

# **I02**

## **TOOLKIT ON ENTREPRENEURIAL STORYTELLING**

**BELIKEYOU** STORYTELLING ON ENTREPRENEUR ROLE MODELS  
FOR YOUNG EUROPEANS

2020-1-IT02-KA201-079565

### **ENTREPRENEURIAL STORYTELLING LAB**

**30 HOURS**

**HIGH SCHOOL STUDENTS INVOLVED: MINIMUM 15 DIVIDED IN MINIMUM 3 TEAMS (2 VIDEO & SOCIAL STORYTELLING TEAMS, 1 ANIMATED & SOCIAL STORYTELLING TEAM) OF 5 STUDENTS**

**MINIMUM SET OF RESULTS: 3 STORIES + SOCIAL MEDIA COVERAGE**

1 HERITAGE ENTREPRENEUR (ANIMATED VIDEO STORYTELLING TEAM)

2 YOUNG ENTREPRENEURS INTERVIEWS (VIDEO STORYTELLING TEAM)

MEDIA COVERAGE OF THE 3 STORIES (SOCIAL STORYTELLING INTRA-TEAMS)

**EACH TEAM COMPOSITION: 3 STUDENTS WORKING ON VIDEO CREATION + 2 STUDENTS WORKING IN SOCIAL STORYTELLING (SOCIAL STORYTELLING INTRA-TEAM)**

**TRAINERS INVOLVED: 3**

1 Video Storytelling Trainer  
1 Animated Storytelling Trainer  
1 Social Storytelling Trainer

DAY	HOURS	SOCIAL STORYTELLING INTRA-TEAM	VIDEO STORYTELLING TEAM	ANIMATED STORYTELLING TEAM
1	2	Storytelling Tools & Techniques Facebook, Instagram, Youtube	Storytelling Tools & Techniques Facebook, Instagram, Youtube	Storytelling Tools & Techniques Facebook, Instagram, Youtube
2	2	Entrepreneurs' case studies Search engine	Entrepreneurs' case studies Search engine	Entrepreneurs' case studies Search engine
3	2	Editorial Plan Instagram, Facebook, Website	Scripts and interview preparation Google doc	Storyboard preparation Google doc
4	2	Editorial plan & Content creation Instagram, Facebook, Website	Techniques for recording the video interviews Instruments' preparation Smartphone, microphone, tripod	Techniques for creating animated videos Instruments' preparation Animaker, Personal computer
5	2	Interviews with entrepreneurs Smartphone	Interviews with entrepreneurs Smartphone, microphone, tripod	Animated graphics Animaker, Personal computer
6	2	Content creation Instagram, Facebook, Website	Video editing Animaker, Personal computer	Animated graphics Animaker, Personal computer
7	2	Content creation Instagram, Facebook, Website	Video editing Animaker, Personal computer	Animated graphics Animaker, Personal computer
8	2	Content creation Instagram, Facebook, Website	Video editing Animaker, Personal computer	Animated graphics Animaker, Personal computer
9	2	Revision Personal computer	Video editing Animaker, Personal computer	Animated editing Animaker, Personal computer
10	2	Content creation Instagram, Facebook, Website	Animated editing Animaker, Personal computer	Animated editing Animaker, Personal computer

11	2	Content creation Instagram, Facebook, Website	Cleaning & sound editing Animaker, Personal computer	Cleaning & sound editing Animaker, Personal computer
12	2	Content creation Instagram, Facebook, Website	Intro preparation & closure of the video + text translation Animaker, Personal computer	Intro preparation & closure of the video + text translation Animaker, Personal computer
13	2	Content creation Instagram, Facebook, Website	Subtitles Animaker, Personal computer	Subtitles Animaker, Personal computer
14	2	Revision Personal computer	Revision & correction Animaker, Personal computer	Revision & correction Animaker, Personal computer
15	2	Video Publishing & Sharing YouTube, Instagram, Facebook	Video Publishing & Sharing YouTube, Instagram, Facebook	Video Publishing & Sharing YouTube, Instagram, Facebook
15	30			TOOLS USED