Immersive Entrepreneurship Training

Micro-Enterprise Acceleration Institute

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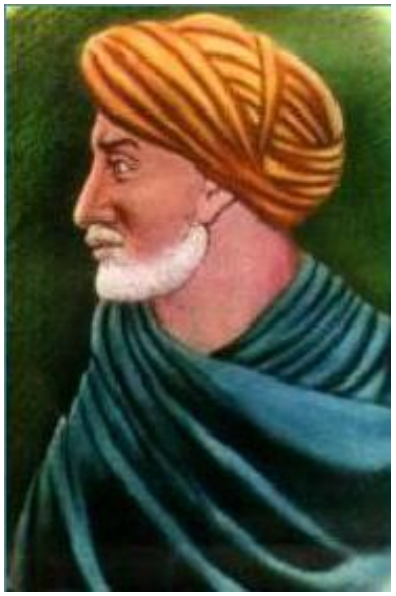
How to foster economical development?



Ibn Khaldun
(1332 Tunis - 1406 Cairo)

Stability of political institutions

Respect of other humans

Respect of the private property

Stimulation of innovation

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How to stimulate innovation?
Our approach is education

Microenterprises are the fastest growing businesses worldwide, creating the most jobs.

Their needs:

- Efficient Communication Tools
- Leap Barriers
- Training

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How to stimulate innovation? Our approach is education

Geneva-based, non-profit organization that develops and implements innovative immersive training programs for young would-be entrepreneurs and established micro-entrepreneurs to improve their ICT - business skills and thereby create job opportunities, foster economic growth, and improve lives around the world

Target Audience

- Entrepreneurs and small business owners
- Juggling business challenges
- Do not maximize technology for their businesses
- Wants brief, practical training that can be applied immediately to the businesses
- Desires a stimulating learning environment and prefer to learn by doing

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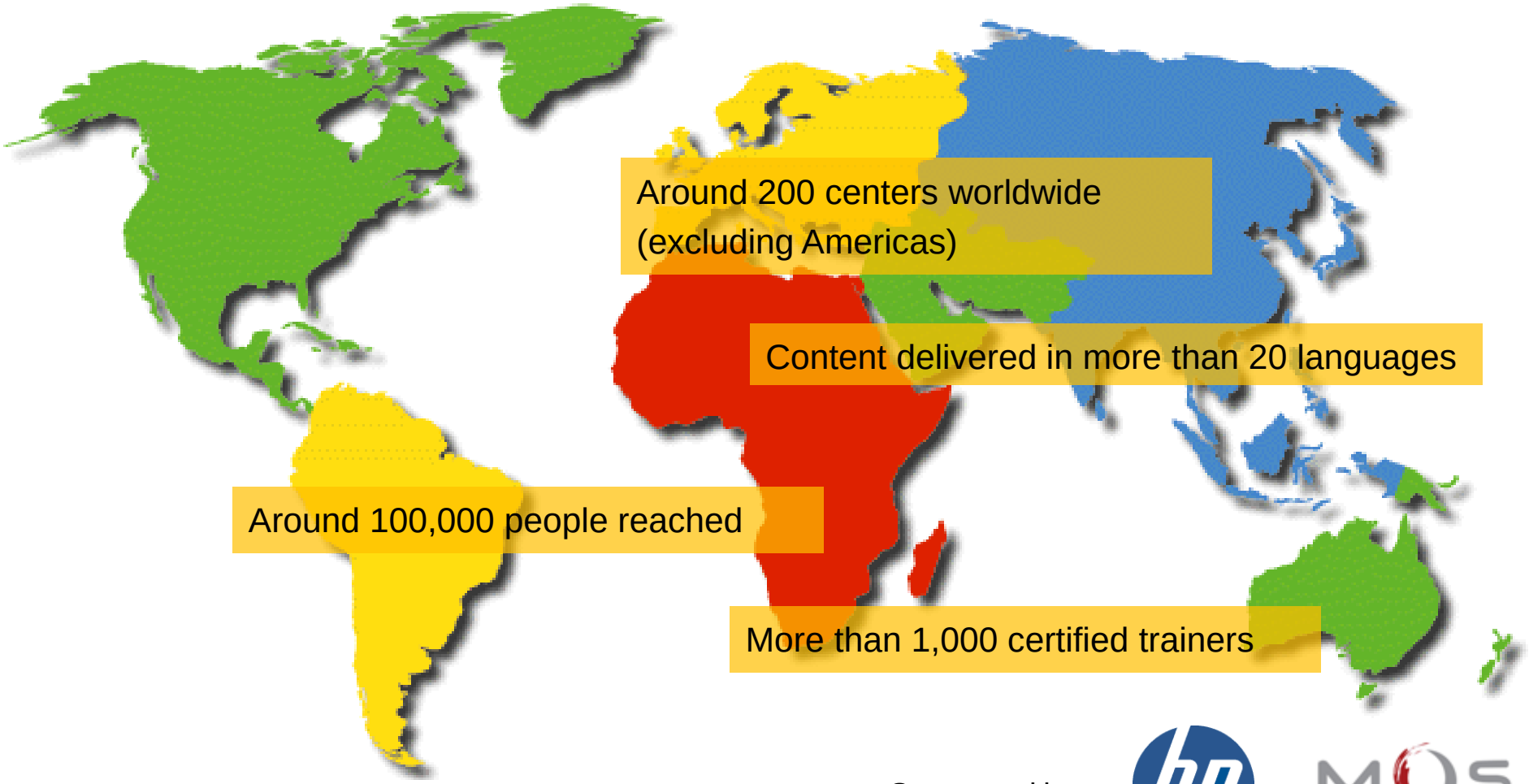
Training centers

