



Analysis of existing ICT tools and their improvement towards the ideal.

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Provincia di Pesaro e Urbino



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Acronyms

DB – Database

BPS – Business Plan Software

EBS – Education Business Simulator

1 INTRODUCTION

As recommended by the European Commission into the “Entrepreneurship2020 Action Plan”, national strategies need to be adopted for **promoting entrepreneurship among young people** as for example entrepreneurship competences, **in order to revolutionize the culture of entrepreneurship and create a more supportive environment for entrepreneurs to grow and thrive**. To facilitate the development of entrepreneurial skills and culture among youngsters, it’s necessary to elaborate and promote the ideal and most effective entrepreneurial learning methodologies and tools.

The TEEN project contributes to the EU strategy through the following activities:

- A survey on the current spread of entrepreneurial culture among young people, analyzing the opportunities for the development of skills and the organizations that implements strategies and tools in each participating country;
- A definition regarding characteristics of technological tools currently used in each country for the development of entrepreneurial culture and skills among youngsters and the main results already produced by their use;
- A comparison in terms of strategies/tools used in different countries and the identification of the best ICT tools, suggesting possible improvements and choosing the best practices to transfer.

The final report summarizes the main results of TEEN project.

The first section deals with the surveys and analysis on entrepreneurial culture and ICT tools used for developing skills in this field.

The second section is focused on the three most useful and used categories of ICT tools (**Database**, **Business Plan Software** and the **Education Business Simulator**) in each partner country.

In the third section partners identified the main features of the ideal tool in each category.

The last section is dedicated to the best existing ICT tools for each category (**DB**, **BPS**, **EBS**), comparing the main features of each tool with the ideal ones and suggesting possible improvements.

2 SURVEYS' RESULTS

This section summarizes the main contents of the surveys and research realized, preparatory to the final results of the TEEN project

2.1 1st Survey “Diffusion of entrepreneurial culture and opportunities supporting business creation” - April 2014

2.1.1 Objective

The aim of the survey is the collection of data and information about diffusion of entrepreneurship culture and opportunities that support self-employment and new businesses creation in each countries.

More specifically:

1. description of the profile of the institutions that promote entrepreneurial skills and attitude among young people;
2. identification of the strategies used by these organizations to promote and support entrepreneurship: How they operate? How they are organized? Which activities/tools they are using?

2.1.2 Target group

Institutions that develop activities to promote an entrepreneur attitude with groups between 18 to 30 years old.

Sectors:

- Public
- Education
- Business

2.1.3 Results

From data analysis (66 valid questionnaires) it is possible to summarize the following results:

1. the sample covers all types of entities, and 50% are from business area;
2. small and large organizations have the same weight in the sample;
3. in terms of geographical scope and target groups the sample is balanced;
4. most have specialized structures to support and promote entrepreneurship;
5. those structures are small (less than 5 people per team) and young (less than 10 years old);
6. most have formal procedures to guide their activity (ex: roadmaps and operational plans);

7. the majority regularly monitor its activity;
8. the main source of entities' funding is public;
9. the entities recognized all the activities presented in the questionnaire and the results for each one are balanced;
10. the preferred communication channel is web tools (site and social networks);
11. the majority of the entities work in a network basis, involving external partners, mainly from the business area;
12. all the ICT tools presented were considered important and very important;

Apparently, there isn't deep differences in the *modus operandi* within the entities. None of the activities or ICT tools listed spotlight from the others.

2.2 2nd Survey "Entrepreneurial spirit and skills among young people" - June 2014

2.2.1 Objective

The aim of the survey is:

1. to describe the profile of young people and their knowledge on entrepreneurship;
2. to identify the best ICT tools that young people use to gain entrepreneurial skills and/or develop business ideas.

2.2.2 Target group

Target groups are:

- young entrepreneurs (18 to 30 years old) who started their own business in the last 3 years;
- young people who are professionalizing in entrepreneurial thinking (who has an intention to be entrepreneur; who has developed an idea; who has written a business plan).

2.2.3 Results

From data analysis it is possible to summarize the following results:

1. males dominate the sample of the survey;
2. respondents are highly educated;
3. 65% of the respondents have either developed their first business in last 3 years (30%) or students having entrepreneurial intentions (35%);
4. majority of the respondents have first contacted with the idea of being an entrepreneur during their studies and/or training (38%). Individual research and/or motivation follow that finding (25%). Coming from a family who runs a business is the third reason of involving entrepreneurial thinking (17%);
5. majority of the respondents has developed a business idea before (63%);

6. “web communities” is the most used ICT Tool of all and “E-learning” is the second most used one, followed by “educational business simulators”. “Crowd funding platforms” is the least used one, and also those platforms are unknown;
7. business plan software is known by the respondents but they don’t prefer to use them;
8. according to the findings, “web communities” and “e-learning courses” are important because of their ease of use and accessibility;
9. findings reveal that “data bases for market research” and “educational business simulators” are important because of their usefulness.

The survey shows that the “first contact with the idea of entrepreneurship” mostly occurs during school and training. The knowledge of ICT tools and the importance of their functions should be more mentioned during entrepreneurial trainings. It seems that more practice needed for their efficient and effective usage.

2.3 3rd Survey “Digital Tools for Entrepreneurial skills” - September 2014

2.3.1 Objective

The aim of the survey is to identify, within the sample as a whole and for each country involved, which ICT tools are the most used to teach entrepreneurial skills and the reasons behind these choices.

Moreover, the study try to identify which tools are the most important in the three stages of a business creation.

2.3.2 Target group

Target groups are:

- Teachers and lecturers
- Coaches
- Experts, counselors and trainers who have run a business.

2.3.3 Results

The main results of the analyses are:

1. e-book, e-learning, business plan software and data base for market research are the most frequently used tools in teaching;
2. scientific platforms, innovation platforms and crowd funding platforms are used the least in teaching;
3. data base and profile evaluation are considered to be the most useful ICT tools during the ideation phase; crowd funding is considered the least useful;

4. business plan and data base are considered to be the most useful ICT tools during the proof of concept and scaling up phases; scientific and knowledge platforms are regarded as least useful;
5. the instrument which cross-culturally turns out to be the most useful in all the phases of startup is business plan software;
6. no real ICT tool is included in the most used tools in each of the individual phases.

The comparison of the results of the present study with the previous one on common fields of investigation reveals two different points of view, probably due to variations in target group and age of respondents.

3 ANALYSIS OF MOST USEFUL EXISTING ICT TOOLS

On the basis of the results of the previous surveys, partners of TEEN project selected the most useful tools for the three phases of the entrepreneurship roadmap (Ideation, Idea Proof of Concept and Idea Scale up) are:

- Data base for market research
- Business plan software
- Educational business simulators

In the 4th Survey each partner was challenged to evaluate how to apply each tool in their countries, interviewing experts in the field of consulting, business creation and teaching in educational paths of young business creation.

The interviews were made by telephone or by face to face meeting.
Each partner prepared a country report.

The present section summarizes the results concerning the investigated ICT tools.

3.1 Database

3.1.1 Basic information

Purpose of using DB Software

Many different responses were highlighted in connection with the purpose behind using **DB** technology by respondents. Probably the most important is that the main reason for those justified in utilising this software tool is access to economic and statistical data and information for analysis and dissemination that consequentially allows the user the opportunity to conduct market research the subsequent analysis for which can be used for strategic business decisions in addition to researching and defining competitors whilst simultaneously observing and keeping abreast of market trends.

Not with standing the above it is also obvious that this tool is significant in relation to the teaching of market research in institutions and used widely in relation to the development of analysis of new idea especially in relation to the business sector.

Type of Data

This is clearly wide ranging dependent on user however the main areas that are highlighted indicate and favour companies and the business sector followed by the economy and for the comparison of market share and indication of market trends. Some respondents indicated that they used this tool demographically specific.

Reach

The results of the survey point to the fact that 37 **DB** (44%) software are used Nationally, 14 (16,6%) are implemented at a local or regional level whereas 35 (41,6%) are available internationally.

In several instances however some are not available in the public domain. Survey results indicate that almost 50% are free of charge and 50% have an access fee.

Language

Some Data Base tools are demographically specific and use national language whilst approximately 50% are in English.

3.1.2 List of Databases

In this section all databases analyzed in the 4th survey by all partners are listed, with main and practical characteristics.

Table 2.1: List of Databases

	DB	country	Type of data	Reach	Costs	Language	Web page address	Other information
1	Msaccess Mysql	NL	Business sector	International	Access fee	English	Installation program	=
2	MKB	NL	Companies	National	Free	Dutch	www.mkb.nl	=
3	Excel	NL/SI	Economic	International	Access Fee	All, depends on country	Microsoft, installation program	=
4	KVK	NL	Companies	National	Free	Dutch	www.kvk.nl	=
5	Oracle	NL	Market trends	International	Access fee	English	Installation program	=
6	EINFORMA	ES	Business sector	International	Access fee	Spanish	http://www.einforma.com/	5 Free Business Reports
7	INE	ES	Demographic	National	Free	Spanish, Portuguese, English	http://www.ine.es/ ; http://www.ine.pt/xportal/xmain?xpid=INE&xpgid=ine_main	Requires practical knowledge
8	SABI	ES	Companies	National	Free	Spanish	http://ubucat.ubu.es/	=
9	CÁMARA DE COMERCIO	ES	Companies	Local	Access fee	Spanish	http://www.camaraburgos.com/contenido	=
10	AXESOR	ES	Business sector	International	Access fee	Spanish	http://www.axesor.es/	5 Market Profile free
11	FBBVA	ES	Business sector	International	Free	Spanish	www.fbbva.es/	=
12	Red Pyme	ES	Business sector	National	Free	Spanish	http://www.redpymes.org.ar/	=
13	BANCO DE ESPAÑA	ES	Economic	National	Free	Spanish	http://www.bde.es/bde/es/	=
14	Bolsa de Madrid	ES	Market share	National	Free	Spanish	www.bolsamadrid.es/	=
15	Ministerios	ES	Market share	National	Free	Spanish	http://www.minetur.gob.es/es-ES/Paginas/index.aspx	=
16	Access	SI	Economic	International	Free	All, depends on country	Microsoft	=
17	BIZI.SI	SI	Business sector	National	Access fee	English, German, French	http://ec.europa.eu/eurostat	=
18	Eurostat	SI/PT	Business sector	International	Free	English, German, French	http://ec.europa.eu/eurostat	=
19	Internal DB	SI	Business sector	Local	Free	All, depends on country	=	=
20	IPIS	SI	Market share	National	Access fee	Slovenian	http://www.ipis-mm.si/	=
21	Oracle	SI	Business sector	Local	Free	all, depends on country	=	=
22	Računovodja/Accountant	SI	business sector	Local	Access fee	Slovenian	http://www.racunovodja.com/	=
23	SAP	SI	business sector	Local	Free	all, depends on country	=	=

