



Build your Business⁴Students

Florence, December 12th, 2017

1. About us?
2. What do we do at the Persán Foundation?
3. Build your Business⁴Students program
4. Conclusions



1. **Persán** manufactures household cleaning products
2. Headquartered in Seville since 1940
3. 100% Andalusian capital
4. International activity

Who we are

5. 83.000 m2. One of the largest facilities in the world in its category
6. 166 mill € invested over the last 15 years
7. 800 employees
8. 400 mill € turnover



Employment

1. 1.500 people interviewed per year. Immigrants, long term unemployed, victims of violence/prostitution,...
2. 90 succesful matches job-person
3. Self-sustainable social projects:
 1. AECETIA SL, domestic cleaning service, 45 employees, 350.000€ turnover
 2. Bioalverde, ecological agriculture, 6 job positions
 3. Recycling clothes, 7 job positions

Values

1. ADOP Program
2. Manuel Clavero Awards

Social Assistance

1. Products donation campaign: > 1,4 M washing cycles
2. Food donation campaign: > 15K meals
3. 'Crianza' program: > 1K children (milk for a year)
4. Several colaborations with others institutions

Entrepreneurship

1. Persan Guide for Entrepreneurs
2. Social credits for small-scale activities
3. Short term program: From business to entrepreneurs, Summer Courses at International University of Andalusia
4. Learning programs in universities (mid term program)
5. **Learning programs at secondary schools (long term): Build your Business4Students**

What do we do at the Persán Foundation

Training

1. >1.500 people trained since 2007, >70% inserted in the labour market in several service areas.
2. 45.000 € worth in grants for university studies per year
3. Participation in differents programs for talents: Talentage, Talent Rescue, and others.

Integral Education Center PERSAN

1. To break the vicious circle of marginality
2. Dual commitment from the children and their parents
3. 3 phases, 3 differents intensities
4. From 12 years old to labour market insertion
5. Good habits, skills development, transversal matters,...

The Context

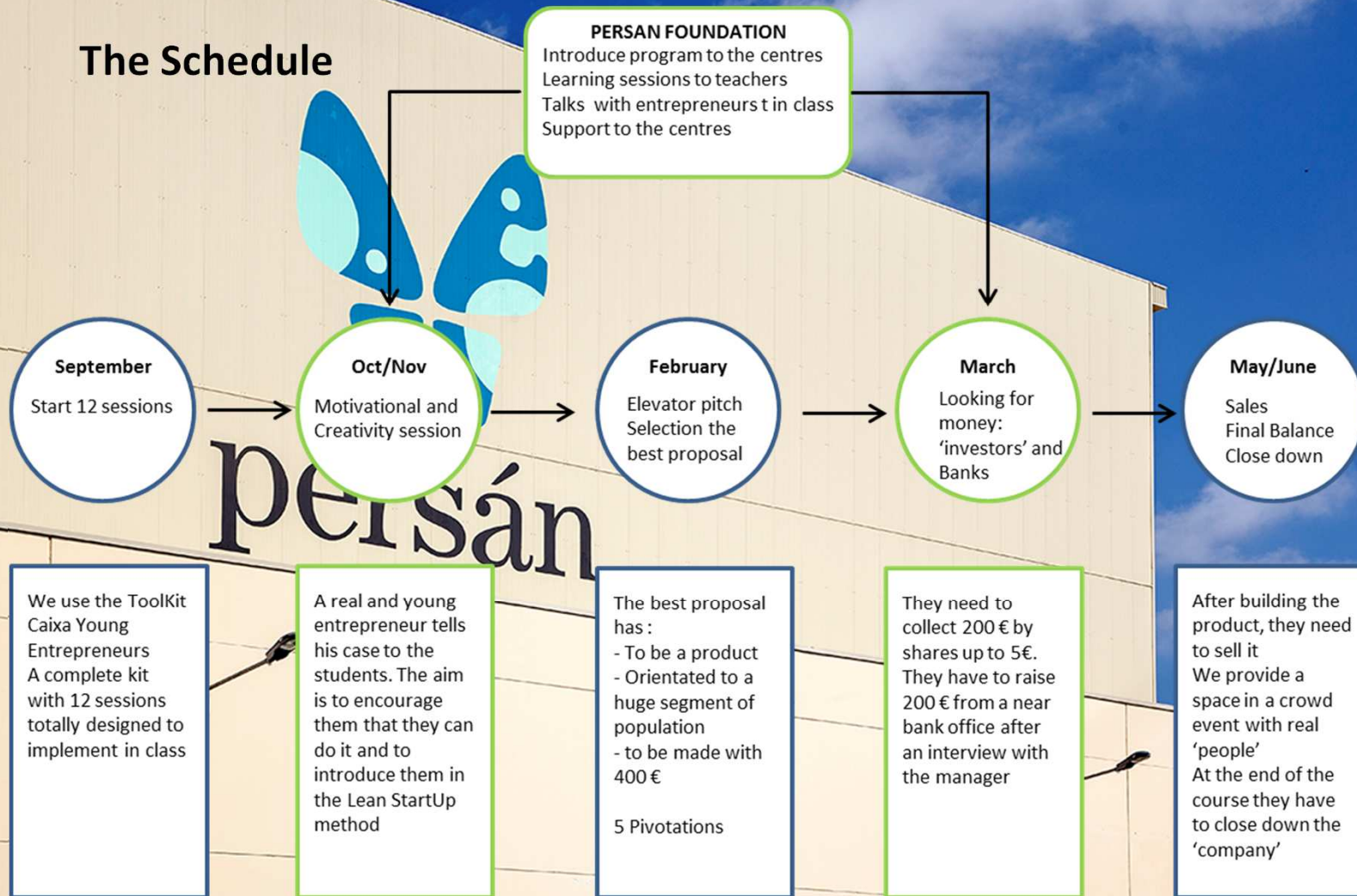
1. Andalusia has a population of 8,5 M people (18% of Spain's population). It is the biggest region.
2. It has 1 M unemployed people (unemployment rate 25,4% vs 16,4 %)
3. The (16-34) unemployment rate is near 55%
4. Low rate of companies (with workers) per inhabitants (1/17 people vs 1/14)* (*) Active population
5. Low dimension of companies (only 3,3% with over 10 employees)
6. Low culture of entrepreneurship: 36% of college students show interest in entrepreneurship (30% as civil servants)
7. Companies demand entrepreneurial workers to follow the exponential changes in the market
8. There are teachers who'd like to do it but they do not know how to go about it

