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*This project is funded by the European Union.*

# GEO ERGON PAIDEIA "START UP FARM: SKILLS FOR FUTURE ECO FARMERS"

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DURATION: 24 MONTHS: 01/9/2016-31/8/2018

## **COURSE DESCRIPTION**

### **BUILDING SUSTAINABLE AGRO BUSINESS**

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IZES | GEO ERGON PAIDEIA



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Revision History

| Revised by     | Date       | Revision Control | Revision Reason    |
|----------------|------------|------------------|--------------------|
| Anna Bur       | 17.10.2017 | First Version    | Proofreading       |
| Katharina Laub | 18.10.2017 | Second Version   | Final Proofreading |
| ...            |            |                  |                    |



## **Course content**

### 1. Introduction Agro Business

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| <ul style="list-style-type: none"> <li>- What sectors are there in agriculture?</li> </ul>                           | <ul style="list-style-type: none"> <li>○ Students know about different agricultural sectors.</li> <li>○ Students can apply these sectors to a regional context.</li> </ul>   |
| <ul style="list-style-type: none"> <li>- What are the important points for business start-ups?</li> <li>-</li> </ul> | <ul style="list-style-type: none"> <li>○ Students learn about start-up businesses.</li> <li>○ Students learn about different steps who to build up a business.</li> <li>○ Students have an idea of how to build a start-up.</li> </ul> |
| <ul style="list-style-type: none"> <li>- How to approach economic support</li> </ul>                                 | <ul style="list-style-type: none"> <li>○ Students learn about different ways of funding.</li> <li>○ Students learn about crowd funding opportunities.</li> <li>○ Students can find examples of crowd funding</li> </ul>                |

## 2. Six Examples of own business

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| <p>- How are business models described:</p>                         | <ul style="list-style-type: none"> <li>○ Students learn about easy ways to build up their own business.</li> <li>○ Students learn about business ideas connected to the agricultural sector.</li> </ul>  |
| <p>- Which examples could be possible for students' activities?</p> | <ul style="list-style-type: none"> <li>○ Beekeeper</li> <li>○ Chicken</li> <li>○ Garden</li> <li>○ New technologies</li> <li>○ Fruits</li> <li>○ Flowers self-service</li> </ul>   |
| <p>- Who is suitable for the company?<br/>-</p>                     | <ul style="list-style-type: none"> <li>○ Students can define and distinguish persons that might be capable build up a business mentioned in the previous section.</li> <li>○ Students can talk about qualities these persons should have.</li> </ul> |
| <p>- What is needed?</p>  | <ul style="list-style-type: none"> <li>○ Students know about terrain and tools that are needed for a start-up business.</li> <li>○ clarification of the tools</li> </ul>   |
| <p>- How much is the strong capital?<br/>-</p>                      | <ul style="list-style-type: none"> <li>○ Students know about the capital that is needed to build up a start-up business.</li> <li>○ Students learns about business plans.</li> <li>○ Students can calculate small business plans.</li> </ul>         |

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| <ul style="list-style-type: none"> <li>- How much can you earn?</li> <li>-</li> </ul>           | <ul style="list-style-type: none"> <li>○ Students learn about profit.</li> <li>○ Students learn about loss.</li> </ul>  |
| <ul style="list-style-type: none"> <li>- Who can you sell the product to?</li> <li>-</li> </ul> | <ul style="list-style-type: none"> <li>○ Students learn about markets.</li> <li>○ Students learn about markets for agricultural products.</li> <li>○ Students can reflect the regional markets form their home countries.</li> <li>○ Students can list potential customers for different products.</li> </ul> |

**Educational material (materials /sources/ resources required to complete the course)**

- Websites
- Books
- Specialist article
- Presentations
- Informative literature

The reference material, the bibliographic review, the proposed supplementary literature and everything else concerning the educational material was posted on the platform 15 days before the start of the courses.

**Keywords**

- agriculture, crowdfunding campaign, setting up business, beekeeper, chicken, garden/gardening, drone, fruits, Flowers self-service