24	SPSS	SI	Business sector	Local	Free	English	http://www-01.ibm.com/software/si/analytics/spss/	=
25	SURS/STAT.SI	SI	Business sector	National	Free	Slovenian, English	http://www.stat.si/; http://www.stat.si/eng/index.asp	=
26	WIPO - Patents	SI	Business sector	International	Free	English and some others	http://www.wipo.int/portal/en/index.html	=
27	AJPES	SI	Business sector	National	Free	Slovenian, English, Italian, German	http://www.ajpes.si/; http://www.ajpes.si/?language=english; http://www.ajpes.si/?language=italian; http://www.ajpes.si/?language=german	you have to pay if you need some financial data
28	Cobiss	SI	Business sector	International	Access fee	Slovenian, English	http://www.cobiss.si/; http://www.cobiss.si/cobiss_eng.html	=
29	GVIN	SI	Business sector	National	Access fee	Slovenian	http://www.gvin.com/index.php/storitve/gvin-paketi/	=
30	Bancomail	IT – PU / IT SICILY	Business sector	International	Access fee	Italian	http://www.bancomail.it	The price is defined by the number of mail address
31	lince cerved	IT - PU	Companies	National	Access fee	Italian	https://www.cerved.com	=
32	creditreform	IT - PU	Economic	International	Access fee	Italian, English, French, German, Spanish	www.creditreform.it	=
33	Istat	IT – PU / IT - SICILY	Economic	National	Access fee	Italian, English	http://www.istat.it/it/prodotti	=
34	D&B		Companies, economic	International	Access fee	Italian, English	www.dnb.it ; http://www.dnb.com/	Wide range accuracy, continually updated
35	mergermarket	IT - PU	Companies	International	Access fee	English	www.mergermarket.com	=
36	Euromonitor	IT/PU/UK	Business sector	International	Access fee	English	www.euromonitor.com	=
37	aida	IT - PU	Companies	National	Free	Italian, English, French,	www.agenziadoganemonopoli.gov.it	=
38	Turkish Statistical Organization	TR	Economic	International	Free	Turkish	www.tuik.gov.tr	=
39	Turkish Ministry of Tourism Website	TR	Business sector	International	Free	Turkish	www.kultur.gov.tr	=
40	Proquest	TR	Business sector	International	Access fee	English	www.proquest.com	=
41	World Bank Doing Business	TR	Economic	International	Free	English	www.doingbusiness.org	=
42	EEN	IT - SICILY	Market trends	International	Access fee	English	http://een.ec.europa.eu	=

43	Espacenet	IT - SICILY	Economic	International	Free	English	http://www.epo.org/searching/free/espacenet.html	=
44	Kompass	IT - SICILY	Companies	National	Access fee	Italian	www.compass.it	=
45	Facebook	IT - SICILY	Market share	International	Free	Multilanguage	www.facebook.it	=
46	UIB	IT - SICILY	Companies	National	Free	Multilanguage	http://www.uibm.gov.it	=
47	WIPO	IT - SICILY	Market trends	National	Access fee	Multilanguage	http://www.wipo.int/portal/en/index.html	=
48	Atlante della competitività	IT - SICILY	Economic	Local	Free	Italian	http://www.unioncamere.gov.it/Atlante/	=
49	LinkedIn	IT - SICILY	Business sector	International	Free	Multilanguage	www.linkedin.it	=
50	arca	IT - SICILY	Business sector	Local	Free	Italian	Private database	Arca data base is private data base make by ARCA: University of Palermo Business incubator
51	UIBM	IT - SICILY	Market trends	National	Access fee	Multilanguage	http://www.uibm.gov.it	=
52	REF	IT - SICILY	economic	National	Access fee	Italian	www.ref.it	=
53	Twitter	IT - SICILY	Market share	International	Free	Multilanguage	www.twitter.com	=
54	Small Business Act	IT - SICILY	Companies	National	Access fee	Italian	http://www.pmi.it/tag/small-business-act	=
55	Consodata	IT - SICILY	Companies	National	Access fee	Italian	http://www.consodata.it	=
56	Youtube	IT - SICILY	Market share	International	Access fee	Multilanguage	www.youtube.it	=
57	Economyup	IT - SICILY	Economic	National	Free	Italian	http://www.economyup.it	=
58	Nielsen	IT - SICILY	Market trends	International	Access fee	Italian	http://www.nielsen.com/it/it.html	=
59	Flickr	IT - SICILY	Market share	International	Free	Multilanguage	www.flickr.com	=
60	GUS - Main Statistical Office	PL	economic	International	free	Polish, English	www.stat.gov.pl	=
61	CEIDG – Central Evidence and Information Business	PL	Economic	National	Free	Polish, English	www.ceidg.gov.pl	=
62	NCBIR National Center for Research and Development	PL	Business sector	National	Free	Polish, English	www.ncbir.pl	=
63	PARP Polish Agency for Entrepreneurs and Development	PL	Business sector	National	Free	Polish, English	www.parp.gov.pl	=

64	ISAP Justice Laws Website	PL	Business sector	National	Free	Polish	www.isap.sejm.gov.pl	=
65	Business Angels' Guild	PL	Business sector	National	Free	Polish, English	www.aniolybiznesu.org	=
66	COFACE	PT	Economic	International	Access fee	Portuguese	http://www.coface.pt/	Ability to establish and monitor relationships between and among differing stakeholders.
67	Steveblank.com	PT	Market trends	International	Free	English	http://steveblank.com/	Data analysis; Application exemplars, case studies, advice.
68	CIMT	PT	Demographic	Local	Free	Portuguese	http://www.mediotejo.pt/	Requires practical knowledge
69	PORDATA	PT	Economic, market research sector information – companies information	International	Free	Portuguese, English	http://www.pordata.pt/	Wide range accuracy, in depth data and easy to extract.
70	AEP	PT	Economic, macro analysis of market research	National	Access Fee	Portuguese, English	http://www.aeportugal.pt/	Comprehensive data and wide ranging
71	AICEP	PT	Economic, market research sector information into companies.	International	Free	Portuguese, English, Spanish	http://www.portugalglobal.pt/PT/Paginas/Index.aspx	Rich variety and scope of data, easy to extract.
72	informa D&B	PT	Companies, macro analysis market research	National	Free	Portuguese	https://www.informadb.pt/idbweb/	Wide range, comprehensive data
73	B-on	PT	Market trends	International	Access fee	Portuguese, English	http://www.b-on.pt/	=
74	E-Inforna	PT	Companies	National	Free	Portuguese	http://www.einforma.pt/	=
75	ACAP	PT	Business sector	National	Free	Portuguese	http://www.acap.pt/pt/home	=
76	White Pages	PT	Companies	National	Free	Portuguese, English	http://www.pbi.pai.pt/	=



77	Venture navigator	UK	Companies	National	Free	English	No longer live	Ceased November 2014
78	HE Academy MELT	UK	Business sector	National	Access fee	English	Only available to universities in UK	=
79	CRM (Internal)	UK	Companies	Local	Access fee	English	Company specific internal database only	=
80	TrustonTrack (internal)	UK	Companies	National	Access fee	English	Company specific internal database only	=
81	West Lothian Council	UK	Companies	Local	Access fee	English	Only available to local council users	=
82	FAME	UK	Companies	National	Access fee	English	https://fame.bvdinfo.com/version-201525/Home.serv?product=fameneo	=
83	UK Dataservice	UK	Companies	National	Access fee	English	http://ukdataservice.ac.uk/	=
84	SCOTBIS On line	UK	Companies	International	Free	English	http://scotbis.nls.uk/index.cfm	=

3.2 Business Plan Software

3.2.1 Basic information

Purpose of using Business Plan Software

It is widely acknowledged by those surveyed that the purpose of using **BPS** is primarily for the development of ideas to indicate if an individual's business plan is marketable, to test the strengths and weaknesses of a prospective business concept and to assess risk. In addition to this **BPS** aids in developing clear structured marketing stratagems based on the business concept whilst helping to provide opportunities to individuals in preparing forecasts based on SWOT analysis.

Guidelines

With one exception all **BPS** have guidelines on how to operate the software effectively.

Cost

Survey results indicate that almost 50% are free of charge and 50% have an access fee.

Language

Some **BPS** are demographically specific and use national language whilst approximately 50% are in English.

3.2.2 List of Business Plan Software

In this section all business plan software analyzed in the survey by all partners are listed with main and practical characteristics.

Table 2.2: List of Business Plan Software

	BPS	country	Guideline	Costs	Language	Web page address	Other information
1	MS Office	NL/IT – PU	No	Access fee	English	Installation program	=
2	Palo Alto	NL/IT – PU	Yes	Access fee	English	Installation program	=
3	Rabobank Startproof Businessplan	NL	Yes	Free	Dutch	www.rabobank.nl	=
4	Easy start	NL	Yes	Access fee	Dutch	www.easystart.nl	=
5	Firm Focus	NL	Yes	Free	Dutch	www.firmfocus.nl	=
6	CEEI	ES	Yes	Free	Spanish	http://ceeiburgos.es/	=
7	emprenderural.es	ES	Yes	Free	Spanish	http://www.emprenderural.es/	=
8	DIGEPYME	ES	Yes	Free	Spanish	http://www.ipyme.org/es-ES/Paginas/Home.aspx	=
9	La caixa	ES	Yes	Free	Spanish	http://www.microbanklacaixa.com/	=
10	Creatuplandenegocio	ES	Yes	Access fee	Spanish	http://tuplandenegocio.es/	=
11	Sodebur	ES	Yes	Free	Spanish	http://www.sodebur.es/es/burgos/	=
12	plannegocio.com	EN	Yes	Access fee	Spanish	www.plannegocio.com	=
13	Enisa	EN	Yes	Free	Spanish	Http://www.enisa.es/	=
14	infoautonomos.com	EN	Yes	Free	Spanish	www.infoautonomos.com	=
15	BP TP LJ	SI	Yes	Free	Slovenian; English	http://www.tp-lj.si ; http://www.tp-lj.si/en	=
16	Tovarna podjetmov MB	SI	Yes	Free	Slovenian	http://www.tovarnapodjemov.org/	=
17	Slovene Enterprise Fund (SPS)	SI	Yes	Free	Slovenian; English	http://www.podjetniskisklad.si/ ; http://www.podjetniskisklad.si/home.html	=
18	IRP	SI	Yes	Free	Slovenian, Croatian	http://www.interino.org/?lang=sl ; http://www.interino.org/	=
19	Enloop	IT-PU	Yes	Access fee	English	www.enloop.com	=
20	BP Plans	IT-PU	Yes	Free	English	www.bplans.com	=
21	Business plan Pro	IT – PU/TR	Yes	Access Fee	English	www.businessplanpro.com	=
22	Paramond	IT-PU	Yes	Access fee	Italian	www.paramond.it	=

23	Planware	IT-PU	Yes	Access fee	English	www.planware.org	=
24	Live Plan	TR	Yes	Access fee	English	http://www.liveplan.com	=
25	Plan Magic Business	TR	Yes	Access fee	English	http://www.planmagic.com	=
26	Cloud Finance	IT – Sicily	Yes	Access fee	English	www.cloudfinance.com	=
27	Top Use	IT – Sicily	Yes	Access fee	English	http://www1.salary.com/Top-Business-Development-Executive-salary.html	=
28	Getapp	IT – Sicily	Yes	Access fee	English	http://www.getapp.com/?camp=adw_search&gclid=CjwKEAiA8_KIBRD9z_jl_fk	=
29	GTPlan	PL	Yes	Access Fee	Polish	www.gtplan.com	=
30	iBiznesPlan	PL	Yes	Access fee	Polish	www.biznesplan.com.pl	=
31	iPlan3000	PL	Yes	Access Fee	Polish	www.c-tech.com.pl	=
32	IPN	PT	Yes	Free	Portuguese	https://www.ipn-incubadora.pt/si/incubadora/getDetalhesDocumento.do;jsessionid	=
33	IAPMEI	PT	Yes	Free	Portuguese	http://www.iapmei.pt/iapmei-mstplartigo-01.php?temaid=108&msid=12	=
34	Canvas	PT	Yes	Free	English	http://www.businessmodelgeneration.com/canvas/bmc	=
35	NISI	PT	Yes	Access fee	English, Spanish	http://www.nailthenscale.com	=
36	Business Gateway	UK	Yes	Free	English	http://www.bgateway.com/business-guides/first-steps/business-plan-template	=
37	Princes Trust	UK	Yes	Access restricted only to specified users	English	Not available except to participants on Princes Trust programme	=

3.3 Education Business Simulator

3.3.1 Basic information

Purpose of using Education Business Simulation Software

It is widely acknowledged by all those surveyed that the purpose of **EBS** as utilised by institutions and individuals alike equates to experiential learning situations providing those with knowledge on how to develop a business enterprise and to provide a real-life scenario in relation to becoming an entrepreneur.

Type of simulator and accessibility

The result of those surveyed has indicated that almost 50% of **EBS** are business creation and management software platforms whereas the remainder accounted for business creation game simulators and, in addition in terms of accessibility again almost 50% are accessible to individuals whereas the remainder are utilised through institutional networks. And with the exception of two Italian **EBS**, in relation to guidelines on use, this is a feature included with all software packages. Several **EBS** are only available demographically e.g. Emprederural (Sp) and Scale2Skill (NL) and are not available globally.