HP Enterpreneurship Education Centers



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Entrepreneurship Education Curriculum

	IMAGINE Basic business concepts and business planning	START Basic technology to solve everyday business challenges	GROW Technology for established companies	INNOVATE Advanced topics for innovative companies
Operations	Basics of operations	Scheduling Contacts	IT security Databases	Project management CRM
Finance	Basics of finance	Invoices Expense tracking	Financial graphics Cash flow	Budgeting Accounting
Communication	Basics of communications	Email Virtual comm.	Websites Blogging	Virtual collaboration E-commerce
Marketing	Basics of marketing	Print marketing Presentations	Email marketing Social media marketing	Search engine marketing and optimization
Technology	Setting priorities	Technology management	Technology integration	E-Company

MindOnSite

Immersive training
Combining online and face to face approach

Review learning materials
More information
Extra resources
Preferred by gamers and young users

Face to face Training

Online Training

More interactive
Easier for low tech students
Peer-to-peer learning

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Game Portal: User Interface

GET-IT City www.get-it-city.net

Manage your account, see scores

Interactive resources, links, …

Fast access menu

Social links

Scroll tool

Contest icon

Play games, improve your skills

Registration & login tools

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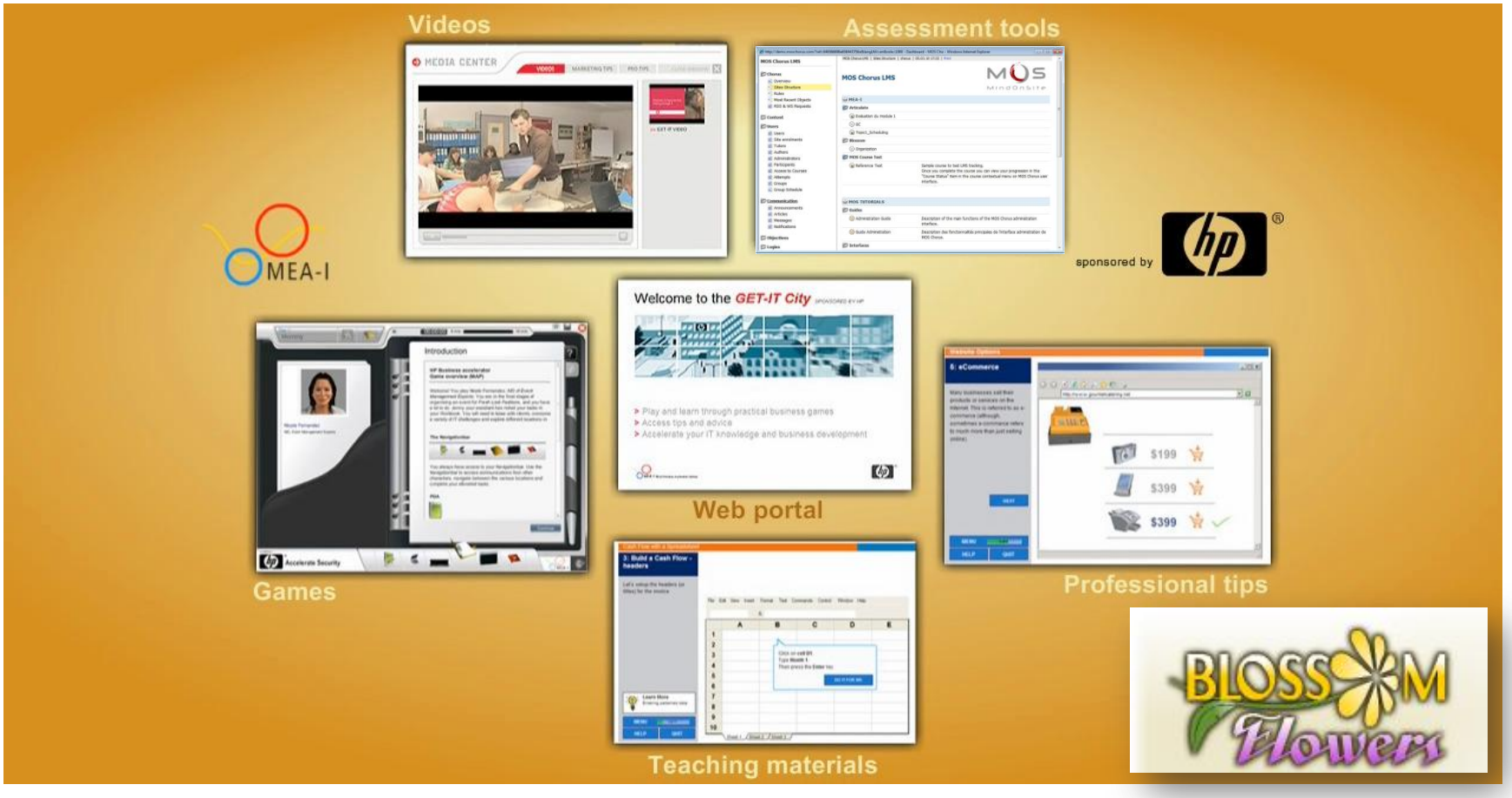
Online resources



http://www.youtube.com/watch?v=X2wSeaBsfnE

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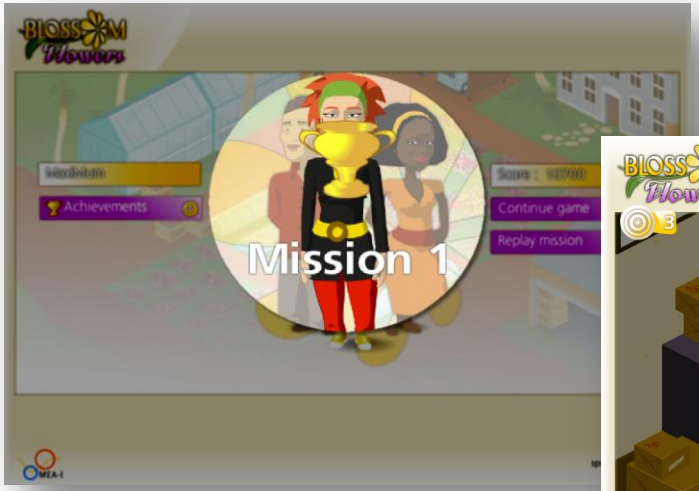
Blossom

