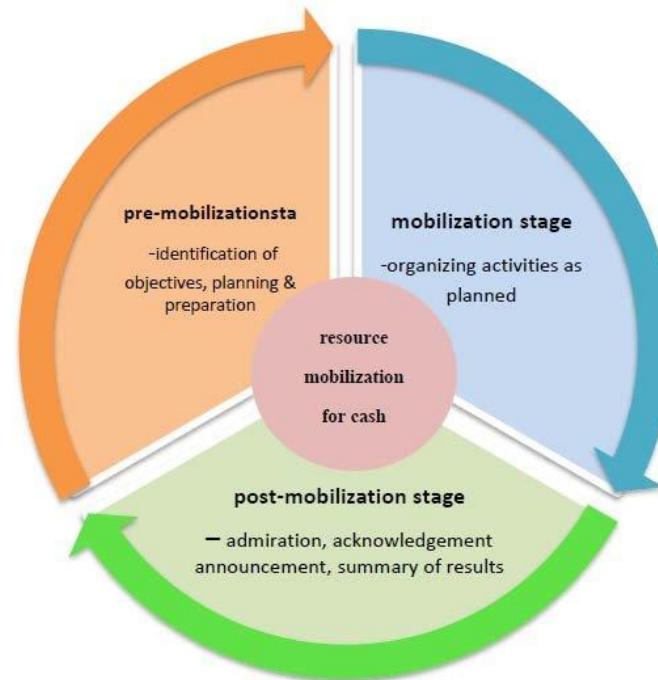
### Website

Find the right tools to build the perfect website

Subscribe to PakWired.com



- Mobilising resources refers to **the process of acquiring, managing, and leveraging various types of assets and capabilities** to support the initiation, growth, and sustainability of entrepreneurial ventures.



These resources can be broadly categorized into **three main types**:

**1. Material Resources:** Tangible assets, such as physical infrastructure, equipment, inventory, and financial capital

**2. Non-material Resources:** Intangible assets such as knowledge, skills, networks, reputation, intellectual property, and brand equity.

**3. Digital Resources:** Technology-based assets such as software, data, online platforms, digital marketing tools, and e-commerce platforms.

# 1. Definition of Material, Non-material & Digital Resources



# 1. Material Resources

- **Material resources** play a fundamental role in entrepreneurship, serving as the **tangible foundation** upon which ventures are built and operated.
- Entrepreneurs must effectively manage material resources to **optimize their utilization** and **ensure the sustainability** of their ventures.



# 1. Material Resources

- These assets encompass a diverse range of physical elements, including, but not limited to, **infrastructure, equipment, inventory, and financial capital.**

## 1. Physical infrastructure

- Office space
- Manufacturing facilities
- Retail outlet
- Space or facilities for conducting business operations

# Material Resources

## 2. Equipment

- Machinery and tools
- Vehicles
- Retail outlet
- Tangible goods or raw materials

# 1. Material Resources

## 3. Financial Capital & Tools

- Investment capital
- Loans
- Revenue

## 2. Non-Material Resources

- **Non-material resources**, although intangible in nature, are **invaluable assets** that play a pivotal role in the success of entrepreneurial ventures.
- Non-material resources represent the intangible assets that entrepreneurs leverage to **differentiate their ventures, build competitive advantages, and create long-term value** in the dynamic and ever-evolving landscape of entrepreneurship.

## 2. Non-Material Resources

These resources encompass a wide array of intangible elements, including knowledge, skills, networks, reputation, intellectual property, and brand equity.

### 1. Knowledge

- Insights
- Understanding
- Learning capabilities

## 2. Non-Material Resources

### 2. Skills

- Leadership
- Communication
- problem-solving
- adaptability

## 2. Non-Material Resources

### 3. Networks

- Connections
- Mentors
- Collaborators
- Policy Makers
- Customers
- Suppliers



## 3. Digital Resources

- **Digital resources** have become indispensable assets for entrepreneurs, **revolutionizing the way businesses operate, innovate, and compete** in today's digital age.
- These resources encompass a wide range of **technology-based tools, platforms, and assets that empower entrepreneurs to streamline processes, reach new markets, and drive growth.**



## 3. Digital Resources

- Examples of digital resources include **software applications for project management, accounting, customer relationship management (CRM), and digital marketing.**
- These tools enable entrepreneurs to **automate** routine tasks, improve productivity, and enhance decision-making, freeing up time and resources to focus on strategic initiatives and value-adding activities.