Language

Demographically many **EBS** software systems are utilised in national, local and regional market places that use indigenous language and approximately 50% include English.

3.3.2 2.3.2 List of Education Business Simulator

In this section all Education Business Simulator analyzed in the survey by all partners are listed with main and practical characteristics.

Table 2.3: List of Education Business Simulator

	EBS	country	Type of ...	Accessibility	Costs	Language	Web page address	Other information
1	Cesim	NL	Business creation and management simulator	Educational Institutions only	Free	English	www.cesim.nl	,
2	Scale2Skill	NL	Business creation simulator that is an instrument to measure entrepreneurial skill set.	Educational institutions and some companies (not widely available)	Access fee	Dutch, English	No online access	,
3	Ikgastarten	NL	Business creation simulator that is a teaching tool to help map out and create business	Individuals	Free	Dutch	www.ikgastarten.nl	,
4	Managementsite.nl	NL	Business creation and management	Individuals	Free	Dutch	www.managementsite.nl	,
5	Entrepreneurial Simulation: The startup game	NL	Business Creation	Institutions	Access Fee	English	No online access	,
6	emprenderural.es	ES	Business Creation and management simulator	Individuals	Free	Spanish	http://www.emprenderural.es/evaluacion/test-del-emprendedor	,
7	Canvas	SI	Business Creation	Individuals	Free	Mostly English	None	,
8	The Startup Game	IT-PU	Business Creation and Management Simulator	Institutions	Access fee	English	https://cb.hbsp.harvard.edu	,
9	The Business Game	IT-PU	Management game simulator	Individuals	Access Fee	Italian, English	http://www.thebusinessgame.it/	, ,

10	Webratio	IT-PU	Management simulator	Individuals	Free	Italian, English	www.webratio.com	,
11	Live Plan	IT-PU	Management simulator	Institutions	Access fee	English	www.liveplan.com	,
12	Harvard Business Simulator	TR	Management Game Simulator	Institutions	Free of Charge, Licence required, Authorised faculty access necessary	English	http://hbsp.harvard.edu/	,
13	Powersim	TR	Management Simulator	Institutions	Access Fee	English	http://www.powersim.com/main/business-simulation/	,
14	Business Smart	IT-Sicily	Business Creation Simulator	Individuals	Access Fee	Italian	http://www.smartbusinesslab.com	=
15	Problem Setting	IT-Sicily	Management Simulator	Institutions	Access Fee	Italian	http://www.problemsetting.it/pages/definizioni.htm	=
16	Jpconsulting	IT-Sicily	Management Simulator	Individuals	Access Fee	Italian	http://www.job-work.it	=
17	MarketPlace	PL	Business Creation and management Software Simulator game	Institutions	Free	Polish	www.marketplace.pl	=
18	Symulator Biznesu-Business Simulator	PL	Business Creation and management Software Simulator game	Individuals	Free	Polish	www.symulator-biznesu.pl	=
19	ADONIS	PL	Business Creation and Management Simulator	Individuals	Access Fee	Polish	http://www.boc-group.com/pl/produkty/adonis/	=
20	SIM Venture	UK	Business Creation and Management Simulation Software Game Platform	Institutions	Access/License Fee	Various languages	http://simventure.co.uk/index.php	,

4 THE IDEAL TOOL

In this section an analysis of the 4th interview's results will be discussed, paying special attention to the opinions collected on the ideal tools (**DB**, **BPS**, **EBS**), to understand which features are the most important when we talk about an ideal Database, an ideal Business Plan Software or an ideal Educational Business Simulator¹.

4.1 The Ideal Database

The table contains all features that an ideal **Database** should have according to interviewees, organized by frequency (from the feature most requested for an ideal database to the ones less important). Possible notes and comments made regarding to these features are also reported. All statements can be divided into 5 main subjects, with a ranking from 1 till 5.

Ranking	Feature	Total	IT (P)	IT (S)	UK	NL	TR	ES	SL	PL	PT
1	User Friendly	92	8	24	5	5	6	10	16	9	8

Note! "User Friendly" covers the following characteristics that were included in responses.

- Easy to use
- Easy to access
- Provides support
- Updates easily
- Easy to navigate
- Easy to share data
- Understandable
- Fast access to data
- Easy to select relevant data

Ranking	Feature	Total	IT (P)	IT (S)	UK	NL	TR	ES	SL	PL	PT
2	Low cost	75	6	9	3	0	2	1	12	5	0

Note! "Low cost" covers the following characteristics that were included in responses:

- Low price or reduced cost for repeated use (50% of responses)
- Free (50 %of responses)

Ranking	Feature	Total	IT (P)	IT (S)	UK	NL	TR	ES	SL	PL	PT
3	Data transfer ability and variety	65	6	8	3	0	2	13	11	10	12

Note! Regarding "Different data possibilities", statements that are also included are;

¹ The answers useful to elaborate this section were collected through an interview. A sentence could include more than one relevant answer. To get the best possible impression of the vision on these instruments by the interviewees, each answer was analyzed and divided into multiple input (if necessary).

<i>Transferability</i>	<i>Variety</i>
<ul style="list-style-type: none"> • That the data can be exported into the different format • Data reliability (systematic and/or as required upgrade) • Integrated with any other ICT tools and other applications • Opportunity to extrapolate • Shared with other DB 	<ul style="list-style-type: none"> • A lot of information • More comprehensive data and a wider range • More qualitative data • Variety of the data

Ranking	Feature	Total	IT (P)	IT (S)	UK	NL	TR	ES	SL	PL	PT
4	Attractive interface	23	0	14	2	3	0	0	3	2	0

Note! Regarding "Attractive interface", statements that are also included are;

- Attractive
- Clear
- Transparency

Ranking	Feature	Total	IT (P)	IT (S)	UK	NL	TR	ES	SL	PL	PT
5	Multi-lingual	9	0	3	1	0	0	0	5	0	0

Note! Regarding "Multi-lingual", statements that are also included are;

- Major languages
- Multi languages

Conclusion

As can be seen the most important feature of an ideal **DB** is the fact it is easy to use, secondly it should be free of charge, thirdly it should have different data possibilities, second last it should have a good look and feel and last but not least it should have different language options.

4.2 The ideal Business Plan Software

The table contains all features that an ideal **Business Plan Software** should have according to interviewees, organized by frequency (from the feature most requested for an ideal Database to the ones less important). Possible notes and comments made regarding to these features are also reported. All statements can be divided into 3 main subjects, with a ranking from 1 till 3.

Ranking	Feature	Total	IT (P)	IT (S)	UK	NL	TR	ES	SL	PL	PT
1	User friendly	24	6	0	0	3	3	7	4	0	1

Note! Regarding "User friendly", statements that are also included are;

- *Easy to use even in the starting phase of a business*
- *Easy to access*
- *Easy data input*
- *Intuitive*
- *Comprehensive*
- *Flexible*
- *Customization*

Ranking	Feature	Total	IT (P)	IT (S)	UK	NL	TR	ES	SL	PL	PT
2	Entrepreneurial guide	11	1	2	0	2	0	3	0	0	3

Note! Regarding “Entrepreneurial guide”, statements that are also included are;

- *Explanation about who should write the business plan*
- *Verify the need of the business idea*
- *Indicate which part of the business idea must be developed further*
- *Offering a market analysis in relation to the business concept*
- *Generate reports for stakeholders*
- *Robust*
- *Integrated*
- *Include milestones*
- *Include business model draw template*

Ranking	Feature	Total	IT (P)	IT (S)	UK	NL	TR	ES	SL	PL	PT
3	Free of charge	5	0	0	2	0	0	0	0	3	0

Note! Regarding “Free of charge”, statements that are also included are;

- *Free of charge*
- *Free*

Conclusion

The most important feature of ideal **Business Plan Software** is again the fact it is easy to use, secondly it should make a clear connection to starting a real business or entrepreneurship in general and finally it should be free of charge.

4.3 The ideal Education Business Simulator

The table contains all features that an ideal **Educational Business Simulator** should have according to interviewees, organized by frequency (from the feature most requested for an ideal Database to the ones less important). Possible notes and comments made regarding to these features are also reported. All statements can be divided into 3 main subjects, with a ranking from 1 till 3.

Ranking	Feature	Total	IT (P)	IT (S)	UK	NL	TR	ES	SL	PL	PT
1	Connection with entrepreneurship	9	0	0	0	5	2	0	1	1	0

Note! Regarding “Clear connection with entrepreneurship”, statements that are also included are;

- Realistic
- Prepare people to start their own business
- Cover all functions of a business
- Include modeling scenarios
- Include accurate market data

Ranking	Feature	Total	IT (P)	IT (S)	UK	NL	TR	ES	SL	PL	PT
2	User friendly	7	0	0	0	0	1	2	1	3	0

Note! Regarding “Easy to use”, statements that are also included are;

- Easy to access
- Easy to use
- Include collaborative option
- Understandable
- Comprehensive
- Flexible
- Easy to navigate

Ranking	Feature	Total	IT (P)	IT (S)	UK	NL	TR	ES	SL	PL	PT
3	Free of charge	4	0	0	0	0	1	0	0	3	0

Conclusion

As can be concluded from above mentioned data the most important feature of an ideal **Educational Business Simulator** is the fact it should made a clear connection with entrepreneurship, secondly it should be easy to use and finally it should be free of charge.

4.4 Final conclusion for DB, BPS and EBS

As can be seen the most important features of the above-mentioned tools can be ranked in general into 7 different elements (1 is the most important feature as we speak of an ideal tool regarding the three tools and 7 is still important but the least important features of an ideal tool regarding the three tools):

1. User friendly - Important for **DB, BPS, EBS**
2. Free of charge/low cost - Important for **DB, BPS, EBS**, but less important than *Easy to use*
3. Connection with entrepreneurship - Important for **EBS**
4. Data transfer ability and variety – Important for **DB**
5. Entrepreneurial Guide - Important for **BPS**
6. Attractive interface - Important for **DB**

7. Multilingual - Important for **DB**, but less important than *attractive interface*

Last but not least, it seems all interviewees have a far better idea about how their ideal Database should look like (264 opinions about the ideal database) in comparison to the Business Plan Software (40 opinions about the ideal software) and the Educational Business Simulator (20 opinions of the ideal simulator). As can be seen, the differences in opinions differ a lot in quantity.

5 TOWARD THE IDEAL TOOL

The first objective of this chapter is to identify the best existing ICT tools for the category (**DB**, **BPS**, **EBS**), comparing the main features of each tool observed during the 4th survey with the ideal ones, as highlighted in the chapter 3 of the report.

5.1 The best **DB**, **BPS** and **EBS**

Concerning the **DB**, the majority of respondents surveyed indicated that the ideal **DB** should be low cost and user friendly and that the interface should be attractive, straightforward to navigate. In addition it should have data transferability and variety.

Finally, another important characteristic is the provision of data and information in different languages.

In the previous chapter all these characteristics have been summarized in 5 categories:

1. User friendly;
2. Low cost;
3. Data transferability and variety ;
4. Attractive interface;
5. Multi-lingual.

All the answers of the respondents surveyed were analyzed with a view to ascertaining which tools meet all the requirements of the users.

The result is that about **21 DB among the 85** selected by partners during the survey seems to be closest to the ideal.

The Table 4.1 shows the strengths that make them the best **DB** but the most important weaknesses observed for each tool are also highlighted. It will be necessary to work on these aspects to significantly improve the quality of these tools and their effective contribution in the process of business creation.

Concerning the **BPS**, the majority of respondents surveyed pointed out that the ideal **BPS** should be user friendly, free of charge and guide entrepreneurs.

In the previous chapter all these characteristics have been summarized in 3 categories:

1. User friendly;
2. Entrepreneur guide;
3. Free of charge.

On the basis of these characteristics, **16 BPS** seems to be near the ideal tool (Table 4.2), but it would be necessary to change specific aspects of each one in order to improve their total quality and bring them really in line with all the requirements of the users.

