



KOCAELİ - DARICA
İLÇE MİLLÎ EĞİTİM MÜDÜRLÜĞÜ

Artificial Intelligence driven GREEN
Digital EntRepreneurship
2024-1 AT01-KA220-SCH-000248327

Official Programme: Artificial Intelligence & Ethics Project: AI-GREENER

Location: Kocaeli, Türkiye

Date: 25.11.2025

Target group: Teachers

MODULE 1: BUSINESS PLAN

- What is a business plan? Definition and structure
- Tasks of a business plan
- What does a successful pitch in front of investors look like?
- Sustainability

MODULE 2: CREATING A BUSINESS PLAN

- Finding ideas (international, digital, sustainable)
- Definition of target markets, customer segments,
- Outlining marketing and financial strategies

MODULE 3: PRESENTATION OF THE BUSINESS PLAN

- Presentation of business plans
- Feedback from colleagues and jury

MATERIALS & TOOLS Presentation:

Business Plan Sample

Business Plans,

Handbook Business Plan



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the European Union