



# DIGITAL CHANGE MAKERS

Skills for business trainers



## Good Practice Guide

17 digital tools to use in  
entrepreneurship, business advice and  
education



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## Introduction

The aim of this Good Practice Guide is to compile 17 examples from European countries to show how business advisors can make use of digital tools when advising entrepreneurs.

The value of using digital tools and teaching digital competences to entrepreneurs and SME's is that these companies are much better skilled to succeed in the digital world; they can organize themselves, improve themselves, connect with their target group and promote online marketing. Business advisors are much better able to give advice to SME's and teachers can advise their students in a modern way. Business advisors and teachers can be inspired by this guide to make more use of digital tools. When inspired, you can read further in our DCM Toolkit with even more of the best digital tools ready for use!

## Methodology

To gather the information about the use of digital tools in teaching entrepreneurship, we have used the extensive knowledge of our partners. This network consists of businesses, business advisors, teachers and training institutes that our EU-project partners are connected to. Every partner has conducted research to collect good practices of digital tools and has carried out research to give an overview of the use of digital tools in their own country. The methodology of the Good Practice Guide is based heavily on knowledge sharing and peer learning (among partners and their wider network). This adds authenticity, credibility and has the added advantage of helping partners debate what good practice consists of.

## Structure of Good Practice Guide

You can read this guide as a business advisor, a starting entrepreneur, a student wanting to start a business and a teacher teaching those students. Of course it is also of benefit to anyone interested in improving the use of digital tools in entrepreneurship!

For every participating partner, there is first an overview of the use of digital tools in entrepreneurship. Then an overview of 17 good practices is given.

For ease of use, we've structured the good practices that are available in this guide. We present the tools in the sequence of a startup or growing enterprise, starting with the creative and inspirational phase to writing a business plan to collaboration within your team and creating an online marketing strategy. For each of these steps, we share the digital tools that can help you to take your business or clients to the next level!

There are of course many more tools to choose from, but our own experience has shown that these tools can serve as inspiration and a good starting point.

For each category, there is a tool (underlined) that you will find again in the Digital Change Makers Toolkit. This toolkit gives more extensive information about how to use the online tools by giving a five step approach. Next to these overlapping tools, there are 14 new tools included in the Toolkit.

### 1. Business planning & Project management tools

- a. Canvanizer
- b. Business Plan Template
- c. Mindjet

### 2. Networking tools

- a. Goldvision
- b. Skype

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### 3. Collaboration tools

- a. Dropbox
- b. TMA EHRM
- c. Youtube
- d. Google Apps

### 4. Course creation tools

- a. Ted Ed
- b. Kahoot
- c. Adobe Creative Cloud

### 5. Research & Presentations tools

- a. Mintel
- b. Digital Garage
- c. Wordpress
- d. Cobra
- e. Nearpod

The tools are presented as concise case studies. We show their applicability to:

- Different types of organizations; for example business development offices, enterprise agencies and colleges
- Different skills developed. Some tools include digital teaching as a means of teaching, and others include digital teaching as an objective of teaching
- Different learning environments:
  - o Classroom courses
  - o Coaching
  - o Distance learning (webinars, etc)

All tools that are linked to these steps, are presented in the same format. This way it is easy to see what the main goal of the tool is, what information it is used for, in which situation it is used and who it is aimed at. In this way, the Digital Change Makers Good Practice Guide shows practical steps business advisors, organizations and stakeholders can take to further their use of digital learning to improve the quality of their work through digital means.





## Partner Introduction and overview of the use of digital tools within the organisations

This section of the Good Practice Guide contains an overview of the use of digital tools in each partner country. All partners have given a summary of the use of digital tools by small and medium enterprises.