For **EBS**, the people interviewed during the 4th survey indicated that the ideal tool has to be user friendly, free of charge and connect clearly with entrepreneurship.

All the features of ideal **EBS** have been grouped in the following order, highlighting them in order of relevance on the basis of the opinions of the respondents:

1. Connection with entrepreneurship;
2. User friendly;
3. Free of charge.

Comparing **EBS** with the ideal tool was particularly difficult due to its complexity.

In the Table 4.3 are listed **11 EBS** with their strengths and their weaknesses to improve but in this case the selection is particularly influenced by the personal point of view of the evaluator.

Table 4.1: Comparability table identifying weaknesses of the ideal DB

N	Country	Name of DB	Matching with ideal DB					Weaknesses
			User Friendly	Low cost	Data Transferability and variety	Attractive interface	Multilingual	
1	IT - PU	CREDITREFORM	easy to use	no	up date	=	yes	no free of charge; no qualitative data
2	IT - PU	D&B	easy to use	no	different data possibilities	=	yes	no free of charge; it's necessary the integration with other sources
3	IT - SICILY	UIB	easy to use	yes	up date	=	yes	
4	IT - SICILY	ISTAT	easy to use	yes	different data possibilities	=	only Italian	only Italian
5	TR	WORLD BANK DOING BUSINESS	easy to navigate; easy to use	yes	different data possibilities	=	only English	only English
6	TR	Database of Ministry of Culture and Tourism	easy to navigate; easy to use	yes	up date; reliable	=	only Turkish	only Turkish; data could be more detailed; support feature to improve
7	ES	FBBVA	easy to use;	yes	different data possibilities	=	only Spanish language	only Spanish language; no detail of market
8	ES	SABI	Easy to use, easy to navigate, easy to share data, understandable, fast access to data, easy to select relevant data	yes	updated	=	only Spanish language	only Spanish language; limited coverage; no banks; weekly limit for data downloading
9	PT	PORDATA	easy to use	yes	different data possibilities	=	yes	Few data about companies or sector
10	PT	AICEP	easy to use	yes	different data possibilities	=	yes	data treatment
11	NL	MKB	easy to use;	yes	up dated	=	only Dutch language	only Dutch language; Only for idea creation
12	NL	KvK	very easy to use, easy to access, easy to find and the info that is ask for is very logic as well	yes	up dated	=	only Dutch language	only Dutch language; no attractive interface

13	SI	EUROSTAT	easy to use	yes	different data possibilities	=	yes	=
14	SI	INTERNAL DB	easy to use	yes	different data possibilities	=	yes	local; internal use
15	SI	AJPES	easy to use;	yes	up date	=	yes	don't get all data for free
16	PL	GUS - Main Statistical Office	fast access to data;	yes	variety of data; reliable	=	yes	data may be not relevant to researcher's (needs the extensive amount of data may be confusing); lack of possibility to create crossed tables (using at least 2 variables)
17	PL	CEIDG - Central Evidence and Information of business	easy to navigate	yes	different data possibilities	=	yes	the bases should be connected to other base (e.g. GUS), lack of mobile application
18	PL	NCBIR - National Centre for Research and Development	easy to use;	ye	reliable; up date	=	yes	the bases should be connected - lack of mobile application
19	PL	PARP - Polish Agency for Entrepreneurship Development	easy to navigate; easy to use	yes	reliable; up date	=	yes	lack of mobile application
20	PL	Business Angels' Guild	easy to use;	yes	reliable	=	yes	lack of mobile application
21	UK	West Lothian Council	easy to use	no	different data possibilities	=	only English	no free of charge; only English; not always up to date

Table 5.2: Comparability table identifying weaknesses of the ideal BPS

N	Country	Name of BPS	Matching with ideal BPS			Weakness
			User friendly	Entrepreneur guide	Free of charge	
1	IT - PU	bpplans	=	Developing ideas; compiling and consulting; section technical, financial, market; complete	yes	no easy to use; standardization
2	IT - PU	business plan pro	=	developing ideas; financial planning; tailored to different stakeholders; change assumptions to obtain different scenario	no	no easy to use; no free of charge; no integrated with market database and financial database
3	IT - SICILY	cloudfinance	=	developing ideas; only section of finance; complete and ready to share information with all stakeholders	no	no easy to use; no free of charge; hard to use
4	IT - SICILY	getapp	=	developing ideas; only section of finance; complete and ready to share information with all stakeholders	no	no easy to use; no free of charge
5	TR	Business plan pro	easy to use; understandable	Only for teaching; section of scientific, intellectual property, financial forecast; complete; useful to prepare professional business plan; 500 complete sample of business plan; complete	no	no free of charge
6	ES	emprenderural.es	=	teaching and developing ideas; section of market, strategy, organization, financial, technical	yes	no easy to use
7	PT	IAPMEI	=	Guideline about business model development and about filling the tool	yes	Need of financial knowledge, Difficult to create multiple scenarios
8	PT	Canvas	=	Several web information available about the tool and business model development	yes	Difficult to create multiple scenarios
9	NL	Rabobank Startproof Businessplan	very quick; easy to use	good to really start your business; write your business plan on line; very quick	yes	some knowledge about entrepreneurship is required
10	NL	Firm focus	easy to use	download different business plan template; all info available via website	yes	no communication with other users; only in Dutch language

11	SI	entrepreneur Incubator Ljubljana	easy to use; flexibility; compatible with other ICT tools; easy to share	teaching, creating a business plan for all stages; developing and evaluation ideas; completely for bank	yes	problem is just access, you have to be the member
12	SI	Tovarna podjetnov MB	easy to use; easy to share	teaching, creating a business plan for all stages; developing and evaluation ideas; completely for bank	yes	problem is just access, you have to be the member; only Slovenian language
13	SI	SPS	easy to use	Project purpose; section of market; accepted by bank and all potential investors; it includes all relevant aspects for preparing a business plan	yes	Technical assistance to improve
14	PL	iBiznesPlan	export reports; easy to use; easy to navigate; format match	Teaching and develop ideas; information about costs; asset and liabilities; property; financing, external financing; economic and financial analysis; investment assessments; possibility of creating 16 years plans; standard options available; possibility to buy compatible programs for creating long term business plans and strategic analysis	no	no free of charge
15	PL	iPlan3000	easy to use; format match the requirement of stakeholders; export report	Teaching and developing ideas; possibility of planning and budgeting; financial modeling	no	no free of charge; no easy to use
16	UK	Business Gateway	easy to use	developing ideas and preparing for funding applications; section of strategy and financial	yes	financial reports are basic and not easy to change

Table 6.3: Comparability table identifying weaknesses of the ideal EBS

N	Country	Name of EBS	Matching with ideal EBS			Weakness
			Connection with entrepreneurship	User friendly	Free of charge	
1	IT - PU	the start up game	simulation of enterprise creation; began to think in an optical of business; try to understand the market and its contests; understand the dynamic about drive strategic decisions	very easy; intuitive; good way to think at school level with an optical business; very simple	no	no free of charge; don't consider all factors that influence the decision making process in reality
2	IT - PU	"the business game"	business game that simulates the competition in a B2B market; different teams act as competitors; defining and implementing strategic and operational choices; realistic simulation; competition arena	easy to access; easy and support provided; interaction among different groups; realistic simulation; structured platform	no	no free of charge; not always easy to understand the relations between the many variables that have to be managed
3	IT - SICILY	Business Smart	teaching and modeling scenarios	easy	no	no free of charge
4	TR	Harvard business simulator	modeling scenario for learning and teaching; test resource costing; financial modeling; marketing, negotiation, sales, valuation	Intuitive but not accessible	no	no free of charge; no accessible
5	ES	EMPRENDERURAL.ES	teaching; testing concepts; test market plan	easy to intuitive; easy to navigate	yes	=
6	NL	Cesim	all essentials elements of running a small business	easy design; easy to use; useable in combination with other tools/programs; focused on experience with typical entrepreneurial skills	yes	only school environment
7	NL	Scale2Skill	useful for entrepreneurial skills	instrument to measure entrepreneurial/managerial skills; useful in schools, companies and other organization; it covers all skills necessary to run a business; it includes modeling scenarios	yes	only Dutch language; not on line tool

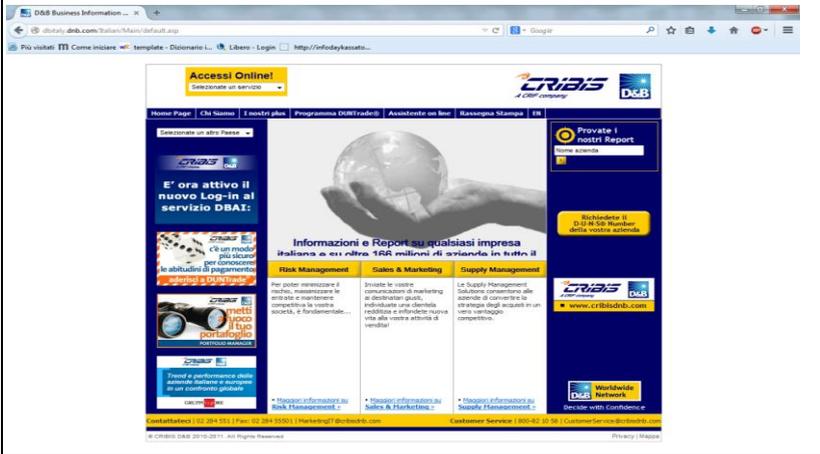
8	SI	Canvas	modeling scenario and to view how it will be in the real life	very easy	yes	=
9	PL	MarketPlace	profitability analysis; advanced marketing tool; accountancy, finance, production; financial analysis; HR management; advanced production options	easy to navigate	yes	the program requires team work; the program does not generate conclusions as a report
10	PL	Symulator Biznesu-Business Simulator	3 types of business simulation; possibility to develop skills of strategic management; marketing, sales. strategic and finance	easy to use	yes	=
11	UK	SIM Venture	run a business use different scenarios	relatively intuitive	no	No free of charge; must be installed on personal computer

5.2 The best ICT tools for each partner

Among best ICT tools, each partner identified the best one for each category in its country, motivating its choice on the basis of the opinions of interviewees and providing a brief description.

5.2.1 ITALY - PROVINCIA PESARO E URBINO

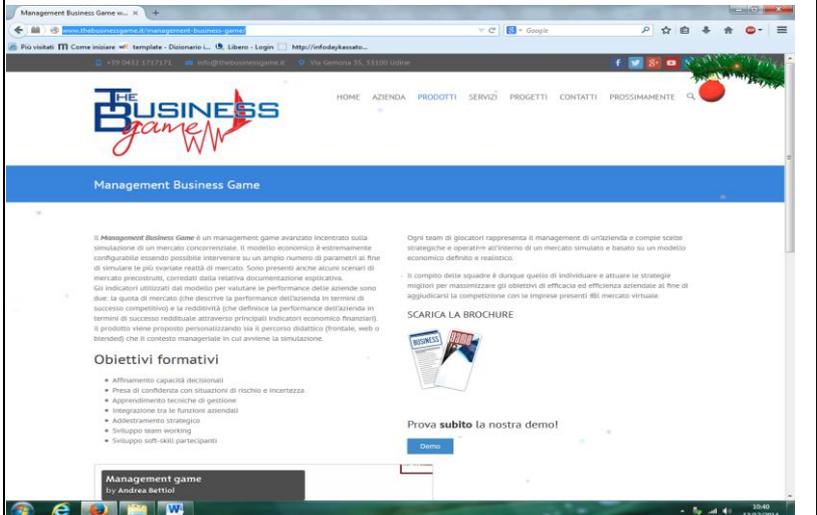
Name of DB	Dun & Bradstreet (D&B)
<p>Brief description of the DB and its main features</p>	<p>D&B is a leading provider of business information globally, enabling business-to-business commerce. Business information is gathered in 214 countries, in 95 languages, covering 181 monetary currencies. D&B has the largest company database available, with information on approximately 75 million companies worldwide for credit, marketing and purchasing decisions. Businesses use D&B's information and technology to authenticate and verify potential trading partners online, increasing their trust and confidence in e-commerce transactions.</p> <p>Dun & Bradstreet products and services fall three main categories:</p> <ol style="list-style-type: none"> finance solutions (credit and risk management); operations solutions (supply chain management); sales and marketing solutions. <p>In particular, sales and marketing products- such as the DUNS Market Identifier database, Optimizer, D&B 360 and D&B Professional Contacts - provide sales and marketing professionals with business data for both prospecting and CRM activity (*).</p> <p><i>(*)Customer Relationship Management (CRM) is a strategy for managing all your company's relationships and interactions with your customers and potential customers.</i></p>
<p>Why did you choose this DB as the best one?</p> <p>Motivate your choice considering:</p> <ul style="list-style-type: none"> - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal DB (chapter 3 of last summary report discussed in Katowice) 	<p>On the basis of interviews collected:</p> <ul style="list-style-type: none"> - D&B is usually use for statistics and market research; - It is easy, easy to obtain the information needed and very reliable; - Usually there are not barriers to using D&B database market research; - D&B can be used for all step of enterprise creation, even if it's often necessary an integration with other sources; - The sharing of information with other is very easy; - It's possible integrated D&B with other ict tools (e.g. business plan software), even if it's necessary to extrapolate the data; - - The strengths of D&B are the amount of information obtainable for different markets, products and countries.