Our proposal: Features

1. A program that takes places throughout the year
2. We cover both: theoretical and practical parts
3. With the collaboration of the entrepreneurial /business sector
4. All students experience a complete entrepreneurial activity: from the idea to the market and the closing down
5. There are activities inside and outside the classroom
6. Participants get training all the skills involved in entrepreneurship: self-autonomy, leadership, innovation and business abilities
7. The program include sessions to teach teachers about how to awaken entrepreneurial skills in their students
8. More than 20 centres/40 teachers/1000 students

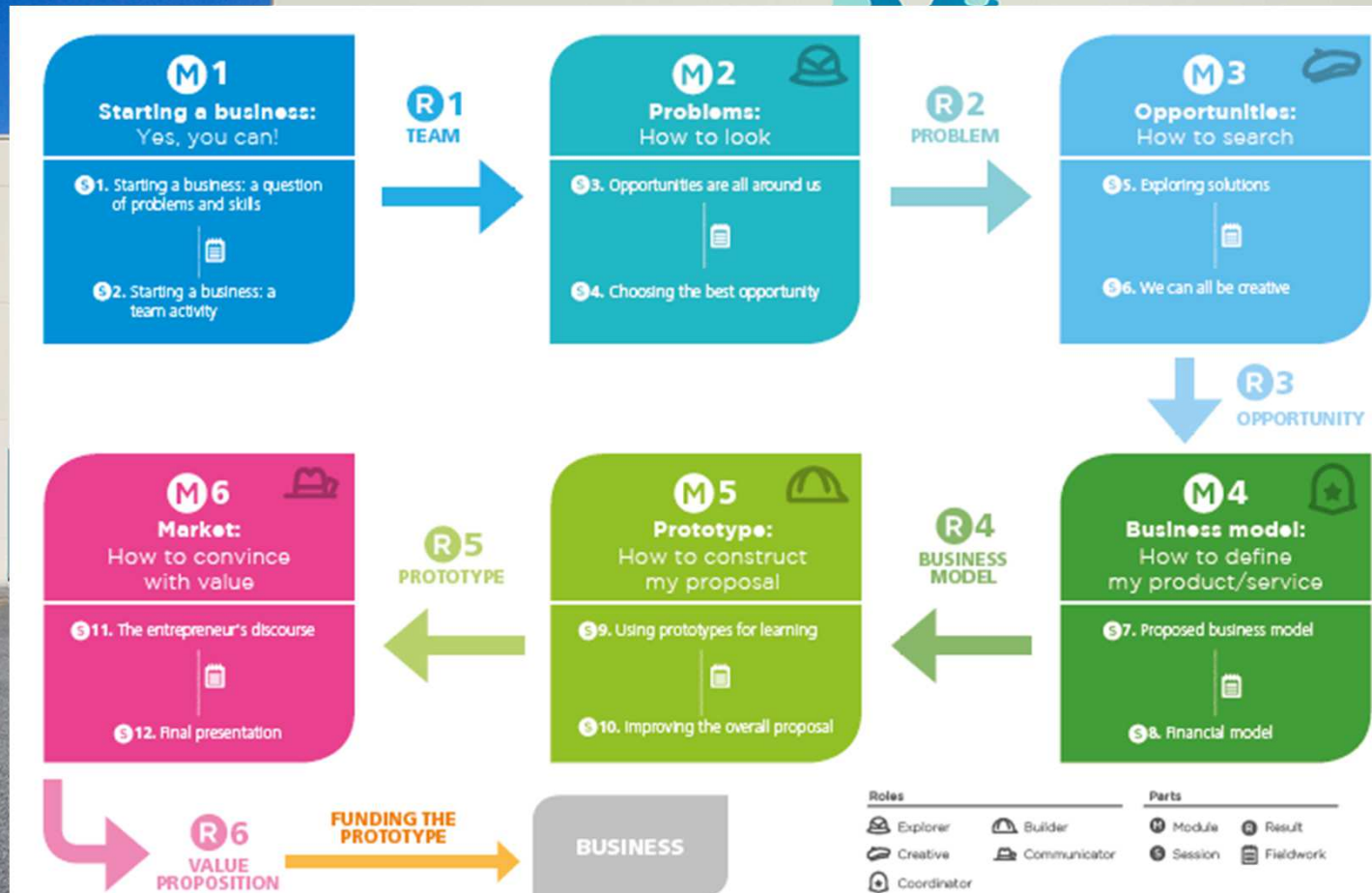
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The Schedule



