

## StrateCrowd

### Portfolio

#### 1) Crowdfunding training

Best practices on existing training for crowdfunding (2 interviews for each partner)

<b>General Information:</b>	
<b>1. Name of the practice</b>	<b>A Scuola di CrowdFunding</b>
<b>2. Organization and country</b>	School Raising, ITALY
<b>3. Learners group /Target group / Participants' group</b>	
age	students from 15 to 19 teachers from 30 to 50 new entrepreneurs 18 - 60
general/specific branch	civic / commons
students / VET teachers / employees ...	students, teachers, new entrepreneurs
<b>4. Context / Learning environment</b>	
formal or non-formal education	Non-formal education
<b>5. Need to be covered by the good practice</b>	How to co-design a successful campaign; activate a process of developing ideas;
<b>6. Learning goals</b>	
Knowledge?	Crowdfunding basic knowledge; what crowdfunding is and how it works; what are the campaign key elements.

Skills?	<ul style="list-style-type: none"> <li>● <b>entrepreneurial skills:</b> turning ideas into project validated by the market/backers ;</li> <li>● <b>teamwork skills:</b> cooperation, respectfulness, conflict resolution;</li> <li>● <b>communication skills:</b> oral speaking capability, written, clear speech;</li> <li>● <b>problem-solving:</b> based on design thinking approach (diverge-converge, human-centered, visualize, rapid prototyping);</li> <li>● <b>decision making:</b> make decision-based on the priority of the elements;</li> <li>● <b>creative thinking:</b> harnessing collective intelligence in order to find solutions out of the box.</li> </ul>
Behaviors?	how to look at an entrepreneurial project from the point of view of the opportunities offered by crowdfunding
Attitudes?	Build a detailed campaign plan; campaign monitoring and adjustment. Having tools to solve problems makes participants more optimistic about their own future.
<b>7. Methods – Approach/ Types of activity (f.e. workshop).</b>	Workshop
<b>8. Materials: are there specific materials that are needed?</b>	On-line app (Miro App) Live version: printed canvases, post-it, markers, and whiteboards
<b>9. Evaluation and description</b>	
what kind of reflection is included in the practice?	How to divide the campaign into its basic elements; how to harmonize the whole process.
how are the learning outcomes evaluated in this best practice?	There is no formal evaluation.

	The workshop leads the participants to an active analysis of their skills.
what kind of feedback do the learners receive?	As a group activity, it aims to create circular feedback between the different participants
<b>10. Transferability potential/Variations</b>	Some of the tools used during the workshop can be used to become the core flow of a board game. Some of the output can be presented as an acting in order to add a funny but useful feedback moment during the game flow. There are some common elements of crowdfunding campaigns that can be turned in gamecards (such as the lunch-event of the campaign, flashmob, etc...).