Can Students be Entrepreneurs?
An Entrepreneur Project

- Ownership of the project
- The vision becomes the drive
- Personal processing
- The process is unpredictable
Aims for the Entrepreneur Project 2004/05

That the students

• can plan and are responsible for completing an Entrepreneur Project before leaving SPF

• experience the newest principles of project oriented work

• establish a connection between school life and commercial life

• gain knowledge in specific areas like marketing, budget planning and sales
PRODUKTION

Kaffe
- Gut lecker
- Kaffee, Urne, top, gut
- Top

Süßes Puder
- Zimt, Pulver, zimtig
- Pulver, natürlicher Zimt

Produktverkauf

Beliebtes Produkt
- Top
- Gut
- Zimt, Pulver, zimtig

Produktion
- Top
- Gut
- Zimt, Pulver, zimtig
TEK / Komm.
Service

Catering Firma
Opening of the Easter menu

Andrae
Martin
Marina

Rosa

10 a.m.
Project assignments

- Budget and account
- Homepage
- Marketing
- Layout and advertising
- Overveje målgruppe!
- Relatere til hverdagen
- Musikken
- Stemning
- Godt slogan
- Humor < Godt humor!
- Oplyse produktet
- Godt flow
- Kort oplysende tekst
- Hvem er vi?
- Humor
- Klart
- Overtak
- Pen.
- Gor proseløse.
- Design/ud
- Underlag
- Godt lag
- Skal ikke redeligt.
- Promover
Assessment Criteria

- Description of the project
- Description of the firm
- Planning and preparation
- Innovation, creativity and craftsmanship
- Marketing strategy and success
- Firmlog (description of process, deals and cooperation)
- Product
- Homepage, advertising, folders
- Stand and presentation
- Own assessment
Student comments after the Entrepreneur Project: This project has been exciting and given a lot of experience - it has also been nerve-wrecking, because you don't know how it will turn out. Will you be able to sell, will you come out with a deficit or will you be a hit? It is completely up to each individual what you get out of it. It differs from other weeks where there is a certain routine. Here you don't know if your ordered material arrives on time or whether people will keep their promises or not. It is extremely engaging to constantly focus on your aim. When you study, the aim of getting wiser can sometimes feel distant, but as an entrepreneur you have your goal right in front of you. You work as hard as you can and do your best, in order to sell your product. This also puts your everyday life into perspective. When you experience what the life of an entrepreneur is like, it is easy to understand why you have to learn so many things, and it will be easier in the future to keep focused. Modern schools find it important to relate everything you learn to the real world. With projects like this one, you not only relate - you bring what you learn into the world.