<p>Weaknesses and possibilities to improve the chosen DB to reach the ideal one</p>	<p>Its weakness is the cost: D&B is access fee</p>
<p>Website and screenshot of the DB's homepage</p>	<p>http://dbitaly.dnb.com/Italian</p> 

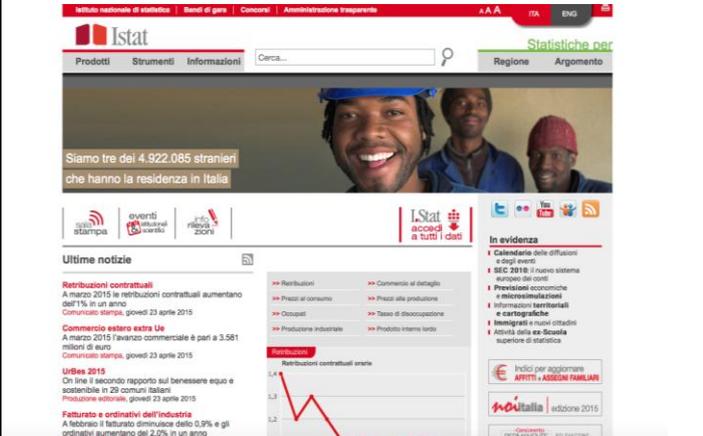
<p>Name of BPS</p>	<p>Business Plan Pro</p>
<p>Brief description of the BPS and its main features</p>	<p>Business Plan Pro has been around for a long time and is often recognized as an industry leader since it includes some of the best document-creation tools, is easy to use and comes with research resources that only the best business plan software includes.</p> <p>Business Plan Pro is versatile enough to be used for a variety of business plans and not just new business plans. Investment and funding plans are available if it's necessary to secure capital for company.</p> <p>It's possible create a feasibility plan to verify if a new service, product or other entrepreneurial venture is worth it. Operational and growth plans can help to expand the business, while a strategic plan can help to identify new marketing approaches.</p> <p>Even though Business Plan Pro is intuitive and has step-by-step instructions that are easy to understand, it also has a technical support.</p> <p>This ict tool has all the typical help options such as telephone and email support, video tutorials and user manuals posted on the company website.</p> <p>It also has a FAQs section and a live-chat feature.</p> <p>Business Plan Pro is part of a great business planning package that includes expert guidance and access to the most current statistical database and business publications. The step-by-step instructions and intuitive interface make this program easy to create professional and effective business plans, including startup and investment plans.</p>

<p>Why did you choose this BPS as the best one? Motivate your choice considering: - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal BPS (chapter 3 of last summary report discussed in Katowice)</p>	<p>On the basis of interviews collected:</p> <ul style="list-style-type: none"> - Business Plan Pro is usually used for financial planning; - It is easy to access, even if it's necessary to buy a license; - It is easy to use: it's enough intuitive and it has a very good start up training; - It's tailored to different shareholders; - Business Plan Pro permits sharing information with other people, even if it's necessary to drive the process; - Business Plan Pro is not integrated with other ICT tools; - Business Plan Pro can be used for all step of enterprise creation; - The strengths of Business Plan Pro is the possibility to change the assumptions of the project and obtained different scenario.
<p>Weaknesses and possibilities to improve the BPS to reach the ideal one</p>	<p>Its weaknesses are the cost (Business Plan Pro is access fee) and not integrated with other ICT tools useful for enterprise creation.</p>
<p>Website and screenshot of the BPS's homepage</p>	<p>http://www.businessplanpro.com/</p> 

<p>Name of EBS</p>	<p>The Business Game</p>
<p>Brief description of the EBS and its main features</p>	<p>The Business Management Game is a management game focused on advanced simulation in a competitive market. The economic model is highly configurable. is possible to intervene on a large number of parameters in order to simulate the most varied market realities.</p> <p>The are two indicators used by the model to evaluate the performance of companies: market share (which describes the company's performance in terms of competitive success)and the profitability (which defines the company's performance in terms of success profitability through the main economic and financial indicators).</p>

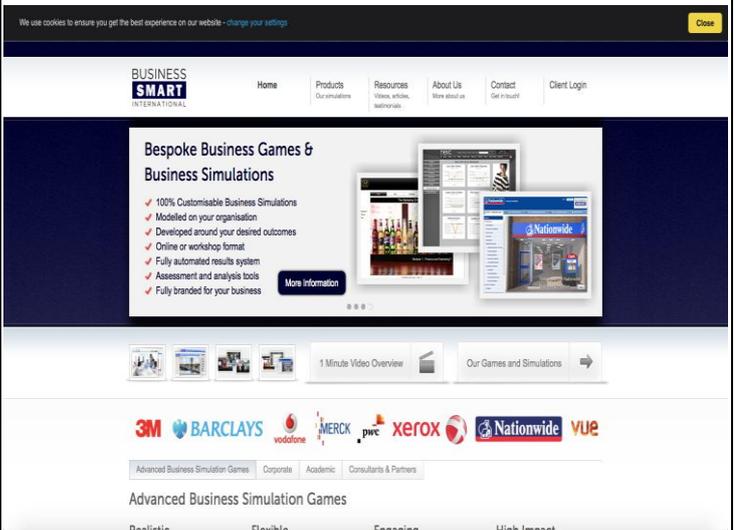
	<p>The product is proposed by customizing both the learning path (front, web or blended) and the managerial context.</p> <p>The most important educational goals are:</p> <ul style="list-style-type: none"> - decision-making skills; - dial-confidence with situations of risk and uncertainty; - learning management techniques; - integration between business functions; - strategic training; - team working; - development of soft-skill. <p>Each team of players is the management of a company and makes strategic and operating decisions in a simulated market and based on an economic model defined and realistic.</p> <p>he task of the teams is therefore to identify and implement the best strategies to maximize the objectives of effectiveness and efficiency of the company in order to win the competition with firms in the virtual market.</p>
<p>Why did you choose this EBS as the best one?</p> <p>Motivate your choice considering:</p> <ul style="list-style-type: none"> - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal EBS (chapter 3 of last summary report discussed in Katowice) 	<p>On the basis of interviews collected:</p> <ul style="list-style-type: none"> - The Business Game is useful for teaching; - The Business Game simulates the competition in a B2B market; different teams act as competitors, defining and implementing strategic and operational choices; - It's easy to access, but it's not free of charge; - It's easy to use and a support is provided; - It's quite easy to share information with other because platform manages interactions among different groups; - It's easy for users to collaborate with each other using this tool; - The strengths of The Business Game are realistic simulation, structured platform and competition arena.
<p>Weaknesses and possibilities to improve the EBS to reach the ideal one</p>	<p>Its weaknesses are the cost (The Business Game is not free of charge) and not always easy to understand the relations between the many variables that have to be managed.</p>
<p>Website and screenshot of the EBS's homepage</p>	<p>http://www.thebusinessgame.it/</p>  <p>The screenshot shows the homepage of 'The Business Game'. It features a navigation menu with links for HOME, AZIENDA, PRODOTTI, SERVIZI, PROGETTI, CONTATTI, and PROSSIMAMENTE. The main content area includes a description of the game as a management simulation, a list of 'Obiettivi formativi' (formative objectives) such as decision-making skills, confidence, and strategic training, and a 'Prova subito la nostra demo' (Try our demo now) button. There is also a 'SCARICA LA BROCHURE' (Download the brochure) link.</p>

5.2.2 2 ITALY - ANFE

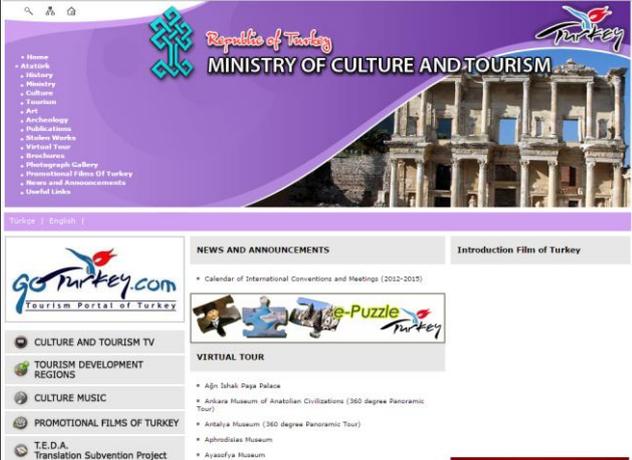
Name of DB	ISTAT
Brief description of the DB and its main features	ISTAT is the Institute of Official Statistics and it has an official website with all the databases. ISTAT conducts more than 200 survey on economic and social issues every year. The output of these survey is a set of data and micro data that it's accessible directly from the website of ISTAT for free. It is divided into over 15 topics.
Why did you choose this DB as the best one? Motivate your choice considering: - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal DB (chapter 3 of last summary report discussed in Katowice)	The website of ISTAT is a database that has received the most preference among all respondents. People interviewed have indicated ISTAT as the favorite because it offers you access to a broad range of data and micro data for free. In addition to this, the site is entirely in Italian.
Weaknesses and possibilities to improve the chosen DB to reach the ideal one	There is the possibility to access the data directly without the use of interfaces, that indicate the possible answers by downloading the data in CSV format for all survey.
Website and screenshot of the DB's homepage	http://www.istat.it/it/ 

Name of BPS	Cloudfinance
Brief description of the BPS and its main features	A set of software that allows you to manage all financial aspects of a company, from the relationship with the banks to the planning of internal financial flows and reporting.
Why did you choose this BPS as the best one? Motivate your choice considering: - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal BPS (chapter 3 of last summary report discussed in Katowice)	The software is one of the most appreciated by innovative companies during startup. It's complete in all its functions and allows integration with databases accounting for the insertion and the extrapolation of the data. The most important aspect is that it is easy to use thanks to a clear user interface and the fact that it's totally in Italian.

