

There are three exercises to supplement Module II “The Use of Information Communication Technology and Open Educational Resources in training on Life Style Entrepreneurship”

Practical exercise No 1

Analysis of Open Educational Resources (OERs) based on the Digital stories on Lifestyle Entrepreneurship (LSE)

The aim of the exercise: To develop a deep understanding of adult educators on the different styles and kind of the Lifestyle business presented as digital stories, which they could use to promote the LSE for disadvantaged learners.

Instruction: One of the forms of the OERs which recently approve an impact on learners is a digital story. Altogether there are 36 digital stories developed for training on LSE. The clear link to each story is provided in the table below). 12 of them are video stories, and 24 are in the written format. This exercise is developed to prepare the adult educator to become the facilitator in LSE training course for disadvantaged learners. Thus, it is suggested to adult educator to go step-by-step through each story, to read it or to see the video about the story. After getting acquainted with the story, it is suggested to work on two tasks by filling in the **Sheet No.1**, which *has to be downloaded to the learner’s PC and/or printed*.

Task (s):

Task 1. Self-reflection on the story.

To fulfil this task, please write in the sheet below your self-reflection on the story by answering the questions like: *How do I like the Story? Is it adaptable to my country? To what kind of disadvantaged clients I could suggest this story to discuss? What are main success factors of person (skills, personal feathers, well developed business plan, family support, etc.)?* It is just few questions suggested now, but you can write much more in your self-reflection.

Task 2. Develop the questions for brainstorming with your disadvantaged learners.

To fulfil this task, please think about the questions which you as a facilitator could ask your disadvantaged learners and to write them in the sheet below.

For example: *Do you like the story? Is it a realistic example to you to be implemented by you? Are you interested in starting this kind of LSE? What was the main motivation to the person to start this kind of Life Style business? What kind of support she /he has got from the family or other? Do you know anyone in your environment who has tried/succeeded in developing her or his own LSE? If you want to start your own LSE, what kind of obstacles and barriers would you need to take care of at the very beginning? What channels for the marketing did you find in this story? What skills are necessary to develop of such kind of LSE? Do you see some risks to start such business?*

These are just a sample of the questions. You have to develop your own questions coherent with a concrete success story. This exercise will help a lot in your future work with the learners.

The total duration to perform the exercise for one story is around 15-20 min, **total duration for 36 stories 12-16 academic hours.**

This exercise will be started in the classroom within second face-to-face session. The exercises will be continued by learners at home using the set of the success stories placed to the website.

You can do the whole set of the exercises in one time or you can divide stories by portions and plan your time as it is more suitable for you.

You are ready to START the exercise. Please download the sheet to your PC or/and print it.

Sheet No.1 for practical exercise ‘*Analysis of Open Educational Resources (OERs) based on the Digital stories on Lifestyle Entrepreneurship*’

(This sheet has to be downloaded to the learner’s PC)

Type of LSE	Business title	Self-reflection	Questions for brainstorming with your disadvantaged learners
Arts	Egle Studinskaite <i>Piñata Making Lifestyle Business</i>		
	Viktor Dremsizov <i>Me, Myself and My Camera</i>		
	Maria Aristidou <i>When the Drawings Smell Like Coffee</i>		
	Gintvile Giedraitiene <i>Grass Transformation into a Piece of Art</i>		
	Caria Doone Rush <i>Passion for Equines and Photography</i>		
	Alexander Scott <i>Looking through the Camera Lens</i>		
Health and beauty	Irena France <i>Massage and Essential Oils Therapy for Improvement of One’s Health</i>		
	Marius Lasinskas <i>Even Grass May Earn Bread</i>		
	Amelia Zieminska <i>Lifestyle Entrepreneurship at Your Fingertips</i>		
	Piotr Kapłoński <i>Hair Salon</i>		
	Jan Garrity		



	<i>Shiva Yoga for Youth</i>		
Food	Monica Homa <i>From Healthy Eating to Happy Life</i>		
	Kay Wadud <i>Perfect Samosa – Homemade Pastries</i>		
Handcrafts	Lara Sophie Benjamin. <i>Miss Lala Makes Jewels</i>		
	Nicolas Tsangaras <i>From Wood to Bow Ties</i>		
	Marusia Ashikova. <i>My Hobby, My Profession, My Love</i>		
	Biliyana Slavova <i>A Picture of Entrepreneurship</i>		
	Anife Mahmud <i>Handmade Jewellery with Energy</i>		
	Virginija Armoniene <i>Knitting Toys for Children</i>		
	Laura Kupryte <i>Sport and Freestyle Clothing Manufacturing</i>		
	Romualda Galistiene <i>Ceramics – My Love of Life</i>		
	Jolanta Civilkaite <i>The Passion of Felting</i>		
Interior	Paris Theodotou <i>The Collective</i>		
	Adamos Karagiannis <i>Woodwork with a Creative Twist</i>		
	Kristina Onyskaite <i>Titina Sewing Adventure</i>		
	Steph Kilshaw		



	<i>The Pink Plasterer – Professional Plastering Services</i>		
	Cynthia Brown <i>Success is Doing Ordinary Things Extraordinarily Well</i>		
Agriculture	Stanoi Georgiev <i>Back to Nature</i>		
	Janina Marcinkeviciene <i>Flower Farming</i>		
Selling	Karolina Szczepanik <i>When Clothes Make the Woman</i>		
	Miłosz Kręt <i>Passion Turned into a Business</i>		
	Vaida Liaudenskiene <i>Tourism Lifestyle Business</i>		
Entertainment	Stanisław Maciej Berger <i>Dance Teacher</i>		
	Gintautas Mikulevicius <i>Organising Water Entertainment</i>		
Other	Dimitar Panayotov <i>Under the Bridge</i>		
	Hayley Patterson <i>Flowers and Cart Hire</i>		

Practical exercise No 2

Designing an online store

The aim of the exercise: Preparing a basic information about your own shop.