## 3. Digital Resources

- Moreover, **online platforms** and **digital channels** offer entrepreneurs unprecedented opportunities to expand their reach, engage with customers, and monetize their products or services. **E-commerce platforms** enable entrepreneurs to sell goods and services online, reaching a global audience and tapping into new revenue streams.
- **Social media platforms** provide entrepreneurs with powerful marketing and branding tools, allowing them to build communities, cultivate relationships, and promote their businesses cost-effectively.

# Video

*Entrepreneurship is about mobilising resources:*



# Quiz Time!

## Material Resources

Which one is wrong?

Building office

Production Machine

Loans and financial aspects

Management Software

## Non-Material Resources

Which one is wrong?

Knowledge of IT skills

Network of mentors

Laptop

Customers feedback

## Digital Resources

Which one is wrong?

CRM Software

Printer

Marketing platform

Facebook

## 2. Resource Assessment and Allocation

## Pre-Viability Analysis

- **Pre-viability analysis** is a critical phase in the entrepreneurial process, involving **the systematic evaluation of the feasibility** and potential viability of a business idea before significant resources are committed.
- Ultimately, pre-viability analysis plays a crucial role in helping entrepreneurs **mitigate risks, capitalize on opportunities**, and increase the likelihood of success for their ventures.

## What is Pre-Viability Analysis

- **The goal of pre-viability analysis** is to gather relevant information and insights that will inform decision-making and help entrepreneurs assess the potential risks and opportunities associated with their business idea.
- **During pre-viability analysis**, entrepreneurs conduct thorough market research to assess the demand for their product or service, identify target customer segments, and evaluate the competitive landscape. .



## Pre-Viability Analysis

- Conducting pre-viability analysis related to **mobilising resources involves assessing the feasibility of acquiring and effectively utilizing** the necessary resources for a business idea.
- Entrepreneurs begin by identifying the material, non-material, and digital resources required to execute their venture.

## Resource Utilization

- **Resource utilization strategies** encompass the methods and approaches employed by entrepreneurs to **effectively allocate, manage, and leverage available resources within their ventures.**
- Resource utilization strategies may include techniques such as prioritization, where entrepreneurs identify and allocate resources to activities or initiatives that are most critical to the success of the venture.

## Resource Utilization

- One approach is **strategic allocation**, where entrepreneurs **prioritize resource allocation** based on the most critical needs and opportunities of the venture.
- This involves **identifying key areas where resources can have the greatest impact** and allocating them accordingly to maximize efficiency and effectiveness.

## Resource Utilization

- Another method is **lean management**, which focuses on **minimizing waste and maximizing value** by streamlining processes and eliminating unnecessary resources or activities.
- Lean management is a systematic approach to managing and optimizing processes, resources, and operations to maximize value for customers while minimizing waste and inefficiency.