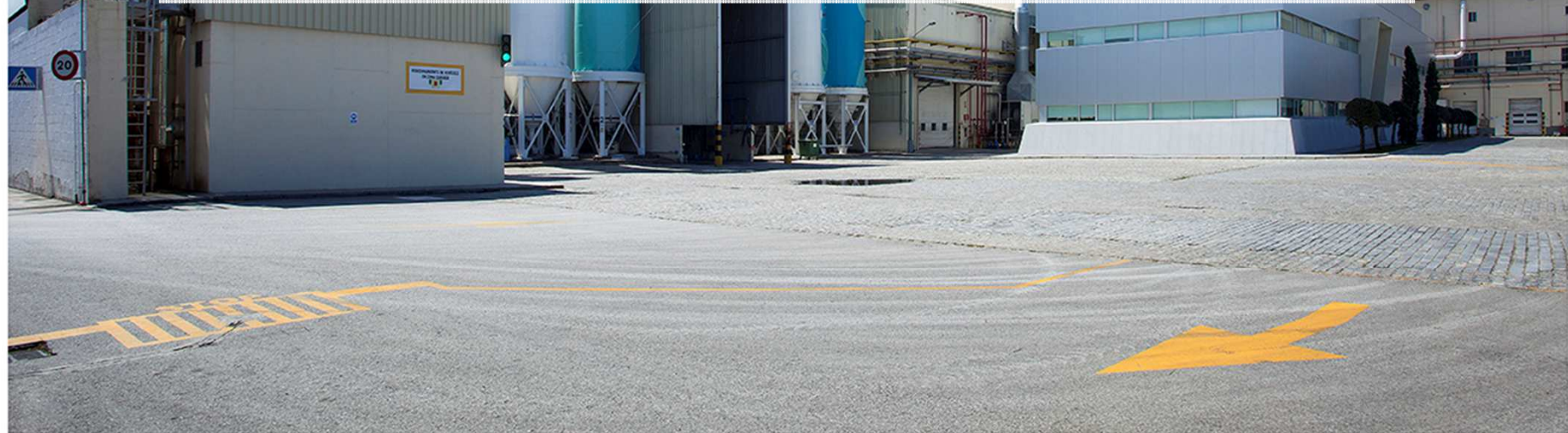
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First part: theoretical phase



Second part: Selecting the best proposal

1. The best proposal has :
 - To be a product
 - Orientated to a big segment of the population
 - To have a budget of 400 €
2. Pivots: at least 4/5 to involve all the students in the proposal
 - SCAMPER: Substitute, combine, adapt, modify, put another use,...
 - Zoom-in, Zoom out,...



Third part: Raising money

1. 'Investors' are needed to cover 200 €
 1. Up to 5 € per person
 2. They have to issue them with a certificate of their contribution
2. A group up to 5 people will be selected to go to the local bank branch
3. They have to prepare the interview
 1. Explain the problem
 2. Present the class proposal
 3. What they are going to do with the money (200 €)
 4. Explain the business plan: how much, how and when they are going to sell

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Forth part: lets go do it!

1. 3D Printing
2. Contact with suppliers
3. How to manage the money
4. To prepare sales teams: t-shirts, pitches,...
5. Sales plan inside the school and in their own environment
6. Sales in a real environment with real clients

Final part: the closing down

1. Final balance
2. When there are profits: introduction of CSR
3. When there are losses: how to face bankruptcy «meeting of creditors»
4. Final conclusions

Conclusions

1. There is little entrepreneurial culture rooted in our society.
2. The labour market needs workers with entrepreneurial skills: intra-entrepreneurs
3. These skills can not be taught as matters based on knowledge. It is necessary to «learn by doing»
4. This training process needs to be started from early on.
5. To assess the impact it is necessary to develop a specific evaluation system (pre-test, post-test)
6. There is a enrichment of educational system when there is a common task with the business sector/labour market (for all the educational community)

Thank you!

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