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Activities

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| **Name of Topic:**  ***Market Forces, the Key Trends, the Industry Forces, and the Macroeconomic Forces*** | | | | | |
| **Event: Webinar Enter4All** | | | **Trainer: Stratigon** | | |
| **Session nº: 8** | | **Duration: 2h** | | **Date:  28.02.2023** | |
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| **Activities:** | | * Presentation:   Folder: [Activity No.4\_Delivery of 24 tailor webinars (12monthsX2)](https://stratigon.sharepoint.com/:f:/s/STRATIGONFINANCE-TeamEnter4All/Eqi2SOH1nepLtFNYZupHIh0BEI913EgdDO3wcOgOjdIjGw?e=vVKXQr)   * Brainstorming * Videos:  1. [<https://www.strategyzer.com/expertise/business-models>](https://www.strategyzer.com/expertise/business-models)[<https://youtu.be/RHs3BriNBAY>](https://youtu.be/RHs3BriNBAY) 2. <https://www.strategyzer.com/business-model-examples/airbnb-business-model> 3. <https://newstoryhomes.org/>  * Case Study: **“3D Printed Housing for Those Who Need It Most”** - <https://youtu.be/PbgCu0aUobE> * Discussion:  1. Δραστηριότητα 1: Σκεφτείτε για λίγο κι έπειτα συζητήστε με την ομάδα, ποιες βασικές τάσεις της αγοράς επηρεάζουν το δικό σας επιχειρηματικό μοντέλο. 2. Δραστηριότητα 2: Πώς θα μπορούσατε να επικοινωνήσετε την επιχειρησιακή αξία στους πελάτες σας (ως σημείο διαφοροποίησης); | | | |

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**Business Development Training and Support for Non - Native Small Business Owners**