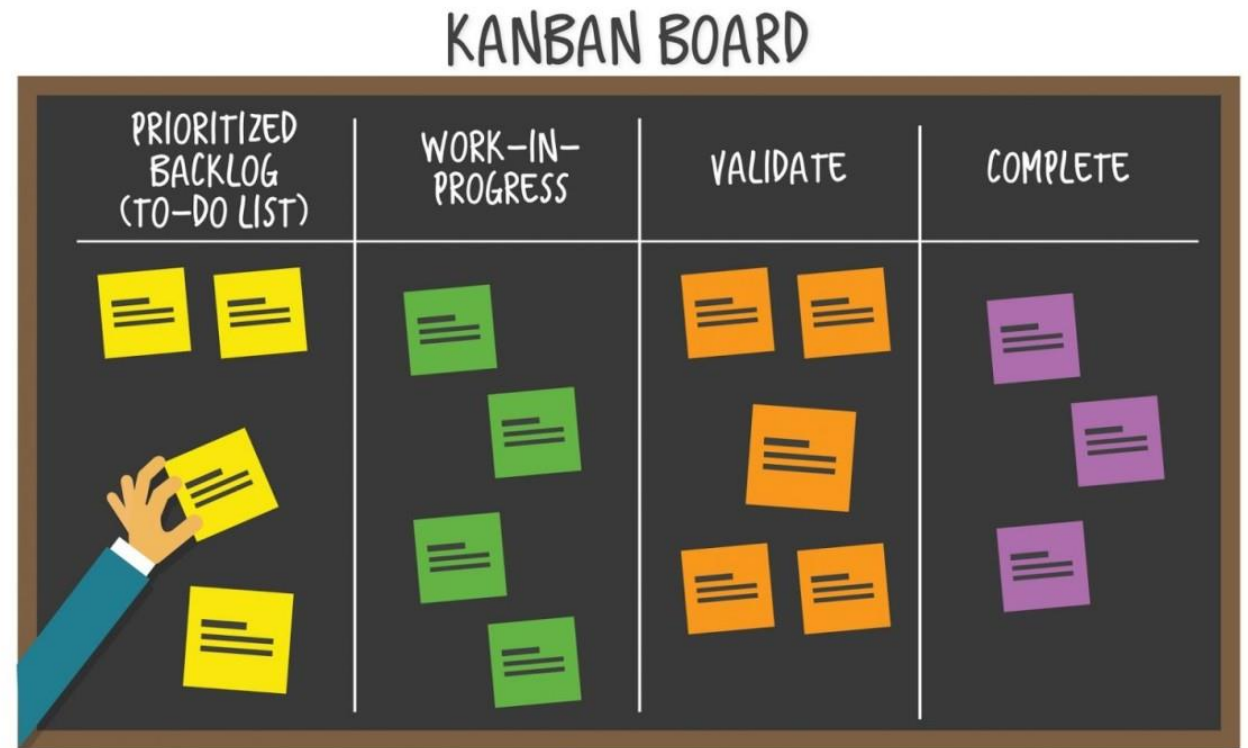
# Resource Utilization

- **Advantages of Lean Management**



# Lean Management Examples

- **Kanban System:** The Kanban system is a procedure used to manage workflow and inventory levels. It involves visualizing work in progress using cards or boards, setting limits on the number of tasks or items in progress, and prioritizing tasks based on demand and capacity.



# Lean Management Exercise



# Resource Utilization

- **Trello Software:** Trello is the **visual tool that empowers your team to manage any type of project, workflow, or task tracking.**
- <https://www.youtube.com/watch?v=WpPGeTIDNuI>
- *What example of resource utilization presents Trello Software?*





## 3. Resource Management

## Acquisition & Organizational Skills

- **Acquisition:** In the context of entrepreneurship and business, it refers to the **process of obtaining or gaining control over assets, resources, or other entities** to enhance the capabilities or expand the operations of a company.
- Tangible assets, such as **equipment, inventory**, or real estate, as well as intangible assets, like intellectual property, patents, or trademarks.

## Acquisition & Organizational Skills

- **Organizational Skills:** They refer to the **specific requirements, resources, or capabilities that an organization must have or develop** in order to achieve its strategic objectives and fulfill its mission
- These needs can encompass a wide range of areas, including human resources, technology, and financial resources.

## Sourcing and Acquiring Resources' Methods

- **Sourcing and acquiring resources** is a fundamental aspect of business management, encompassing the **processes of identifying, obtaining, and managing the necessary assets, materials, and capabilities** to support organizational objectives.

## Sourcing and Acquiring Resources' Methods

- **Sourcing** refers to the **systematic identification and evaluation** of potential suppliers, vendors, or sources from which resources can be obtained.

This involves assessing factors such as cost, quality, reliability, and availability to determine the most suitable sources for acquiring the required resources.

## Sourcing and Acquiring Resources' Methods

- **Acquiring resources** involves not only obtaining the necessary assets and materials but **also managing them effectively** to ensure optimal utilization and value creation.

This includes activities such as inventory management, resource allocation, and performance monitoring to ensure that resources are used efficiently and effectively to support organizational goals.

## Sourcing and Acquiring Resources' Methods

- **Negotiation** involves discussions between the buyer and seller to reach mutually beneficial terms for acquiring resources. This can include negotiating price, quantity, delivery terms, payment terms, and quality standards. Effective negotiation skills are **essential for securing favorable deals and maximizing value.**

## Sourcing and Acquiring Resources' Methods

- **Market Research and Analysis** involves gathering information and insights about market trends, customer preferences, competitor activities, and industry dynamics to inform resource acquisition decisions. This can help businesses **identify opportunities, assess demand, and make informed decisions about resource allocation.**



## Sourcing and Acquiring Resources' Methods

- **Internal Resource Reallocation** involves reallocating existing resources within the organization to **meet changing needs or priorities**. This can include reallocating financial resources, personnel, equipment, or other assets from less productive areas to areas of higher priority or strategic importance.