<p>Weaknesses and possibilities to improve the BPS to reach the ideal one</p>	<p>Among the aspects of improvement, there is the management of the graphic part of the reporting that requires very hard-working steps for editing graphics.</p>
<p>Website and screenshot of the BPS's homepage</p>	<p>www.cloudfinance.com</p> 

<p>Name of EBS</p>	<p>Business Smart International</p>
<p>Brief description of the EBS and its main features</p>	<p>A portal that allows you to simulate different scenarios and business strategies occurring consequences.</p>
<p>Why did you choose this EBS as the best one? Motivate your choice considering: - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal EBS (chapter 3 of last summary report discussed in Katowice)</p>	<p>It is assumed that during the survey there were very few answers about the EBS, an ICT that appear to be little used by the panel interviewed. So there have been no specific feedback.</p>
<p>Weaknesses and possibilities to improve the EBS to reach the ideal one</p>	<p>In particular the purchase cost and availability only in English have been reported.</p>
<p>Website and screenshot of the EBS's homepage</p>	<p>www.smartbusinesslab.com</p> 

5.2.3 TURKEY

Name of DB	Database of Ministry of Culture and Tourism
Brief description of the DB and its main features	Database of Ministry of Culture and Tourism is the best tool because it is easy to use, free of charge and the data is reliable. What makes this database more useful for Turkish entrepreneurs is that they can get all the information and statistics in their own language.
Why did you choose this DB as the best one? Motivate your choice considering: - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal DB (chapter 3 of last summary report discussed in Katowice)	Although the other tools are useful for entrepreneurs, this database is more user friendly because of language. To benefit all other user friendly properties of database such as being “easy to use”, “easy to access”, “reliable”, “free of charge” and etc., entrepreneurs prefer a database in their own language.
Weaknesses and possibilities to improve the chosen DB to reach the ideal one	This database could give more in-detail data. Support feature can be improved.
Website and screenshot of the DB’s homepage	www.kultur.gov.tr 

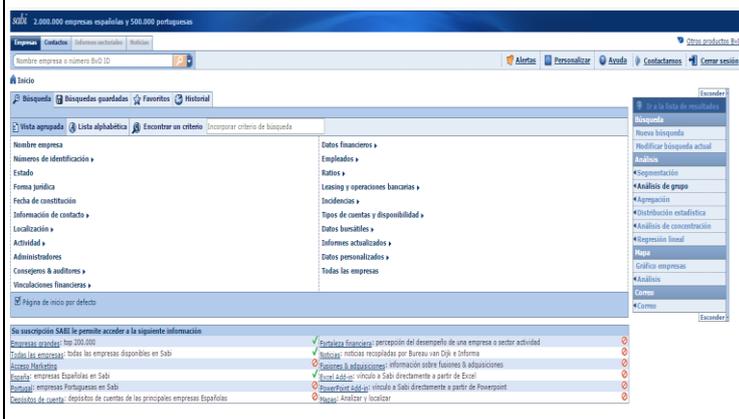
Name of BPS	Business Plan Pro
Brief description of the BPS and its main features	None of the BPS tools on Turkey’s survey has the ideal tool’s features. On the other hand, the Business Plan Pro is the closest to the ideal one. If the user is fluent in English, the tool provides guidance to the entrepreneurs.
Why did you choose this BPS as the best one? Motivate your choice considering: - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal BPS (chapter 3 of last summary report discussed in Katowice)	Entrepreneurs find this tool closer to real life in planning phase. They claim that they can find various information from financial planning to intellectual property. Not being free of charge and limited language skills of entrepreneurs limit the use of this tool.

<p>Weaknesses and possibilities to improve the BPS to reach the ideal one</p>	<p>More language options can be added. It could be “free of charge” or discounted.</p>
<p>Website and screenshot of the BPS's homepage</p>	<p>http://www.businessplanpro.com/</p> 

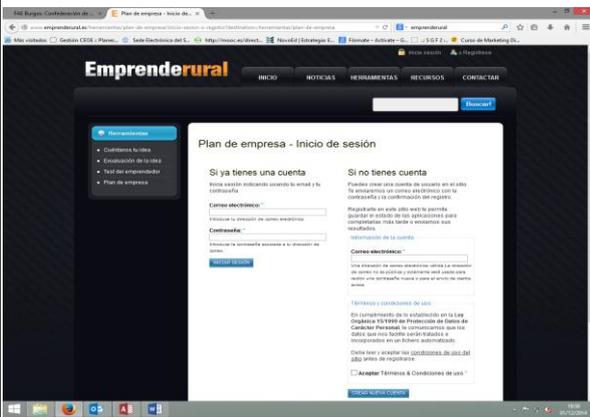
<p>Name of EBS</p>	<p>Harvard Business Simulator</p>
<p>Brief description of the EBS and its main features</p>	<p>Harvard Business Simulator is the best tool because it is realistic, useful and free of charge when authorized by the publisher.</p>
<p>Why did you choose this EBS as the best one? Motivate your choice considering: - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal EBS (chapter 3 of last summary report discussed in Katowice)</p>	<p>Entrepreneurs find this tool reliable, valid, realistic and useful. They find this tool useful especially for preparing to start their own business.</p>
<p>Weaknesses and possibilities to improve the EBS to reach the ideal one</p>	<p>Limited language possibilities is a disadvantage of this tool for entrepreneurs.</p>
<p>Website and screenshot of the EBS's homepage</p>	<p>www.hbsp.harvard.edu</p> 

5.2.4 SPAIN

Name of DB	SABI
<p>Brief description of the DB and its main features</p>	<p>Advanced database software with information on over 1.000.000 Spanish companies and 400.000 Portuguese companies, which facilitates your search by various criteria (company name, tax identification code, location, activity, financial data, data stock, cartographic location, etc.).</p> <p>Sabi contains comprehensive information on companies in Spain and Portugal. You can use it to research individual companies, search for companies with specific profiles and for analysis.</p> <p>What information does Sabi contain?</p> <ul style="list-style-type: none"> • Company financials • Brands (Spanish companies only) • Financial strength indicators • Directors and contacts • Stock data for listed companies • Original filings/images (Spanish companies only) • Detailed corporate structures • Market research • Business and company-related news • M&A deals and rumours • Maps and cartographic analysis • Audit Report (Spanish companies only) <p>Allows detailed, statistical and comparative companies and groups of companies analysis and illustrative graphs obtaining the balance sheets and income statements. This facilitates tracking the financial performance of the companies in relation to their competitors as well as the analysis of market environment / competition (marketing) and economic research in general. It can also be used as business directory. It offers profiles and alert system.</p> <p>How it helps you?</p> <ul style="list-style-type: none"> • Perform macroeconomic and sectoral studies. • Meet the positioning of a company over its competitors. Identify new prospects and optimize their market research. • Perform market analysis and competition. • Enrich your CRM system with financial information and identifying information. • Create custom ratios and use them to analyze critical aspects, both at company level and group or sector. Develop portfolio risk reports customized to meet your needs. • Export information packets popular software: Excel, dBase, Lotus, etc.

<p>Why did you choose this DB as the best one? Motivate your choice considering: - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal DB (chapter 3 of last summary report discussed in Katowice)</p>	<p>Most often used by young people Updated Easy to use Easy to navigate Easy to share data Understandable Fast access to data Easy to select relevant data</p>
<p>Weaknesses and possibilities to improve the chosen DB to reach the ideal one</p>	<p>Excludes banks. There is a weekly download limit data. Coverage: Spain and Portugal.</p>
<p>Website and screenshot of the DB's homepage</p>	<p>http://ubucat.ubu.es/</p> 

<p>Name of BPS</p>	<p>Emprenderural.es</p>
<p>Brief description of the BPS and its main features</p>	<p>This web site is a platform for the provision of digital integrated value-added services aimed at business creation and development and consolidation of SMEs. Thus, entrepreneurs and businesses can access specialized quality services needed to create and strengthen their businesses, minimizing significant adverse differential for the user.</p> <p>It has tools for the entrepreneur, to help you evaluate your idea and shape, to develop a business plan, support and funding schemes available are shown to perform them, tutorizaciones online, business ideas rural, best practices, experiences of entrepreneurs, schedule of performances, models of business plans for possible actions, monitoring social networks, etc .</p>

<p>Why did you choose this BPS as the best one? Motivate your choice considering: - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal BPS (chapter 3 of last summary report discussed in Katowice)</p>	<p>Easy to use and easy understanding Integral and customized tool</p>
<p>Weaknesses and possibilities to improve the BPS to reach the ideal one</p>	<p>oversimplified formats</p>
<p>Website and screenshot of the BPS's homepage</p>	<p>http://www.emprenderural.es/</p> 

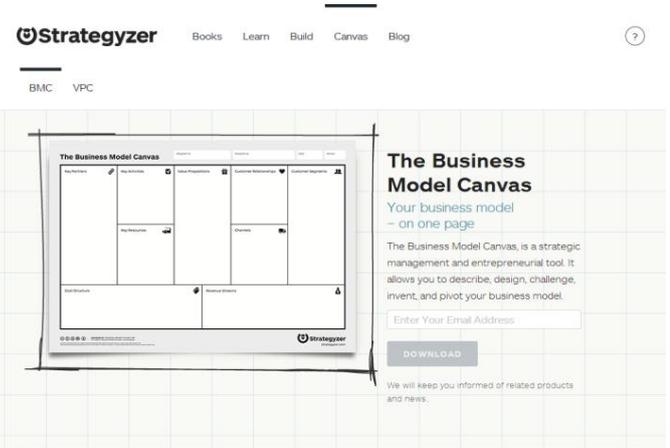
* The Spanish partner selected the same tool as best BPS and best EBS

5.2.5 PORTUGAL

<p>Name of DB</p>	<p>PORDATA</p>
<p>Brief description of the DB and its main features</p>	<p>It is an online portal, of free access. It has 1150 statistical tables distributed in 17 themes (economics, education, health, employment, tourism...) about Portugal. It has also, detailed information about the Portuguese municipalities and 597 tables about Europe. It has an English version as well.</p>
<p>Why did you choose this DB as the best one? Motivate your choice considering: - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal DB (chapter 3 of last summary report discussed in Katowice)</p>	<p>It's one of the eleven DB pointed by experts. It matches with the 5 criteria of ideal DB: updated data, free access, very friendly way to navigate and use, data can be transferred and shared with others, the variety of information, and has 2 languages. It has a wider scope and diversity of data, comparing to others that match criterias.</p>

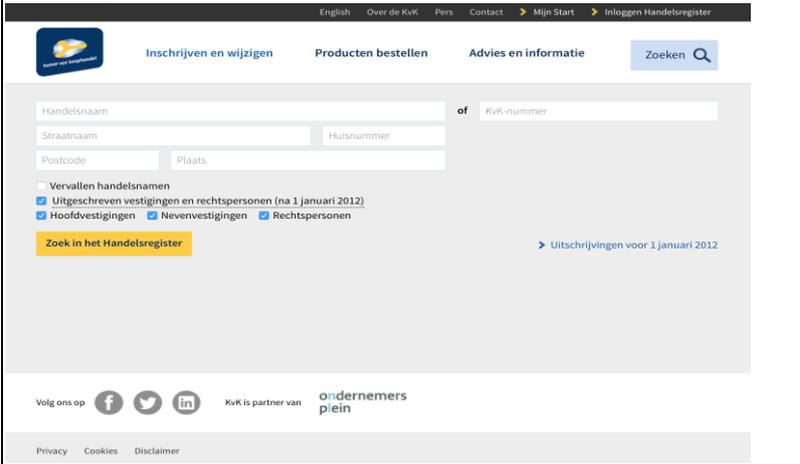
<p>Weaknesses and possibilities to improve the chosen DB to reach the ideal one</p>	<p>Only 2 languages: others could be added like French or/and Spanish Scope of data is limited to Europe and Portugal: should find data from other regions. More data about companies or sectors</p>
<p>Website and screenshot of the DB's homepage</p>	<p>http://www.pordata.pt/</p> 

<p>Name of BPS</p>	<p>CANVAS</p>
<p>Brief description of the BPS and its main features</p>	<p>It is a sheet with different areas that demonstrate the most important aspects and key factors to plan and create a strategy to every kind of businesses.</p>
<p>Why did you choose this BPS as the best one? Motivate your choice considering: - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal BPS (chapter 3 of last summary report discussed in Katowice)</p>	<p>This is one of the most used BPS due to the very intuitive way to fill and have a great perspective of the business as one. There are also several free guides and books explaining step by step how to fill and things to have in mind. It is a free tool.</p>
<p>Weaknesses and possibilities to improve the BPS to reach the ideal one</p>	<p>Even with different post it colours it becomes difficult to create multiple scenarios. Have a financial sheet complementary of these strategic decisions</p>

<p>Website and screenshot of the BPS's homepage</p>	<p>http://www.businessmodelgeneration.com/canvas/bmc</p> 
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5.2.6 NETHERLANDS