### EUEI – European E-Learning Institute (Denmark)

*EUEI (European E-Learning Institute) specializes in the creation of powerful online platforms, immersive educational environments and provision of resources and tools to create truly valuable learning experiences. They make use of the concept of ‘continuing education’, which provides further enrichment to learners in a wide range of (SME-) sectors, covering topics that are professional and/or personal. EUEI places tremendous worth on the informal and flexible nature of continuing education and crafting flexible, online course for those wishing to improve themselves and stay ahead in their careers and in business.*

Denmark ranks as the country with the world's strongest entrepreneurial climate in terms of citizens' opportunity to realize new ideas and influence their lives, incomes and well-being.

Start-up rates in Denmark have increased steadily in recent years and are high in international comparison.

According to the [DESI index](#) (the Digital Economy and Society Index) Denmark is the most digital country in Europe.

Companies and Entrepreneurs are highly digitally literate (at least when compared to the rest of Europe) – for example all tax communication is done within the companies online banking system.

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## Momentum (Ireland)

momentum  
[educate + innovate]

*Momentum is an Irish training organisation focused on developing education, platform and enterprise programmes with a special focus on entrepreneurship and innovation. They are building awareness of the innovative approaches available through e-learning and mobile learning. Momentum train over 500 learners per year via a mixture of classroom-based group training, mentoring and online learning. Momentum also deliver a yearly calendar of networking events where progressive learning resources with new and existing entrepreneurs are shared.*

Being active in the provision of entrepreneurship training, Momentum says that generalized, not many digital tools/resources are currently being used in the delivery of entrepreneurship training in Ireland. Most of digital tools being used are very basic and have become the norm.

## Louth County Enterprise Fund (Ireland)



*The core objective of 'The Fund' is to support the development of small businesses in the county (of Louth) by providing loan funding for start-ups and for SME's wishing to develop and expand. Of particular interest are people and enterprises who have difficulties borrowing from the established financial institutions.*

Most business mentoring in Ireland's North East is completed on a face-to-face basis. The mentoring sessions are largely an "experiential exchange" between mentor and mentee, with a review of the business to be followed by an agreed development plan for the future. However, some mentors and organizations use a variety of digital (and analogue) tools to support the development of business plans and help trading enterprises manage their businesses better. Some of these tools give the enterprises the real-time data required to make the business more 'lean', and hence more profitable.

Business Coaching is relatively new to Ireland and has brought another dimension to how SMEs and their owners and managers are supported. Coaching course such as that offered to coaches by the Henley Business School has brought a welcome structure to the engagement between coach and coachee.

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## Omagh Enterprise Company (Northern Ireland)

### Omagh Enterprise

*Omagh Enterprise Company was established in 1984 as the local enterprise agency covering the west of Northern Ireland, UK. The organisation is a not-for-profit company, limited by guarantee with charitable status, a strong management team and a voluntary board of directors, representative of the local business community. The Company employs 12 core staff and a network of 16 associates.*

*Omagh Enterprise Company's aim is to promote enterprise and support start-up, growth and innovative businesses in the Omagh area. Its role is to promote enterprise to support community, enterprise and economic development. Omagh Enterprise has established a wide range of relationships and partnerships with individuals, agencies and organisations on a local, national and international basis. It provides incubation and shared workspace facilities to a range of start-up, growth and social economic businesses. In addition, it is involved in a wide range of activities that provide practical support and advice to entrepreneurs and local small businesses.*

In entrepreneurship the use of digital resources can be used at different periods of starting up a business. In the business development and planning stage, the business advisor carries out secondary research using online tools and databases to gather important data that can help the business build a picture of the business. From the business advisor experience they are aware of certain digital tools that will be useful. However, for the client there is a need for a business advisor to help through the different stages of a startup and guiding the client to the available digital tools that they may not be aware of, taking time to teach the client how to access information. The client also looks to the business advisor for guidance looking for available workshops, presentations, webinars etc. that may be useful for businesses, therefore having a platform that can be user-friendly and obtains all relevant links would improve the overall process of business planning.

In Northern Ireland, startup businesses can avail of the Go for it programme, it is a free programme for budding entrepreneurs in Northern Ireland which provides individuals with professional business mentoring and support tailored to help with any business idea. This support is on a Face to Face basis with limited digital resources used. It is part funded by local councils in Northern Ireland and delivered by experienced business advisors across the country's wide network of participating Enterprise Agencies.

