



# 5 TO SUCCEED

LA WEB SERIE FORMATIVA INTERATTIVA



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## 5TO SUCCEED - What is it?

Have you ever thought about learning by watching a Web Series?

Do you dream of becoming an entrepreneur?

With "5TO SUCCEED" now you can.

**5TO SUCCEED** is an interactive, educational Web Series conceived and created by CONFORM S.c.a.r.l., with the technical support of its Promoting Member, PRISM Consulting S.r.l., designed with the aim of facilitating the development and consolidation of economic - financial and entrepreneurial skills, together with the negotiation, relational, decision-making and creative qualities that an aspiring entrepreneur must mobilize in business creation and management processes.

The Web Series, exploiting the potential of new digital technologies, allows users to interact with the film during the viewing of the **4 episodes**, involving them and directing them to consult the various in-depth materials envisaged in several points of the story, to extend and consolidate knowledge, skills and behaviours that are typical of entrepreneurial skills.

The "**5TO SUCCEED**" Web Series, that can be consulted in the original and interactive versions of the dedicated website (<https://5tosucceed.conform.it>):

a) can be used in multi-device mode (PCs, Tablets, Smartphones), breaking down technological, space, time and place barriers, to make the user the protagonist of his/her own learning process, deciding when and how to access the training contents;

b) can be viewed as:

- a **film** and, therefore, for entertainment
- a **learning tool**, which allows users to access a plurality of resources, which cover all the constituent elements of entrepreneurial skills, namely:

- 1) **knowledge**, with the on and off line use of the different types of educational materials/products sought;

- 2) **Skills**, with the use of tools/products sought;

- 3) **Behaviour**, through the entrepreneurial activity enacted by the actors/actresses in the film.

The four episodes of the entertaining, educational Web Series tell the story of a group of young people struggling to launch a new enterprise.

Looking at the episodes and interacting with them, it is possible to:

- consult hundreds of educational materials and operational tools elaborated and/or sought on the net made freely available to the user
- access the many CONFORM training pills/videos, available following the issue of credentials to access the [www.educare.conform.it](http://www.educare.conform.it) platform.



The aims pursued by the Web Series were inspired by the general objectives of the **"SUCCEED - StimUlate finanCial eduCation to foster EntrEpreneurship and Development"** project which was presented for the Erasmus + Strategic Partnership for VET Program, promoted and implemented by a European partnership consisting of **8 carefully selected organizations** including Training bodies (CCIL, FUNIBER, SATEAN), Research, training and management companies (CONFORM), Consultancy companies working in the field of financial institutions (CBE), Network of Companies/Incubators (RES, The HIVE) and Experts in ICT applications in the training sector (BICERO).

The **four episodes** of the **"5TO SUCCEED"** interactive, educational Web Series produced by CONFORM S.c.a.r.l., were provided to the project beneficiaries, in addition to the materials and tools created by the partners with the funded initiative, to promote a better understanding of economic and funding mechanisms and bridging the gap in entrepreneurial literacy.

### **5TO SUCCEED - The "Movie Education" methodological model**

The "5TO SUCCEED" interactive, educational Web Series, adopting a language shaped on the communicative characteristics of the Network and applying the **"Movie Education"** (© CONFORM S.c.a.r.l.) methodological model allows one:

- to overcome the classic models of training based on classroom teaching and/or e-learning, allowing the viewer to interact independently with the product, with a greater degree of emotional involvement;
- to combine entertainment and learning, through an interactive, film approach, which:

- uses an engaging and captivating narrative, able to favour a more effective and conscious assimilation of knowledge and the adoption of emulative behaviours, triggering awareness-raising learning processes;
- exploits the potential of new digital technologies, to enthrall viewers and direct them, in a motivated and conscious manner, to second-level technical insights that can be used with interactive tools.

