# **RESULTS**

#### **IDENTIFICATION OF:**

- Entrepreneurs state of knowledge about business models
- Business models used in enterprises
- Competences necessary for the effective use of business models



## **DESIGN OF:**

- The training content, which enables the acquisition of skills and competences
- The methodological guide for adult educators



### **DEVELOPMENT OF:**

 The e-learning platform, together with the training programme, will allow entrepreneurs, entrepreneurs-to-be, adult educators and others who are interested in business models to gain skills and knowledge on business models in an engaging and attractive way



#### PROJECT PARTNERS









University of Applied Sciences and Arts of Southern Switzerland







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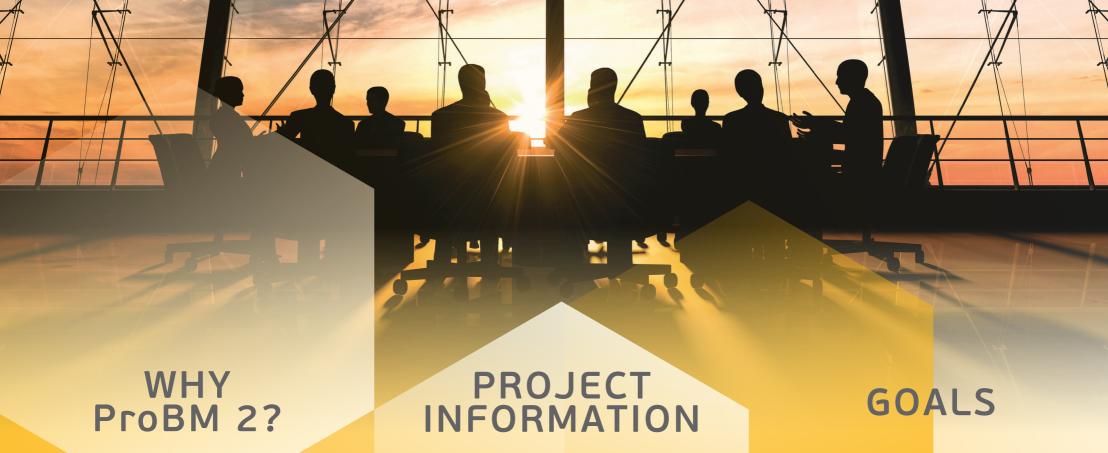
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UNDERSTANDING
AND DEVELOPING
BUSINESS MODELS
IN THE GLOBALISATION ERA
(ProBM 2)

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More and more enterprises are established every year, but less than 40% of them survive the first 5 years. The main problem is that many entrepreneurs-to-be do not value the power of business models and they appear not to pay enough attention to this stage of company creation where enterprise strategy is designed.

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If you are an entrepreneur, an entrepreneur-to-be, an adult educator or simply someone who is interested in the topic of business models, the ProBM 2 project is for you.

NAME: Understanding and Developing
Business Models
in the Globalisation Era

NUMBER: 2019-1-PL01-KA204-064951

**DURATION: 24 months** 

FUNDED: Erasmus+

Programme of the European Union

**KEY ACTION:** Cooperation for innovation and the exchange of good practices – Adult Education



To increase the awareness of entrepreneurs and entrepreneurs-to-be that business models are extremely important at the stage of creating an enterprise strategy, particularly when linked to a more holistic worldview that incorporates socio-political issues, citizenship and globalisation.



To increase the skills and knowledge of adult educators and training providers in teaching business models, with attention also being directed towards globalisation issues.