Completing missions give achievements



Each mission is different and require a different skill

Acquiring skills is essential for completing the game

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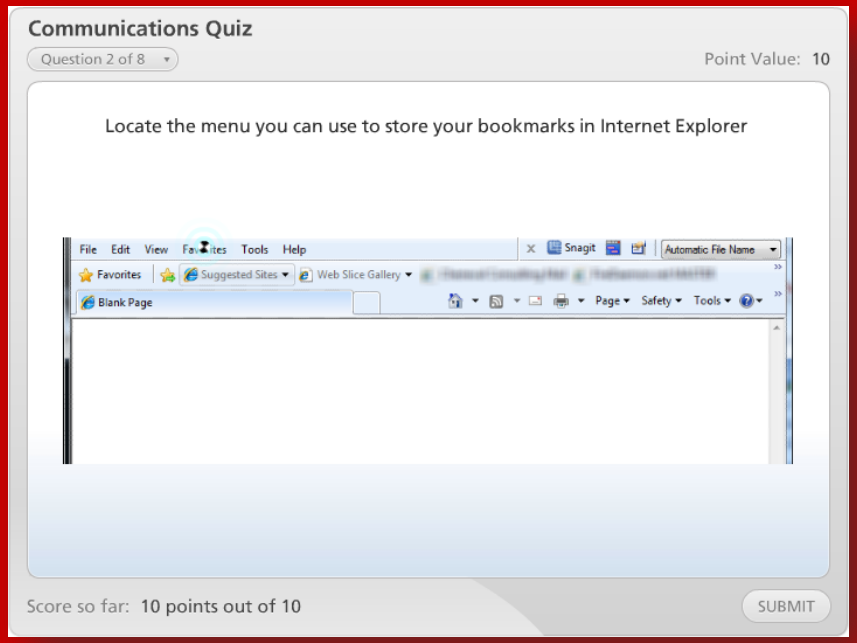
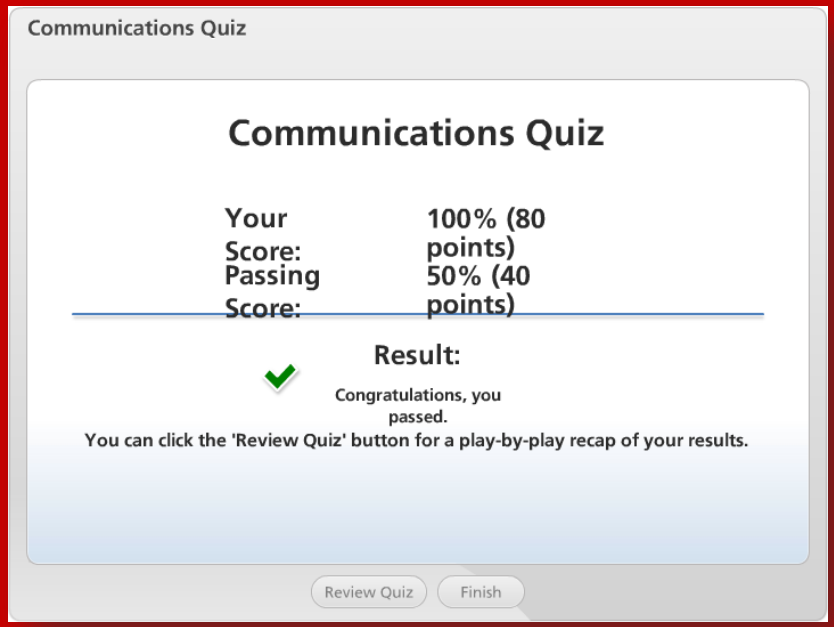
How to acquire skills?

Skills are acquired through quizzes



Quizzes are rated and results are stored in an LMS for feedback and reporting



Learning Management System MOS Chorus – Swiss editor MOS – MindOnSite

Track learners' progress

- create dynamically users' accounts from the game portal
- retrieve scores from any student and any quizz at any time

Next steps

- New topics will be integrated using the Scenario Editor
- One new game will be launched every 6 months including new curriculum topics
- New games will deal with other business activities (e.g. hairdresser, small shop, etc)

www.get-it-city.net

Demo tomorrow at 5PM
mea-i and KTM Advance

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