### **5TO SUCCEED –THE “SMART AND JUST IN TIME LEARNING” APPROACH**

The "5TO SUCCEED" interactive, educational Web Series aims to allow users to acquire, in an integrated way, knowledge, skills and behaviour of entrepreneurial action guaranteeing the following three dimensions of learning:

- **cognitive (“knowledge”)**, thanks to the possibility offered to the viewer-learner to access, during the viewing of the episodes, by clicking on sensitive areas and/or touch points in overlay, further investigation content (such as e.g.: learning objects, thematic websites, interviews with privileged testimonials, power point presentations, pdf. documents, video-tutorials, etc.), recalled by the **"keywords"** contained in the staged dialogues



- **operational (“know how”)**, through the “**interpretation**” of the different phases of the business idea development process, to effectively manage relationships and economic-financial dynamics and address the crucial aspects of business modelling and management, allowing access to operational tools such as spreadsheets, software, operational guidelines, templates, etc.

- **behavioural (“know how to be - attitude”)**, with the possibility of observing, while viewing the Web Series episodes, the relational, negotiation, decision-making, problem-solving entrepreneurial behaviours, of the team working shown by the actors, as critical success factors of entrepreneurial action, allowing the viewer to identify the errors to avoid and the virtues to emulate.

The methodological approach adopted:

a) makes the viewer/learner the main protagonist and author of his/her learning process, with the possibility of autonomously deciding when, where and how to use the training contents (smart and just in time learning).

b) has taken the **Entrepreneurship Competence Framework (EntreComp)**, developed by the Joint Research Center of the European Commission, as a reference guide to confer and, at the same time, guarantee the value and rigour of the web-series pre-production operational processes, with particular reference to the development of the plot and the script of the individual episodes, taking into account the following 15 distinctive competencies of entrepreneurial action:

1. **Spotting opportunities** - identify opportunities for creating value
2. **Creativity** - develop creative and purposeful ideas
3. **Vision** - work towards your vision of the future
4. **Evaluating ideas** - make the most of ideas and opportunities
5. **Ethical and sustainable thinking** - assess the consequences and impact of ideas, opportunities and actions
6. **Self-awareness and self-efficacy** - believe in yourself and keep developing
7. **Motivation and perseverance** - stay focused and not give up
8. **Mobilising resources** - gather and manage the resources you need
9. **Mobilising others** - inspire, enthuse and get others on board
10. **Taking initiative** - ability to try
11. **Planning and management** - prioritize, organise and manage
12. **Coping with uncertainty, ambiguity and risk** - make decisions dealing with uncertainty, ambiguity and risk
13. **Working with others** - team up, collaborate and network
14. **Learning by experience** - learn by doing
15. **Economic e financial capability** - apply economic and financial know how.

Some "**Key Words**" have been inserted in the Web-Series script to activate the interactions through which the viewer can freely access, based on his/her level of knowledge and interest, a plurality of resources and in-depth educational materials referring to the **15 aforementioned entrecomp skills**, to be able to acquire and consolidate all the constituent elements of entrepreneurial skills.

## **5 TO SUCCEED - Short synopsis**

**Five young friends** who are graduates, unemployed and taking a stab at temporary, unusual jobs to make ends meet: Luca, with a PhD in biochemistry and a dog-sitter, Filippo a biologist-barista, Maggie a biologist, Silvia an economist and model, Iole with a degree in communications and a passion for photography. What can they do to turn their lives around?

A combination of coincidences will lead Luca to suggest turning his doctoral thesis on intelligent bacteria into a business idea to his friends. Not without some difficulties, the five friends will try to fulfil their entrepreneurial dream.

Everything seems to be going well ... but how will it turn out?

## **5TO SUCCEED - The Episodes**

The "5TO SUCCEED" interactive, educational Web Series consists of **4 thematic episodes**, of a total duration of about **45 minutes**, which narrate the process of enterprise creation and management by a team of five young friends, with attention to the main financial needs that the newly-founded Bio-Water, a small bio-tech company specialized in water decontamination, will meet from the phase of start-up to the subsequent initial consolidation phase.

### **First Episode - Title: Bacterium**

#### **THEME: The Business Idea**

Luca reads an advertisement regarding a prize of € 50,000 to the best entrepreneurial idea, also guaranteeing a coaching course on business start-up.

His doctoral thesis on intelligent bacteria capable of decontaminating aquatic flora and fauna becomes the basis to realise his dream of becoming an entrepreneur.

The group of friends (Luca, Filippo, Maggie, Silvia e Iole) sets to work and completes the application form answering questions related to financial concessions, responding to questions concerning **innovation of the idea, environment analysis, market analysis, competitor analysis, SWOT and PESTEL analysis, business taxation and economic-financial planning**.

