Set your main goals
Remember the acronym SMARTER:
- Specific (describing the objective precisely)
- Measurable (describing figures to be attainable)
- Achievable (defining a goal realistically)
- Relevant (focussing on important items)
- Timely (describing a time period)
- Exciting (setting an attractive goal)
- Rewarding (promising a benefit)

Being an entrepreneur includes a various range of basic competences and skills. Many young people have creative and innovative ideas, which are worth to be operationalized into a business. But how can those ideas be put into practice?

FISRT: Give birth to the idea;
SECOND: Identify and / or develop your entrepreneurial skills. People weren’t born entrepreneurs of success and their fate wasn’t settled before they were born!
THEN...
Develop a marketing program:
- Define business goals;
- Study your competitors;
- Define strategies;
- Focus on your costumer and his needs.

Basic skills

Do I have what it takes?
Enterprising
Citizens, Employees and New Venturers (E3)

Our students are on the move!
What about you? Have you ever thought about it?