**O7 - Career guidance and entrepreneurship related to archaeological sites**

This guide will be separated in two sections: Career guidance and entrepreneurship. The first section will include all information regarding innovative occupations in relation to the archaeological sites and the respective studies that have to be followed in every partner country (guidance orientation).

The second section will include concrete steps for a start -up business process in each country. Schools project teams will choose and create virtual enterprises and they will follow a business plan.

Activities and tasks (All activities referred below will be implemented by 6 partner schools)

**O7/A1:** Schools will make a research for new jobs emerging from the archaeological sites – Studies that have to be followed in each country. All results will be on KF5 for open discussion between partners. They will interview EFAMES, UNIV Ca'Foscari, CDL, associated partners (Museums etc)

**O7/A2: Build a new enterprise**

Design an enterprise (Archaeological Enterprise Services for Youth).

Define the business plan (financial, sustainability plan strategies)

Create a first website for the enterprise. These sites will be connected to the main project website.

**O7/A3: Location and market research**

• Choose a good location for the enterprise thinking where the production and the sales are going to be done. Write down the main characteristics of the place where the enterprise will take place.

• Make a market study following these steps:

- What do we want to study; it’s necessary to define the enterprise priority; target; and the people that are going to buy our services.

- Make analysis of other enterprises that are offering similar services; how they are doing it, what they are offering, …

- Use Excel to study the sample and the objective population; use statistic data (IDESCAT) to extend the study and use reliable data to build the market study.

- Write an interview (not too many questions) thinking in what your are going to ask and how you are going to correlate the data.

- Collect and process the data (use Excel binary code yes/not = 1/0, and calculate unidimensional analysis and possible correlations).

- Calculate the per cent rates for each category

- Calculate the correlation rate between the different categories. If the correlation coefficient is next to 0, there is not correlation; if it’s next to 1, there’s a positive correlation between categories; if it’s next to -1, there’s a negative correlation.

- Write down the conclusions and make your decisions.

**O7/A4: Enterprise constitution**

• Choose the name you’re going to use

• Register your enterprise.

• Define your Enterprise legally depending on the amount of money, number of partners, …

• Look for a notary to make the required bureaucracy

• Check other needs like taxes, where you have to pay them, when, how, …

• Make the enterprise articles and register them legally

**O7/A5: Business definition**

• Define mission, vision, Enterprise values

• Describe the main services and the production

• Describe other services and products

• Look for your added values (what makes you different and more important).

• Make a little essay about your product and services, other services you can offer, your Enterprise values and added extra values.

**O7/A6: Business target**

Define the target group: people who are going to buy your products and services: young persons that are only on holidays, schools, secondary schools, universities, municipal youth services, etc.

**O7/A7: Production**

Economical study to fix the prices. For each product/service define: Added value, cost, elapsed time producing, competition prices, forecast purchase and price

**O7/A8: Enterprise organization - Human Capital**

• Draw the organization diagram and the tasks everyone has to do

• Salaries for everyone

• Working schedule

New skills needed and creation of new job profiles integrating technology, sustainability, culture, archaeology, history and modern style of life.

**O7/A9: Marketing plan**

DAFO study and other studies (Weaknesses, Threats, Strengths, Opportunities, Deal, Maintenance, Advantages, Corrections)

• Marketing strategies:

A.- Product: define your product, the trade mark, logo, slogan, …

B.- Price: the price you are going to sell it and if it’s going to have discounts.

C.- Distribution-Promotion: how you are going to distribute it (mass media, newspapers, social nets, …)

**O7/A10: Operations plan**

Economical and financial plan.

• How much money do you need to start, how can you finance your business?

• Taxes. How much money do you need?

**O7/A11: Final product**

Local schools will cooperate in collecting all documents and images to write the outputs (one in every country in the mother language)

**O7/A12:**A translation service will translate the output in English, Greek, Italian and Catalan/Spanish.

**O7/A13:** A publisher will make all actions for publishing the book.

**O7/A14:** KPEK will transform the books to e-books.