The first episode ends with the presentation of the project.

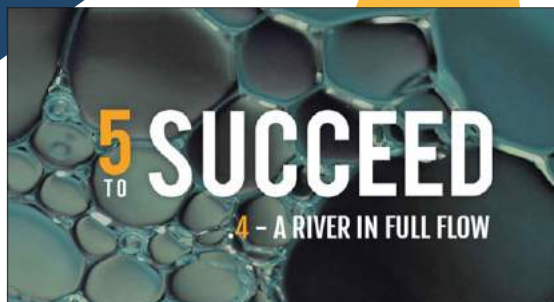
### **Second Episode - Title: 2 Red Cards**

#### **THEME: The strategic and executive business design**

After a long wait and fearing not being successful, the 5 friends receive the news that the application has been admitted and that they have been awarded the prize.

So, they begin the coaching phase, which will lead them to define the strategic and executive business planning process phases, with the drafting of the **Business Model Canvas** and the **Business Plan**.





### Third Episode - Title: Bio-Water ... Be happy!

#### THEME: The mortgage

The 5 friends manage to set up the "**Bio-Water**" Start-up and to register their patent on intelligent bacteria. After founding the company, the first difficulties arise on how to provide Bio-Water with a suitable site and operating plant. Among the various financing solutions proposed (Crowdfunding, Business Angels, Strategic Alliances), the 5 new entrepreneurs will opt for a **mortgage** from a bank.

### Fourth Episode - Title: A river in full flow

#### THEME: Leasing

After a few months, thanks to the mortgage and the tenacity of its partner-friends, Bio-Water has now started: an important company is interested in working together on a pilot project to decontaminate The Ripa River. The opportunity for Bio-Water is huge but the company's equipment is not up to the challenge ...

The neo-entrepreneurs opt for **instrumental financing**.

### 5TO SUCCEED – The Educational Materials and Operational Tools

The 4 episodes of the "5TO SUCCEED" interactive, educational Web Series contains interactions distributed on the timeline of the film that can be activated by clicking on the key words, which allow you to access over 800 in-depth training materials (videos, websites, training pills, formative video pills, operational tools, ppts, pdfs, etc.), which have been elaborated and sought online in different national languages (IT, FR, ES, RO, SI) and in English, for an estimated total of over 500 hours of learning on business creation and management, as well as financial products and services.

The Entrepreneurship Competence Framework (EN)



EntreComp - Entrepreneurship Competence (EN)



Entrepreneurship is about spotting opportunities (EN)



4 Secrets to Succeeding as an Entrepreneur

IL BILANCIO D'ESERCIZIO



The educational materials and the operational tools will be further integrated by CONFORM S.c.a.r.l., limited to the section available in Italian and English, with the addition of new training pills (learning objects), interactive educational video pills, games and operational tools.

As the "5TO Succeed" Web Series has been made available to beneficiaries of the "SUCCEED - StimUlate finanCial eduCation to foster EntrEpreneurship and Development" European Erasmus + project for the testing activities envisaged therein, in order to favour the widest possible dissemination in Europe, to support those who intend to acquire the necessary skills to start new businesses and increase knowledge on the correlated **"financial capabilities"**, the 4 episodes, with their correlated educational materials and operational tools, sought and/or elaborated by CONFORM S.c.a.r.l., in Italian and English, also with the contribution of the project partners, for the respective national languages (FR, ES, SI, RO), have been made available, at no cost for potential users interested in acquiring the knowledge and skills of entrepreneurial activity, without neglecting financial issues and behavioural aspects.

The educational materials and the operational tools, sought in the national languages and in English, taking into account the **"Key Words"** foreseen in the script, have been organized and then made available, contextualised to the specific situations staged, to guide and support learning.

As regards, instead, the educational pills (learning objects) and the interactive, educational, video pills of CONFORM S.c.a.r.l., these can be used by accessing the company's **"Educare"** e-learning platform, after purchasing access credentials.