Instruction: The very first thing that one should do before opening an online store is to think about it in details. Among many considerations, every single online store should have its name, description, logo and categories used to organise products being sold. For this reason, think about your own business, its characteristics and unique points. Put yourself in a position of a potential buyer. What kind of online shop would you consider interesting, well organised and more importantly, the one that you would like to shop in?

Task (s):

Task1. Think of a name for your online store.

This task might actually be more difficult than it seems. “My online store” is definitely not a good idea. Try to play with existing words that connect with your own business, or just randomly create the name of your store using a number of letters. Make sure that the name can be said easily. Focus on those aspects that will make your online store stand up among many others. Be original and unique. Your trademark will get popularity over a time, so it is important to think very seriously about this particular item. Write the name of your online store.

Task 2. Draft your own logo on the paper.

Even if you are not a graphic designer, you are the one who knows your business best. Try to draft a logo for your shop, that will underline the characteristics of your business. For example, if you are making hand-made shoes, maybe the logo should relate somehow to the shape of a shoe. Draw a number of propositions/concepts of your logo.

Task 3. Prepare a short description of your online store.

A short description should contain ideally from 2 to 4 short, yet catchy sentences that will tease your potential buyers to enter your store. This description will be used for example by searching engines, so make sure it is short, coherent but at the same time as informative as possible. Do not overrate your offer, as that will make your customers reluctant to shop with you. Write the description down.

Task 4. Plan a number of categories.

Think of your own offer. What would you like to sell online? Try to create as many categories as needed to cover your offers. For top-level categories, the optimal number of categories is up to 7, but it is strongly connected with your offer. Think of categories as about sections of a traditional store. For example, if you are creating handmade t-shirts, the most suitable categories would be as simple as women, men and children. Potential buyers will appreciate if your categories are self-explaining, and not overloaded with varied products. Simplicity is the key here. Write names of the categories down.

Task5. List a number of chosen contact channels.

Maintaining a contact with potential buyers is very important. Depending on your abilities, you consider setting up as many contact channels as possible. For online stores the typical contact

channels are e-mail and/or a contact form and a phone number, but these can be easily expanded with for example with an online chat, or a Skype account. Choose only those channels that you are comfortable with, and that you can get back to enquiries within a reasonable time (at best – the same working day). Write selected contact channels down, estimating your typical response time.

The total duration to perform the exercise. 30-40 minutes

Practical exercise No 3

Creating an online store

The aim of the exercise: Preparing a draft of online shop using Shopify.

Instruction:

In this exercise you will be asked to do the initial setup of your own online store, using notes from the previous exercise. All activities are to be performed using a service called Shopify – one of the biggest and most popular platforms for online stores. Do not be afraid to try setting up your own store. Shopify will allow you to work on your own store for two weeks, and after this period your account will be suspended, unless you subscribe to one of the paid plans.

Task (s):

Task 1. Set up a free, 14-day trial account on Shopify.

Open up your favourite web browser and navigate to <https://shopify.com>. On the page, click on **Get started** and proceed to the registration form. You will be asked to provide your e-mail address, password for your store and name of the store. Note all data provided back by Shopify.

Task 2. Choose the template for your online store.

Once you login to your online store, click on Select a theme. Shopify provides you with a number of free themes, and selection of paid ones. Pick one that will fit your business idea in terms of its graphic design and features available. The template can be changed at any time, so take your time to select one that is easy to use. Note the name of your template.

Task 3. Provide the description of your online store and basic contact information.

From your admin panel, click on **Sales channels**, then **Online store**, and then **Pages**. Then create a new page, and name it for example Home. This will be the main page of your store – put here a description of your store prepared in the previous exercise. Then you can add another page titled About or Contact. Provide there all contact channels you prepared in the previous exercise. Make sure that the message to potential buyers is clear and that you do not mix different fonts styles, sizes and decorations. For contact channels, ideally provide response time (for example one working day).

Task 4. Create relevant categories for your products.

From your admin panel, click on Products and then Collections. This is the place where you should provide categories for your products prepared in the previous exercise. If possible, enrich each of your categories with a picture. You can provide description for your categories, so that potential buyers will have a better idea what kind of products they will find under each of them. Make sure that the division of categories are clear not only to you, but also to your buyers.

Task 5. Upload your own logo.

If you have your logo already, you can go to the templates and click on Customize theme. From the options available there, you can select for example option Home page – slideshow and upload there your logo. Make sure that the template fits your logo – if not, you can change the theme of your online store easily.

The total duration to perform the exercise. 30-40 minutes