<p>Name of DB</p>	<p>KvK Database (Kamer van Koophandel - Chamber of Commerce)</p>
<p>Brief description of the DB and its main features</p>	<p>Regarding the Databases that can be considered as the best tool in the Netherlands we have chosen the KvK (Kamer van Koophandel – Chamber of Commerce) database. This because this database is really focused on the topic we concentrate on with the TEEN project, namely entrepreneurship. The KvK database is used to search for other businesses in your area or in your sector. This is used for beginning entrepreneurs to identify if their business is useful starting, for entrepreneurs in general to find other (related) businesses and for interested to just get more general knowledge about businesses in the Netherlands.</p>
<p>Why did you choose this DB as the best one? Motivate your choice considering: - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal DB (chapter 3 of last summary report discussed in Katowice)</p>	<p>Regarding the characteristics of the ideal tool, the KvK Database is very related to these features as well. The Database is [1] user friendly (very easy to use, easy to access, easy to find and the info that is ask for is very logic as well). The Database is also [2] free to use and therefore also this characteristic is applicable for this tool. The Data can also be [3] transferred into different formats. The attractiveness of the interface of the tool is less present, as the Database is more like an ordinary database to which little attention has been paid to the layout but more on the quality of the search.</p>
<p>Weaknesses and possibilities to improve the chosen DB to reach the ideal one</p>	<p>Lastly, the database is not in English, so only native speakers can use them, but it is possible to contact the KvK for some language guidance.</p>

<p>Website and screenshot of the DB's homepage</p>	<p>www.kvk.nl</p> 
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<p>Name of BPS</p>	<p>Rabobank Startproof Business Plan Software</p>
<p>Brief description of the BPS and its main features</p>	<p>Regarding the BUSINESS PLAN SOFTWARE that can be considered as the best tool in the Netherlands we have chosen Rabobank Startproof Businessplan Software. This because this software is really focused on the topic we concentrate on with the TEEN project, namely starting your own business in the Netherlands and concentrate on the topics important to really start a business and get funding by a bank (Rabobank is one of the biggest Dutch banks in the Netherlands). "Rabobank Startproof" is a useful tool with which you can create a new business via the Internet!</p>
<p>Why did you choose this BPS as the best one? Motivate your choice considering: - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal BPS (chapter 3 of last summary report discussed in Katowice)</p>	<p>Regarding the characteristics of the ideal tool, the Rabobank Startproof Businessplan is very related to these features as well.</p> <p>The software is [1] very user friendly (very easy to use, easy to access, easy data input and comprehensive as well).</p> <p>The software is a [2] very useful entrepreneurial guide, whereby this topic is central in the whole tool. There is a lot of explanation about writing a business plan and it includes a business model template.</p> <p>The software is last but not least [3] free to use and it is possible to get -after uploading your business plan via the Rabobank software to the bank- in contact with one of their advisors and directly get in contact with them to talk about possible funding possibilities.</p>
<p>Weaknesses and possibilities to improve the BPS to reach the ideal one</p>	<p>lastly, this Business Plan Software is not in English, so only native speakers can use them, but it is possible to contact the Rabobank for some language guidance.</p>

Website and screenshot of the BPS's homepage www.rabobankstartproof.nl



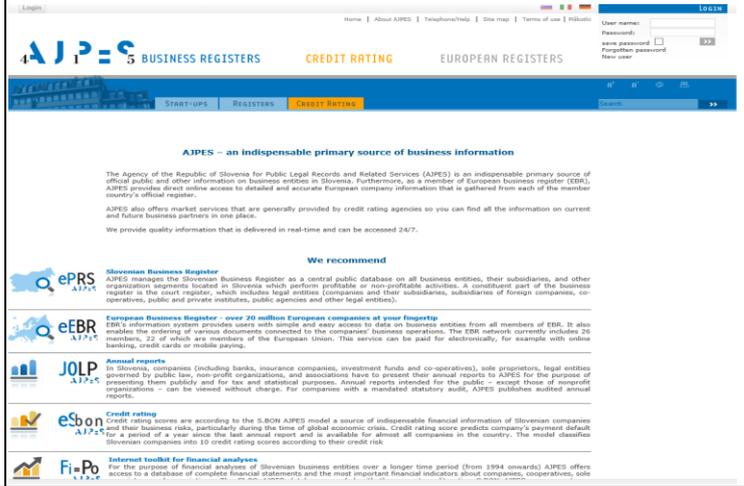
Name of EBS	Scale2Skill
<p>Brief description of the EBS and its main features</p>	<p>Regarding the Educational Business Simulator that can be considered as the best tool in the Netherlands we have chosen Scale2Skill. This tool is an offline instrument developed for people who want to develop their entrepreneurial skills. This instrument helps people to develop their skills to be a future entrepreneur. This simulator is really focused on the topic we concentrate on with the TEEN project, namely entrepreneurship.</p>
<p>Why did you choose this EBS as the best one? Motivate your choice considering: - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal EBS (chapter 3 of last summary report discussed in Katowice)</p>	<p>Regarding the characteristics of the ideal tool, the Scale2Skill Business Simulator is very related to these features as well. The Business Simulator is [1] totally connected to entrepreneurship, whereby skills related to these are mentioned. Secondly it is related to managerial competences, that every entrepreneur need to have to be successful. It covers all skills you need to have to run a business and it includes modeling scenarios.</p> <p>The Business Simulator is secondly [2] very user friendly (a full handbook is written to get the offline instrument on your computer and in general this is very easy, it is very easy to use but also for using it a special video is made with explanation how to).</p> <p>The Business Simulator is also [3] free of charge, whereby the simulator is an offline instrument and need to be send by PRO WORK to use it on your computer, but this is for free as well.</p>
<p>Weaknesses and possibilities to improve the EBS to reach the ideal one</p>	<p>Lastly, Scale2Skill is not in English, so only native speakers can use them and it's not an online tool.</p>

<p>Website and screenshot of the EBS's homepage</p>	<p>No on line access</p> 
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5.2.7 SLOVENIA

<p>Name of DB</p>	<p>AJPES</p>
<p>Brief description of the DB and its main features</p>	<p>In AJPES you can find all data about all companies in Slovenia. It is in different languages and there you can get for free basic information about companies (owners, basic capital, the registration info, yearly reports, performance for past 3 years, changes in their operations, ...) For detailed information and if you want the analyse of their work with comparison with their competitor you have to order that report and you have to pay for it.</p> <p>It can be used for teaching, collecting data; getting information, statistics, info about companies and development of business idea & feasibility studies, you can find out the competitors.</p>
<p>Why did you choose this DB as the best one? Motivate your choice considering: - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal DB (chapter 3 of last summary report discussed in Katowice)</p>	<p>AJPES, where you can get information about all companies and there you can also order the analyze of their performance for past year. Some data are for free, DB work in a different languages</p> <p>The most important features are:</p> <ul style="list-style-type: none"> • easy to use • it is in SLO language and work on 3 other world languages • user friendly • reliable • basic information are for free
<p>Weaknesses and possibilities to improve the chosen DB to reach the ideal one</p>	<p>There can be some problems with exporting the data, which you get for free, it takes quite a long time to get the data, the data should be quickly available for last year</p>

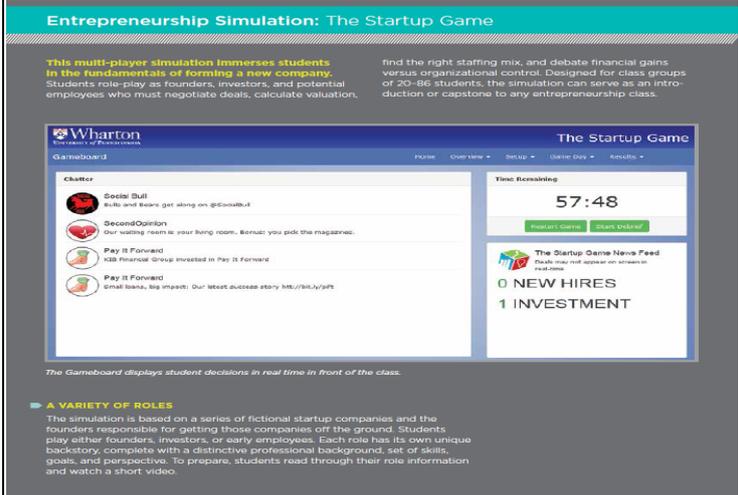
Website and screenshot of the DB's homepage <http://www.ajpes.si/>



Name of BPS	SPS
<p>Brief description of the BPS and its main features</p>	<p>The business plan should be an integral part of each project in the micro, small and medium-sized enterprises. Companies and enterprising individuals can be submitted in any format, but the information and business ideas business plan clearly enough to detect and display the status of economically justify the investment, thereby demonstrating the possibility of compensation for investment funds.</p> <p>In the structure of business plan include all important parts and chapters, which are usually in content of Business Plan</p>
<p>Why did you choose this BPS as the best one?</p> <p>Motivate your choice considering:</p> <ul style="list-style-type: none"> - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal BPS (chapter 3 of last summary report discussed in Katowice) 	<p>The proposed business plan SPS is suitable for practical use in practice and meets the requirements and criteria of banks and potential investors. All experts has agreed, that it is very useful tool. There is everything what potential entrepreneurs should take into the consideration, when they are preparing the business plan.</p> <p>The most important features are:</p> <ul style="list-style-type: none"> • the BPS is in WORD document and financial part in Excel • it is easy to use • it is in SLO language • user friendly • accepted by all banks and different investment funds
<p>Weaknesses and possibilities to improve the BPS to reach the ideal one</p>	<p>There is no weaknesses in this tool. Maybe it could be more supported from someone from SPS – like a help line, or on-line help, that someone will give the answer for questions from persons who preparing the business plan</p>

<p>Website and screenshot of the BPS's homepage</p> <p>http://www.podjetniskisklad.si</p>	
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<p>Name of EBS</p>	<p>Harward business simulator</p>
<p>Brief description of the EBS and its main features</p>	<p>This multi-player simulation places students into a variety of roles that explore the chaos and excitement of starting a new company. Students role-play as founders, investors, and potential employees who must deal with the many complexities of negotiating deals, finding the right staffing mix, building relationships, and making critical early decisions that affect the chances of long-term success. The Entrepreneurship Simulation tracks players along a variety of dimensions that lead to startup success, including the interaction between hiring and strategy, the trade-off between control and wealth, the skills needed to run a company, and the valuations that startups receive.</p>
<p>Why did you choose this EBS as the best one? Motivate your choice considering: - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal EBS (chapter 3 of last summary report discussed in Katowice)</p>	<p>The simulation is designed to mirror a true startup experience: it is chaotic and complicated, and students must figure out optimal strategies for success, with limited information, over the course of the game.</p> <p>The Entrepreneurship Simulation tracks players along a variety of dimensions that lead to startup success, including the interaction between hiring and strategy, the trade-off between control and wealth, the skills needed to run a company, and the valuations that startups receive.</p> <p>The most important features are:</p> <ul style="list-style-type: none"> • Exploration of entrepreneurial strategies • Illustrate the dynamics involved in a startup and the qualities that separate a success from a failure • Exercise strategic planning, hiring practices, growth management, creative problem solving and analytical skill sets, and negotiation tactics in a competitive environment • Provides an introduction or capstone to classes on entrepreneurship by exposing students to some of the complexity of entrepreneurial management

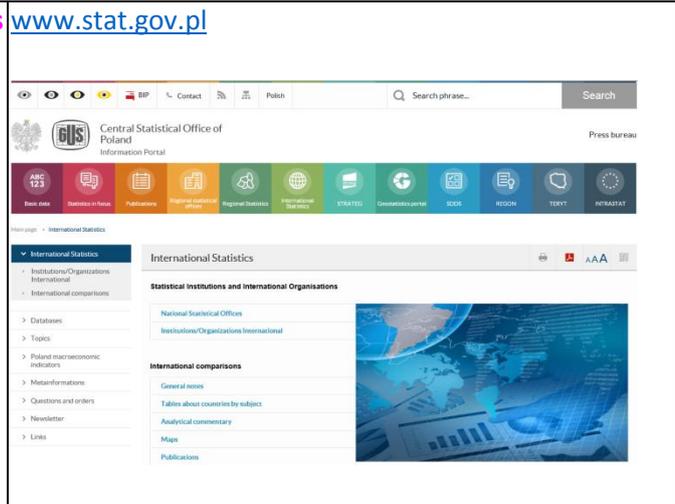
<p>Weaknesses and possibilities to improve the EBS to reach the ideal one</p>	<p>The basic weakness of all EBS is that they will not give the participants the really market condition. But for that reasons, there is already programed a lot of different situations, and depends on the decisions made by the participants in the Simulator</p>
<p>Website and screenshot of the EBS's homepage</p>	<p>https://cb.hbsp.harvard.edu/cbmp/product/WH0001-HTM-ENG</p> 

* The experts in Slovenia mentioned Canvas, which is not an electronic business simulator, so the partner chose another EBS, which is the best one in its opinion.