Before purchasing the individual, interactive educational and/or video pill, i.e. of the entire package foreseen, benefitting from the discounts applied, the user can view the Demo version proposed by the system, by clicking on the link active in the different sections of the in-depth material foreseen in the 4 Web Series episodes.

The section of the "Educare" E-Learning Platform, dedicated to the consultation of the demos of the multimedia, training products, provides a brief description of the aims of each course and allows one to:

- know the **"duration"** and the **"price"**
- download the **"information brochure"** and the **"registration form"**
- finalize any online purchase with the **"E-commerce"** system (designed for those who want to purchase a license to use one or more online training products, without passing through an intermediary).

The interactive, educational video pills contained in the 4 episodes of the Web Series, were created by combining a balanced mix of entertainment and learning, taking advantage of new digital technologies, to allow users to access essential content to have a general knowledge of the subject dealt with, through the recital

of an actor/actress in a 3D setting, to which both words and/or objects and/or icons are combined, able to reinforce the memorisation of the topics covered, and the "Key Words" identified to access the additional content made available to further investigate the topics covered, thus ensuring an increasing level of analysis.

## HOW TO USE THE WEB SERIES

The "5TO Succeed" interactive, educational Web Series is available in three versions:

- **Basic**
- **Premium**
- **Deluxe**

	BASIC	PREMIUM	DELUXE
Web series	✓	✓	✓
Interactive, further investigation material	✓	✓	✓
Contents present in the collation	✓	✓	✓
Multilingual use	✓	✓	✓
Training pills Video Training Pills (Demo)	✓	✓	✓
Training pills Video Training Pills (Integral)	✗	✓	✓
Certificate of participation	✗	✓	✓
Open Badge	✗	✓	✓
Specialist consultancy	✗	✗	✓
	FREE	€ 450 (including VAT)	€ 450 (including VAT)+ Package of hours of consultancy

Use of the "**Basic**" version has been made available for the "SUCCEED" project beneficiaries and for all those who will want to acquire the necessary skills to start new businesses and strengthen their knowledge on the related "financial capabilities" in the future.

The "Basic" version allows you to view the **4 episodes** of the Web Series for **free and to freely access hundreds of different further investigation materials** (e.g.: videos, links to websites, pdfs, etc.), sought and collated in various languages (IT, EN, ES, FR, SI, RO).

The "**Premium**" version is only active for the Italian version.

In addition to providing what is already freely available in the "Basic" version, the "Premium" version also allows access to additional content, which can only be accessed upon payment of **€ 450.00 (four hundred and fifty/00)**, in addition to VAT, for the issue of credentials to access the CONFORM "Educare" E-learning platform.

The period of validity is 1 year and the use of all the learning objects and the educational video pills allows one to issue:

- a **certificate of participation**, which certifies the eighty hours of learning in e-learning mode, which can be used to request the recognition of University Training Credits (CFU) for External Training Activities (AFE) and for Other Training Activities (AAF), where envisaged in the relevant study manifesto, subject to evaluation by the AFE/AFF Commission of the reference University, with the attribution of **1 CFU for every 25 hours of educational activity undertaken**, for a maximum of **3 CFUs**, taking into account their relevance/consistency with the university course being taken by the student
- an **Open Badge**, the new digital tool to map, acquire and valorise skills. An Open Badge contains additional information - metadata - which can be read by all applications that can access the descriptive contents of the Badge. Each participant in the "5TO Succeed" interactive, educational Web Series, who gets a Badge, has a dedicated page with his/her name, the date on which he/she obtained the Badge and the description of the Badge (e.g.: training experience, skills developed, interest shown, etc.).

The "**Deluxe**" version is active only for the Italian version.

In addition to providing what has been made freely available with the "Basic" version and paid for with the "Premium" version, the "Deluxe" version includes the following hours of specialist consultancy, also with video conference support (Skype or Google Meet), provided by business creation experts:

- **5 hours** at **€ 100.00** per hour, for a total of **€ 500.00** (including VAT)
- **10 hours** at **€ 90.00** per hour, for a total of **€ 900.00** (including VAT)
- **20 hours** at **€ 75.00** per hour, for a total of **€ 1,500.00** (including VAT)

If you are not interested in what is proposed by the "Premium" and "Deluxe" versions, but you still want to purchase login credentials for the use of only one or more training pills/video training pills, for which you have consulted the demo in the "Basic" version, you can register on the "Educare" platform, at the following link <http://www.educare.conform.it/login/signup.php?> and proceed according to the specified purchase methods.