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## National Enterprise Network (United Kingdom)



*The National Enterprise Network (NEN) is a unique membership body, representing those working in the enterprise support sector across England. Its members are crucial to England's economic growth. The NEN support their work by representing their interests, promoting the results they achieve and connecting them with opportunities for even greater success. Members of NEN are drawn from enterprise support organisations that provide independent and impartial advice, training and mentoring to new and emerging businesses. Other members include also Chamber of Commerce, local authorities, specialist enterprise providers, universities and corporate organisations.*

Entrepreneurs, in particular small business entrepreneurs, often find using digital tools effectively and to their fullest extent a barrier to starting up and sustainability. It is a much-requested area of learning by clients of National Enterprise Network, however it is also well served (at least certain aspects of digital tools) by free or part funded services.

Recognizing the transformative potential of more unique digital tools can be a barrier to new or small businesses competing with scaled organizations – who can access expertise and resources to realize them.

It is a significant trend that younger clients of NEN are much more 'savvy', both more literate in the use of digital tools and more comprehending of their transformative power for the business.

Ways to receive advice through NEN:

- Online advice via different business support organization
- One to one (face to face) business advice
- One to many – training sessions
- Via the Local Enterprise Partnerships
- Chambers of Commerce
- Local Enterprise agencies
- Accountants

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## Noorderpoort (The Netherlands)

# Noorderpoort

*Noorderpoort is a Regional Centre for Vocational Education and Training, offering education to 14.000 students in the North of the Netherlands. It offers regular initial foundation and senior vocational education and work-based learning in cooperation with the (regional) word of work, contract teaching and education for newly arrived immigrants. The main fields of education are energy and maritime, health and social care, wellness, hospitality, tourism and travelling, automotive and logistics, business and administration, art/theatre/dance, laboratory- and process-industry, ICT and engineering. Entrepreneurship is part of vocational education. Noorderpoort keeps improving the digital skills of teachers and staff and increases the use of digital tools in order to train and teach its students on their way to become an entrepreneur.*

The digital assets used in businesses in the Netherlands are very diverse; from very much, to almost nothing in some parts of the business. In principle, in office environments, most processes are automated or supported by automation. When the company also houses a warehouse and/or production, many companies still use physical forms that are later digitalized. For many companies it is necessary to automate these processes.

The advice in the field of ICT comes mainly from commercial companies and commercial consultancy firms. Information for starting businesses can be found via the Chamber of Commerce.

Especially the younger and/or driven companies are looking for means which can be used to make business processes run correctly, timely and above all efficiently. This also applies for students Entrepreneurship that Noorderpoort is training.

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## Good practices

17 digital tools are structured into five categories, making it easy to overview for each category which tool is the most suitable to use as part of the business advice. The tools are presented as concise case studies, meant to inspire you to use digital tools more extensively. From starting a business plan, starting a business, to building online courses and keeping your customer relations up to date, anything can be digitalized! Don't wait any longer and become a Digital Change Maker!

## Categories and tools

### 1. Business planning & Project management tools

- a. Canvanizer
- b. Business Plan Template
- c. Mindjet

### 2. Networking tools

- a. Goldvision
- b. Skype

### 3. Collaboration tools

- a. Dropbox
- b. TMA EHRM
- c. Youtube
- d. Google Apps

### 4. Course creation tools

- a. Ted Ed
- b. Kahoot
- c. Adobe Creative Cloud

### 5. Research & Presentations tools

- a. Mintel
- b. Digital Garage
- c. Wordpress
- d. Cobra
- e. Nearpod





# 1. Canvanizer

Business Planning

## *What kind of tool?*

Canvanizer is used for Business Planning and Value Proposition analysis. It provides a platform for groups to brainstorm and develop strategies for their project or business.

## *Where to be used?*

Used in both classroom setting and in one-to-one mentoring sessions. Most appropriate to group work, though.