# Sourcing and Acquiring Resources Methods

- **Case Study Video on the Negotiation Technique**



[Orange example 3.0 \(youtube.com\)](https://www.youtube.com/watch?v=...)

# Sourcing and Acquiring Resources Methods

## Case Study Video on the Negotiation Technique:

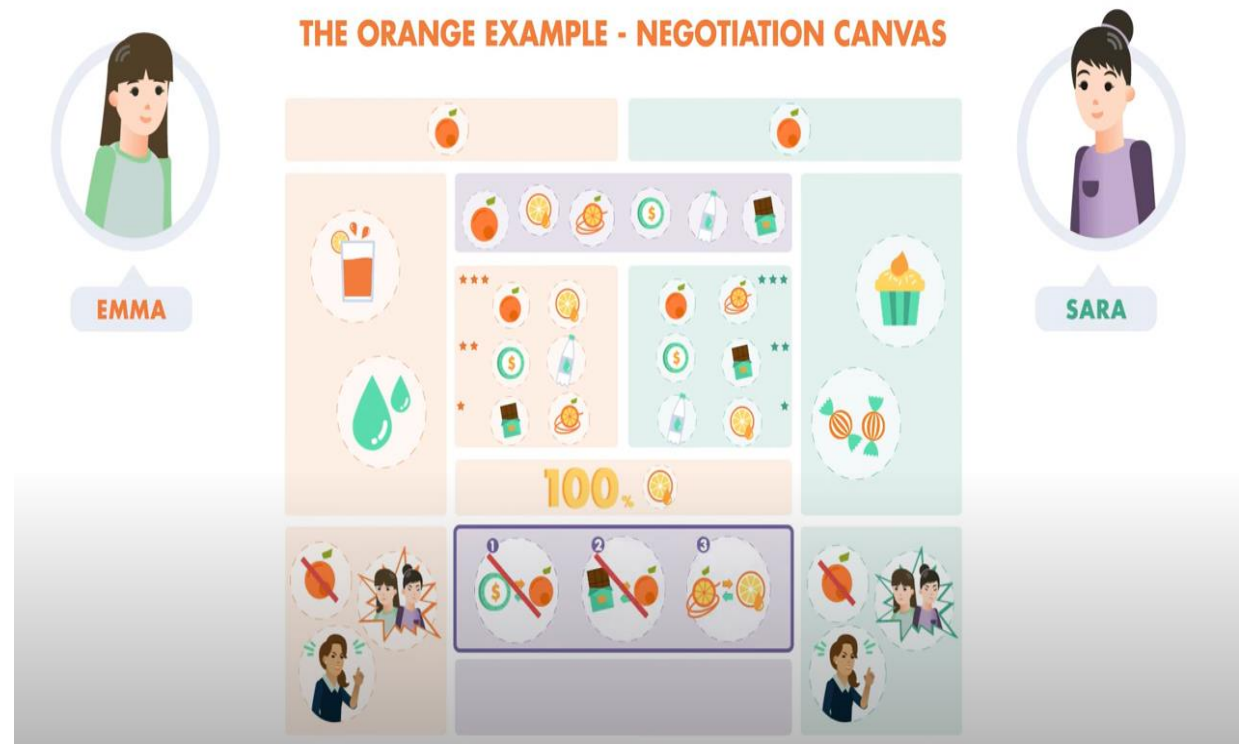
- The orange example. Imagine Emma and Sara; they both want an orange but they only have one between them. The compromising method would split the orange in half, so each would receive an equal share.



# Sourcing and Acquiring Resources' Methods

After viewing the video think about:

- How this video highlights the importance of sourcing and acquiring resources' activities.



# Quiz Time!



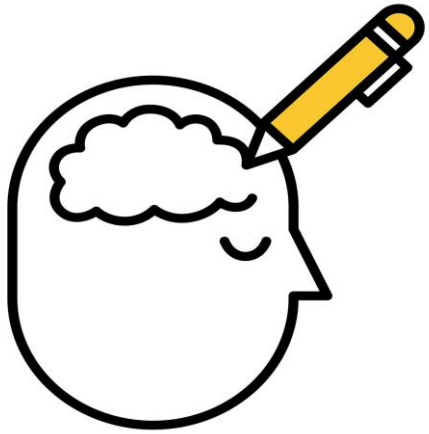


Revision





Do you have any questions?



What will you keep from  
today's training?



# Training Evaluation





Entrepreneurial Mindset and Key Skills for All

**Thank you!**



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