To formalize participation in the "5TO SUCCEED" interactive, educational Web Series in the "Premium" or "Deluxe" versions, you should download the contractual clauses, fill in the document providing the required information and send it in the manner indicated.

## **PURCHASE OF CREDENTIALS AND BILLING**

The purchase of credentials to access the "**Educare**" platform, as foreseen for the "Premium" version, or the purchase of access credentials and a package of hours of consultancy, as foreseen for the "Deluxe" version, will be completed with the transmission to CONFORM S.c.a.r.l., by the purchaser, of the request form to issue access credentials and activate the package of hours of consultancy, to be sent to the following e-mail addresses: [webmaster@conform.it](mailto:webmaster@conform.it) and [amministrazione@conform.it](mailto:amministrazione@conform.it)

Credentials will be activated following payment by the buyer, by bank transfer in favour of:

**CONFORM - Consulenza Formazione e Management S.c.a.r.l.**  
**Collina Liguorini s.n.c., 83100 Avellino**  
**CODICE IBAN IT14R0538715102000 00 000 1602**

Upon receipt of payment, CONFORM S.c.a.r.l. will send the buyer both the access credentials and the invoice issued, with reference to the use of the "5TO SUCCEED" interactive, educational Web Series in the chosen "PREMIUM" or "DELUXE" version.

## INSTRUCTIONS ON HOW TO USE THE INTERACTIVE EPISODES

From the "5TO SUCCEED" website (<https://5tosucceed.conform.it/>) you can access the four episodes of the web series.



Click on the first episode, for example, to access the following screen:



At this point, you can decide whether to watch the episode:

- in its interactive version, clicking on

**WATCH THE INTERACTIVE EPISODE**

- in the non-interactive version, clicking on

**WATCH THE WHOLE FILM**



The interactive version allows you to interrupt the linear use of the film, thanks to the presence of links, that appear in overlay on the images when you click on sensitive areas, allowing users to transform from passive spectators into active and reflective spectators, being able to freely decide whether to further investigate the proposed topics or not, accessing the resources made available (videos, doc files, pdfs, xlsx, jpegs/png images, links to websites, audio files, etc.).

Thus, by clicking on

**WATCH THE INTERACTIVE EPISODE**

you will access the video content and in-depth teaching materials. In order to understand the interactivity, the following is an example of the first interaction planned at min. 0:23. The keyword "**Become an entrepreneur**" will appear in the top left, that will allow you to activate the first interaction:



Clicking on the tab  you will see the following screen:

**MATERIALI DIDATTICI E STRUMENTI OPERATIVI - DIVENTARE IMPRENDITORE** 

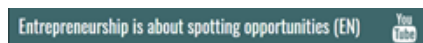
Entrepreneurship is about spotting opportunities (EN) 

The Entrepreneurship Competence Framework (EN) 	Le competenze tecniche dell'imprenditore (IT) 
EntreComp - Entrepreneurship Competence (EN) 	U3-M10 - Entrepreneurship process (EN) 
Entrepreneurship is about spotting opportunities (EN) 	Come diventare Imprenditori (IT) 
4 Secrets to Succeeding as an Entrepreneur (EN) 	Come si diventa imprenditori? I miti da sfatare (IT) 
Le competenze imprenditoriali (IT) 	Chi è e cosa fa l'imprenditore (IT) 