## *For who?*

To use the tool: From educational institutes through to individual mentors or coaches.

Target group: individuals or groups involved in business start or enterprise development.

## *Specifics*

This is the digital version of an analogue system that pre-dates it – The Business Model Canvas. The tool is not branch-specific. There is a free version and an upgrade to a subscription.

## *As a business advisor or teacher...*

You can help a starting enterprise with setting up their business plan by showing them how to work with Canvanizer. Together with Canvanizer, you can ask all the right questions a Start-up needs to think of. Analyze the market, come up with ideas, sync and compare them, carry out analysis and put it all together in an attractive looking one-page business model. Create a mockup and test it and execute a market survey. Canvanizer will help you as a business advisor to go through all steps a business idea needs to make a successful start.

<https://canvanizer.com/>

Accessible offline? Yes

Internationally available? Yes

Specific skills needed? Basic orientation and training required

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## 2. Business Plan Template

Business Planning

### *What kind of tool?*

The tool is used for: Business Strategy & Planning. The tool takes you through all steps, from market analysis to cash flow planning. It offers free templates for startups to use, and to set up a solid plan for their business. The tool can be used to apply for a loan, which is only applicable for businesses in the United Kingdom.

### *Where to be used?*

Business advisors can teach their clients how to use the tool: one-to-one coaching or classroom sessions. A business advisor can run through the templates in a coaching session or give general advice on how to use these templates as a base for setting up a business plan.

### *For who?*

To use the tool: Enterprise Agencies and Business Advisors.

Target group: Clients for Business Start Up & Starting SME's

### *Specifics*

The tool also offers guides about how to start a business (at home) or how to start an online business. Furthermore, the tool is presented by Start Up Loans, which has a mission to help new and early stage UK businesses access affordable finance and mentoring support. The templates are free to use, the financial loans are for UK businesses only.

### *As a business advisor or teacher...*

This tool will give you all the background and right templates you need to advise startups and early stage SMEs, no matter in which phase of the starting process they are at. Advice to start with a guide, or feedback on structured templates, business plans and cash flows, the tool offers it all. Also financial opportunities for starting businesses in the UK are part of the tool.

[www.startuploans.co.uk/business-plan-template/](http://www.startuploans.co.uk/business-plan-template/)

Accessible offline? Yes

Internationally available? Yes

Specific skills needed? Basic orientation and training required

Read more at [www.digitalchangemakers.eu](http://www.digitalchangemakers.eu)

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### 3. Mindjet (MindManager)

Organizing Ideas

#### **What kind of tool?**

Mindjet captures and manages ideas, so that all contributors' suggestions are documented and used. The tool is extremely flexible and can gather all information that is scripted.

#### **Where to be used?**

Useful in group settings, whether it be business rooms or classroom settings. Through group interaction, there is information sharing. This tool may be used in one-to-one sessions when explained or in coaching sessions.

#### **For who?**

To use the tool: From educational institutes through to individual mentors or coaches/business advisors. Target group: individuals or groups involved in business start or enterprise development, who need more clarity and insight in their ideas.

#### **Specifics**

This is the digital version of an analogue system that pre-dates it – The Business Model Canvas. The tool is not branch-specific. The tool has a free and a subscription version.

#### **As a business advisor or teacher...**

MindManager works like a virtual whiteboard. It lets you quickly capture ideas and information, then organize and contextualize them in the same place. Drag topics around, draw connections between different ideas, and park related notes, links and files where they belong – it all stays contained in one clear, easy-to-navigate map. As a business advisor or teacher, you can run through Mindjet to show SME's how to organize ideas and visualize their progress towards their goals.

[www.mindjet.com](http://www.mindjet.com)

Accessible offline? Yes

Internationally available? Yes

Specific skills needed? Basic orientation and training required

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## 4. Cobra/Cobweb

Online license based database

### *What kind of tool?*

Cobra/Cobweb is used to find business sector specific profiles, topic advice and information, trends and analysis, further business support and market research. It gives references for almost any business sector.