5.2.8 POLAND

<p>Name of DB</p>	<p>GUS (Main Statistical Office)</p>
<p>Brief description of the DB and its main features</p>	<p>It's a site where may be found information on commerce, education, economy, population, industry. It considers not only the territory of particular regions, or even the whole country, but also other countries. The base is designed to be accessible to the wide groups of users – regardless the technology used, software or disability.</p>
<p>Why did you choose this DB as the best one? Motivate your choice considering: - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal DB (chapter 3 of last summary report discussed in Katowice)</p>	<ul style="list-style-type: none"> - yes: user friendly - yes: low cost - data transfer ability and variety • yes: multi-lingual
<p>Weaknesses and possibilities to improve the chosen DB to reach the ideal one</p>	<ul style="list-style-type: none"> • no: attractive interface <p>also:</p> <ul style="list-style-type: none"> - the extensive amount of data may be confusing - lack of possibility to create crossed tables (using at least 2 variables)

Website and screenshot of the DB's homepage



Name of BPS

iBiznesplan

Brief description of the BPS and its main features

The programme allowing to intuitively create business plan, automatically calculates financial analysis, even 16 years in advance.

Why did you choose this BPS as the best one?
 Motivate your choice considering:
 - the answers of experts/entrepreneurs interviewed during previous surveys;
 - the most important features of the ideal BPS (chapter 3 of last summary report discussed in Katowice)

- yes: user friendly
 - yes: entrepreneurial guide
 also:
 - standard options available, possibility of entering own data
 - possibility of creating 16-years plan
 - possibility to buy compatible programs for creating long-term business plans, investment plans and strategic analysis

Weaknesses and possibilities to improve the BPS to reach the ideal one

- no: free of charge

Website and screenshot of the BPS's homepage



Name of EBS	MarketPlace
Brief description of the EBS and its main features	It's a programme which immitates competitive and changible market. It allows market analysis, strategy forming, strategy management and immediate obeserving the results of the users decisions.
Why did you choose this EBS as the best one? Motivate your choice considering: - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal EBS (chapter 3 of last summary report discussed in Katowice)	– yes: connection with entrepreneurship – yes: user friendly also: - the whole simulation is in narrative form, composed as a kind of business novel, in which particular teams are main characters - step-by-step tips in a logical way lead a user through the whole process of decision making - it offers on-line help
Weaknesses and possibilities to improve the EBS to reach the ideal one	– no: free of charge also: - interface is not attractive - program does not generate conclusions
Website and screenshot of the EBS's homepage	www.marketplace.pl 

5.2.9 UNITED KINGDOM

Name of DB	West Lothian Council
Brief description of the DB and its main features	Due to its ease of use has a variety of data transferability options and has an attractive interface. Includes data on local Chamber of Commerce and 4,500 businesses in the West Lothian region of Scotland. However its weaknesses do include not being free of charge, it is not multilingual and only available to local council users.
Why did you choose this DB as the best one? Motivate your choice considering: - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal DB (chapter 3 of last summary report discussed in Katowice)	As an educational institution we are linked with West Lothian Council and this database can be accessed by students studying business and entrepreneurship at local level and allows direct access to some 4,500 companies in the demographic locale. It is user friendly, has data transferability and variety, and an attractive interface.

<p>Weaknesses and possibilities to improve the chosen DB to reach the ideal one</p>	<p>It can only be accessed by local council users and businesses and institutions that operate within the region and could be made available nationwide. It is only available in English language.</p>
<p>Website and screenshot of the DB's homepage</p>	<p>http://www.westlothian.com/Home/search_for_a_business/</p> 

<p>Name of BPS</p>	<p>Business Gateway (Scottish governmental business start-up support agency)</p>
<p>Brief description of the BPS and its main features</p>	<p>This software is free of charge to users, extremely user friendly, straightforward to operate and navigate and helps users produce an effective high quality business plan quickly as it is tailored specifically for those wishing to enter enterprise market with new innovative ideas. It also has a free Apple software application with attached business plan template in Microsoft Word Format but although this is delivered by the Business Gateway application users will need to download this in order to operate the document within a Word application and therefore the application itself does not provide this functionality. Drawbacks to this software include that the financial reports produced are not very detailed and cannot easily be changed.</p>
<p>Why did you choose this BPS as the best one? Motivate your choice considering: - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal BPS (chapter 3 of last summary report discussed in Katowice)</p>	<p>The Business Gateway was chosen as the best software based on our survey as it is widely used and recommended by those who use it because it is tailored directly to the enterprise market, it is free to use after a simple registration process and can be saved as a Word document that can link and be exported to Excel. It is available nationally only and includes guidelines on how to operate the software.</p>
<p>Weaknesses and possibilities to improve the BPS to reach the ideal one</p>	<p>Financial reports are not greatly detailed and cannot easily be changed in relation exportation of documentation. The system could be adapted for multi-lingual use.</p>

<p>Website and screenshot of the BPS's homepage</p>	<p>http://www.bgateway.com/</p> 
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<p>Name of EBS</p>	<p>SIM VENTURE</p>
<p>Brief description of the EBS and its main features</p>	<p>This EBS directly linked with entrepreneurship can be used in a variety of ways, it is easy to navigate and operate however one weakness is that users need trained to use it effectively. Advantages include that this simulator very user friendly and brings all aspects of running a small business to life in an accessible and interesting way. Also can run multiple scenarios at the same time.</p>
<p>Why did you choose this EBS as the best one? Motivate your choice considering: - the answers of experts/entrepreneurs interviewed during previous surveys; - the most important features of the ideal EBS (chapter 3 of last summary report discussed in Katowice)</p>	<p>It was the only one that was identified by our interviewees from the survey who stipulated that it is vibrant, extremely user friendly and brings all aspects of running a small business to life in an accessible and interesting interactive way and engages the user. It is widely used in many educational institutions in Scotland e.g. further education colleges and Universities.</p>
<p>Weaknesses and possibilities to improve the EBS to reach the ideal one</p>	<p>However it is not free of charge and the software comes with a license at circa. 50 Euros per person per annum.</p>

Website and screenshot of the EBS's <http://simventure.co.uk/index.php> homepage



6 CONCLUSIONS

To achieve the goals set by the project - to promote culture, capabilities and entrepreneurial skills among young people of the partner countries - we described the profile of the institutions that deal with youth entrepreneurship and their strategies, and the characteristics of young people who faced the issue of business creation.

The project analysis highlighted that the role of ICT tools in entrepreneurial culture is increasing for educational, professional and business contexts. The activity and outputs of the TEEN project significantly contribute to the promotion and dissemination of this culture.

In addition we identified in partner countries the most widely used ICT tools in the field of youth entrepreneurship, both in the teaching and operational environment. Some ICT tools for business creation are well known and used, however there are some noticeable differences among the main target groups investigated.

In particular, young people often use the most common tools (i.e. web communities) even if we have found them not to be the most useful ones. The recommendation would be for wider knowledge development about existing tools and their functionality and how this could benefit users.

The TEEN project also highlights that experts and young people/entrepreneurs from different countries implement comparable methodology and approach using specific ICT tools, which differ from country to country.

Reasons for differences include:

- linguistic barriers
- some tools are geographically restricted
- the knowledge about and popularity of tools is highly geographic
- experts and young people/entrepreneurs have different perceptions of the characteristics and usefulness of available tools
- users have different skillsets, allowing them to use some ICT tools more easily than others
- approaches and attitudes to the world of work are influenced by cultural background
- there is limited common entrepreneurial culture and ability among young entrepreneurs in Europe.

In our view, the TEEN project will contribute to reducing these differences between countries and to creating transversal baselines for ICT tools in the field of youth entrepreneurship.

Moreover it could be useful to help young people who would like to acquire business competences in knowing and using the best existing ICT tools in each specific phase of the business creation process.

Based upon results obtained, analysis focuses on the three most useful ICT tools:

1. database market research,
2. business plan software,
3. educational business simulator.

Partner countries have identified a total of 84 market research database, 37 business plan software and 20 educational business simulator.

One of the most important outputs of the project is the creation of a wide database of these three different ICT tools (see above) with relevant information that can be used at a European level. This database will be freely available to all people interested in business creation.

You can find the all documents also on: <http://www.teenproject.it/xxxxxxxxxx>

For each ICT tool identified we highlighted the ideal characteristics that the instrument must have.

Regarding the database the main requirements are that is should be:

1. easy to use;
2. free of charge;
3. different data possibilities.

The requirements of an ideal business plan software are that it should be:

1. easy to use;
2. Entrepreneurial guide;
3. free of charge.

The requirements of an ideal educational business simulator are that it should be:

1. clear connection with entrepreneurship;
2. easy to use;
3. free of charge.

The main indication emerged from the study is that ICT tools for business creation (especially if addressed to young people) should be:

- low-cost or even free,
- user friendly
- connected with other ICT tools

- complete and are able to represent accurately the business to be undertaken.

A significant number of the ICT tools selected by each partner on the basis of country analysis demonstrates to have one or more ideal characteristics:

- 21 DB (on 84),
- 16 BPS (on 37),
- 11 EBS (on 20).

From these tools, partners identified the best ones, their main features, strengths and weaknesses. They also indicated the reasons for choosing them and their online web address.

We must work within the limitations of the tools as they are. However by understanding the characteristics of the features of each tool we can optimize the quality of their outputs.

Joint use of different complementary tools allows users to create an individualized approach to meet personal needs. Entrepreneurs can combine tools to create a solid business plan. By researching market information to measure the value of their business idea in a database, they can design the Business Model Canvas to draft the first strategy. Thereafter they perform a “proof of market” and test the idea by using a simulator to evaluate the effectiveness of the business model.

Significant results have been produced by the TEEN project in helping create a foundation for further research and development.

Partners have already submitted a KA2 Strategic Partnership Project through Erasmus Plus called **TEEN2**, whose aims are to create:

- an entrepreneurship road map to help entrepreneurs to explore, test and scale up a business idea;
- a 3-4 weeks programme, with activities necessary to implement the roadmap and to develop skills
- a group of tools necessary to implement the activities foreseen in the road map (using TEEN’s results)
- user support tools including a step by step guide
- a platform of tested ICT tools to support multinational teamwork

In this way young people can freely access to an organized system that will support them in:

- understanding the various phases of business creation and the best tools available to support them with this process (at a European level)

- using tools in a suitable way (following a planned path and the availability of guidelines and technical support)
- building a European mindset (through the co-operation among peers in the construction of a business project).

The TEEN project reached its objectives through:

- the achievement and analysis of a survey, which allowed us to understand the relationship between ICT tools and the current entrepreneurial culture among young people across Europe
- the study and understanding of existing ICT tools leading to the selection of the most relevant ICT tools from the perspective of users. Identification of the best characteristics of the various and many tools available for business creation
- Identification of gaps and areas for improvement and suggestions for simple solutions
- Identification of specific tools which can be transferred for the purposes of sharing best practice across the entrepreneurial network

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REFERENCES

All products are available at www.teenproject.it/products