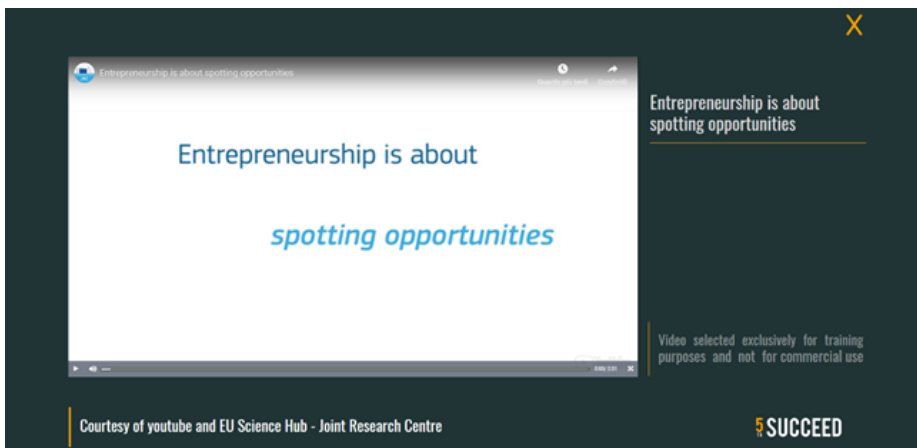
 **Pag. 1/4**  **SUCCEED**

From here you can access further investigation material and operational tools provided for consultation/use.

For example, clicking on



the system will open a further window where you can view the video and the references of the author and/or channel.




The materials are available in English, Italian, Spanish, French, Slovenian and Romanian.

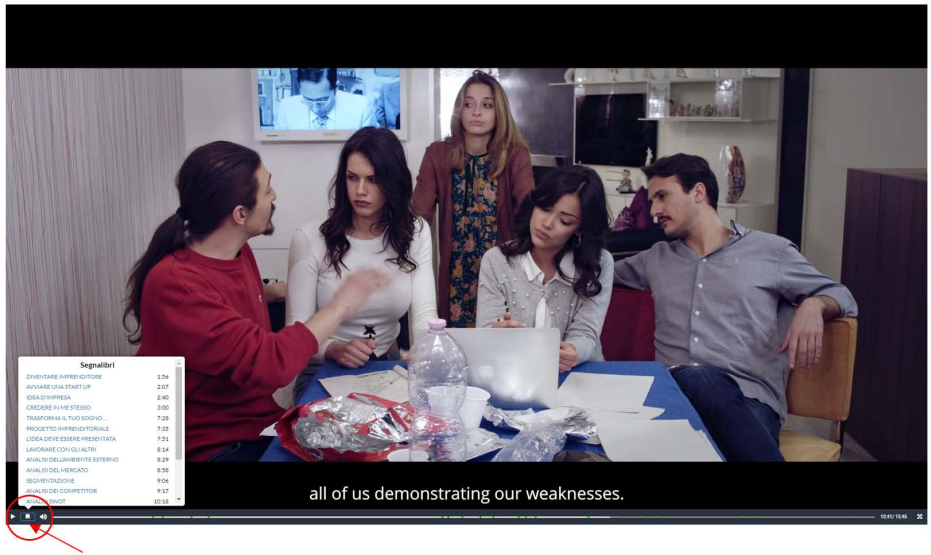
Once you have watched the video or read/consulted the materials provided, simply close the window to return to the general interaction screen.

By clicking on the icon  in the top right again, the interaction will close the screen and you will return to the episode of the web series.

By clicking on  the episode will resume from where you left it.

### **The logic applied is the same for all the interactions.**

At any point in the episode, by clicking on you  can see all the interactions and go directly to the one where you want to view the further investigation material contained therein.



By then clicking on the title of the interaction chosen, the system will lead you directly to the section of the episode, where you can activate the interaction to access the further material provided for users.

Viewing of the episode can be interrupted at any time and the system will track where you left by presenting you, on your next access, with the following screen where you can resume the episode by **returning to the beginning (back to beginning)** or **continue viewing from where you left off (resume)**







### **CONFORM S.c.a.r.l. - Sedi Operative**

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### **CONFORM S.c.a.r.l. - Sedi Operative**

Accreditata Regione Veneto e Certificata

SGQ Padova, Via Croce Rossa

Tel: +39 049625261

### **Certificate SGQ**

Milano, Via Camperio Manfredo, 8

Saluzzo (CN), Corso Italia, 86

Modena, Via Aristotele, 195

Roma, Via Boncompagni, 6

Sassari, Viale Umberto I, 36

Lanciano, Viale Cappuccini, 76

Foggia, Corso Garibaldi, 72

Matera, P.za della Concordia, Borgo La Martella

San Giorgio di Nogaro (UD), Via Marittima, 69

Crotone, Via Gramsci, 2

Palermo, Via XX Settembre, 64