### *Where to be used?*

The tool is used in one-to-one advice sessions with business advisors and small businesses.

### *For who?*

To use the tool: Pre-startups, startups, SME's, Business Advisors

Target group: All

### *Specifics*

A subscription is required to use this tool.

### *As a business advisor or teacher...*

Cobra/Cobweb offers business advisors up to date information on a variety of different business ideas. Cobra offers business profiles, factsheets, local area profiles, sector guides and more for very specific sectors. In one-to-one coaching sessions, a business advisor can help SME's by providing them with relevant industry information about the particular business that they are intending to start or are currently running.

<https://cobra.cobwebinfo.com/>

Accessible offline? Yes

Internationally available? Unknown

Specific skills needed? No

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## 5. Goldvision

Customer relationship management

### *What kind of tool?*

Goldvision is a CRM-tool used for: tracking engagements, emails and potential opportunities for students or businesses.

### *Where to be used?*

Inputs for CRM metrics are collected during one-to-one sessions and via administrative paperwork

### *For who?*

To use the tool: Any organization which manages student relationship/outputs

Target group: Staff

### *Specifics*

The tool is a means of teaching: progress tracker, identifies opportunities, improves relationship with student, and supports the development of learning services by identifying trends or strengths/weaknesses. This tool requires a subscription fee.

### *As a business advisor or teacher...*

Goldvision allows you to manage accounts, contacts, appointments, emails, quotes and more. It also allows SME's to build a measurable trail for each customer, from first contact through recurring sales and on-going relationship building. For business advisors working with startups and SME's, this tool allows them to work in a structured, measurable way. It is easy to keep track of their growth.

[www.goldvision.com](http://www.goldvision.com)

Accessible offline? Yes

Internationally available? Yes

Specific skills needed? No, only basic orientation

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## 6. Kahoot!

Game based learning platform

### *What kind of tool?*

A collection of questions on specific topics, created by teachers, students, businesspeople and social users. They can be a quiz, survey or discussion, which are related to the topics that are being taught; they involve either asking quick questions to get feedback or opinion, or more in-depth questions for formative assessment.

### *Where to be used?*

Used in classrooms, offices and social settings: it can gamify your training strategy, events or product promotions. Staff can co-create kahoots with their colleagues, organize them in folders and businesses can brand them with their logo. Great match for internal training and team building. Keep employees and customers on the edge of their seats, while driving a higher return on learning investment.

### *For who?*

To use the tool: Educators, trainers, instructors

Target group: Education/training/instructing; educations, trainers, schools, universities, businesses, events, social groups.

### *Specifics*

One of the things that makes Kahoot! so unique is that it's a platform where trainers decide on the content, the imagery and how the game is played. You can either choose one of the 8.5+ million free public games and adapt it for your own learners or create something of your very own from scratch. This tool has a lot of free options but has also paid-for versions with advanced features.

### *As a business advisor or teacher...*

You can use a gamified way to share information/advice with your SME's and startups, to see if coaching sessions have led to the right improvement. You can also show SME's and startups a fun way to educate and keep learning within their company. SME's can use polls for example for internal measurements and feedback on ideas. Kahoot can be taught in one-to-one coaching sessions but works best with group dynamics.

[www.kahoot.com](http://www.kahoot.com)

Accessible offline? No

Internationally available? Yes

Specific skills needed? No

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## 7. TMA EHRM

Assessment and career development

### *What kind of tool?*

Tool for digital Human Resource Management, offering you to make inventory of talents, competences, motives and motivation of your people and find the best career opportunities for them.

### *Where to be used?*

The tool can be used during coaching sessions, webinars and courses; whenever you are looking to analyze your employees' competences and career wishes.

### *For who?*

To use the tool: HR consultancy companies, business advisors, companies working with e-HRM.  
Target group: Employees and teams of employees

### *Specifics*

TMA is used to optimally make use of the talents in your company. The tool requires to follow a training before discussing a report with employees. A subscription is needed to use this tool. There is a free trial.

### *As a business advisor or teacher...*

You can use the TMA method to show startups and SME's to digitalize their human resource management. A small company may use the method to create profiles for all employees, using TMA's competences. With these profiles, companies get advice on how to match people with roles and functions, solve individual or team issues and help candidates with mobility or development issues. TMA is a method that business advisors can share in one-to-one coaching sessions.

[www.tmamethod.com](http://www.tmamethod.com)

Accessible offline? No

Internationally available? Yes

Specific skills needed? Specific training for reports

Read more at [www.digitalchangemakers.eu](http://www.digitalchangemakers.eu)

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## 8. YouTube

Video sharing service

### *What kind of tool?*

Through YouTube users can watch, like, share, comment and upload their own videos. Create videos easily for: interviewing, how to Tutorials, Explaining, Vlog, Business Review/Report, Talking Head, Show and tell, Remote training, being social. You can subscribe to the trainer/advisor account.

### *Where to be used?*

Anytime, but learners need access to internet and a multimedia device if they are interacting. Watch at own ease either as individual or as a group. Train multiple people at different times by sending trainees a video (ensures accessibility e.g. addressing time differences, remoteness, and availability). Can be public/limited to select viewers or private.

### *For who?*

To use the tool: groups, organisations, individuals, networks, businesses

Target group: Everybody who has access to internet and a multimedia device. Any group from business, health, sport, food groups, training groups, business groups

### *Specifics*

Anyone can use this tool, it is a public tool suitable for both media/social/business/organizational usage.

Unlike on most social media networks, you don't have to have a YouTube account to view content.

However, an account is required to upload and engage with other users. The tool is mostly free to use, but has a premium version as well.

### *As a business advisor or teacher...*

YouTube has an endless amount of videos for any topic businesses need advice or tips on. As a business advisor you can use YouTube to extend your field of knowledge and to show advice on topics you might not know the details of yourself. YouTube is also great for educational purposes in classroom sessions or distance learning.

[www.youtube.com](http://www.youtube.com)

Accessible offline? No

Internationally available? Yes

Specific skills needed? No

Read more at [www.digitalchangemakers.eu](http://www.digitalchangemakers.eu)

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## 9. Google Apps

Online collaboration

### *What kind of tool?*

G-suite consists of a set of collaboration and productivity apps for business. Can be used in collaborative working to produce documents, spreadsheets, presentations. It can be used to organize and manage business projects and programmes.

### *Where to be used?*

It can be used to organize and manage business projects and programmes. Suitable for groups in business with a common project or objective.

### *For who?*

To use the tool: Any organization

Target group: Any group, employees of a company/organization, project groups.

### *Specifics*

Once you sign up to the G suite, there are online tutorials which help you through a 14-day trial period. You need a subscription to use Google Apps/G Suite.

### *As a business advisor or teacher...*

You can show startups or SME's this great and functional way of keeping together all your work processes. Google Apps creates fluent collaboration by combining Gmail, Drive, Docs, Calendar, Meet and more into one system. This allows for easy communication, on which business advisors can give tips in one-to-one coaching sessions.

<https://gsuite.google.com/>

Accessible offline? No

Internationally available? Yes

Specific skills needed? No

Read more at [www.digitalchangemakers.eu](http://www.digitalchangemakers.eu)

[www.digitalchangemakers.eu](http://www.digitalchangemakers.eu)

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## 10. Adobe Creative Cloud

Graphical software

### *What kind of tool?*

Creative Cloud offers apps and services for video, design, photography and the web. It contains built in tutorials and templates, to get you started to create the content you need.

### *Where to be used?*

Whenever you want to create content or visualize your ideas for your business, or create for example promotional material, Creative Cloud offers all you need. Working with Creative Cloud can be taught one-to-one, in groups or as an individual.

### *For who?*

To use the tool: Any organization working with photo or video, from marketing agencies to graphical designers.

Target group: Anyone

### *Specifics*

Creative Cloud turns your brightest ideas into beautiful content and makes professional design reachable for everyone. Creative Cloud is not free, there are different subscriptions for all demands.

### *As a business advisor or teacher...*

Adobe Creative Cloud can help you as a business advisor to answer questions from startups and SME's about graphic design and creative possibilities. Adobe Creative Cloud offers tutorials for those not yet familiar with graphic design, to make professional looking layout possible for any business. As a business advisor you can also help companies set up a brand manual, to keep a consistent look for external parties and customers.

[www.adobe.com/creativecloud](http://www.adobe.com/creativecloud)

Accessible offline? No

Internationally available? Yes

Specific skills needed? Built in tutorials

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## 11. Ted Ed

Course creation tool

### *What kind of tool?*

The idea of this tool is to “spark and celebrate the ideas of teachers and students around the world”. Animated videos and interactive lessons can be used to provide training on a wide range of topics including entrepreneurship, enterprise, creativity and innovation.

### *Where to be used?*

Classroom courses, non-traditional learning, coaching and distance learning.

### *For who?*

To use the tool: Education, including teachers and business advisors

Target group: Youth, emerging entrepreneurs, students and trainers

### *Specifics*

Ted Ed offers both to discover and use online courses or inspiration and to create digital lessons. You can create customized lessons and discussion topics as well. Students can share and present their own ideas. Ted Ed is free to use.

### *As a business advisor or teacher...*

You can use Ted Ed to show short courses to start ups and SME's, to inspire them and explain about all kinds of topics. As a business advisor you can also coach businesses in how to use Ted Ed, in which situations. Or use it as a means to teach about other topics and get your clients more curious and inspired to improve their business.

<https://ed.ted.com/>

Accessible offline? No

Internationally available? Yes

Specific skills needed? No

Read more at [www.digitalchangemakers.eu](http://www.digitalchangemakers.eu)

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## 12. Mintel

Secondary research

### *What kind of tool?*

Mintel is a market intelligence agency and there's market research, but there is also market analysis, competitive intelligence, product intelligence and, most importantly, the expertise to combine these elements in an expert synthesis that generates insight and recommendation rooted in cast-iron fact.

### *Where to be used?*

Mintel is used for gaining access to information. Can be used in classroom courses and access to research for businesses.

### *For who?*

To use the tool: Particularly universities however individuals/businesses can gain access by registering with Mintel.

Target group: Any business or individual – have to register with Mintel to gain access to information.

### *Specifics*

It is accessible but need to register with Cobweb to gain access via login to tool. Mintel is in receipt of a Grant for R&D support for a project that aims to increase efficiency and capacity within our data capturing pipelines. You need to pay to use Mintel's market intelligence reports.

### *As a business advisor or teacher...*

At Mintel, they know how important market analysis is for your starting business. Therefore, they offer a complete step by step approach to take you through all stages of market analysis. As a business advisor, you can take a business through market research, product intelligence and competitive intelligence and show how all steps work. This will give SME's and startups the right way to start analyzing their relevant market and create the right marketing strategy.

[www.mintel.com](http://www.mintel.com)

Accessible offline? No

Internationally available? Yes

Specific skills needed? Only registration needed

Read more at [www.digitalchangemakers.eu](http://www.digitalchangemakers.eu)

[www.digitalchangemakers.eu](http://www.digitalchangemakers.eu)





## 13. Digital Garage

Online learning platform

### *What kind of tool?*

Digital Garage is an online learning platform that assists individuals to make the most of digital possibilities, for example; developing a marketing strategy for the business, exploring how businesses work or expanding your business.

### *Where to be used?*

Digital Garage is used when someone, be it a student or a business, wants to develop their digital skills and improve their online marketing strategy. It can be used in the classroom, one to one learning or distance learning.

### *For who?*

To use the tool: Small, medium sized businesses, charities, not for profit, self-employed, students.  
Target group: self-employed/existing businesses

### *Specifics*

Digital Garage allows users to focus on the skills they want and select specific topics. Learning is at the individuals own pace and on completion participants receive an accredited certificate. Digital Garage offers free learning content.

### *As a business advisor or teacher...*

If you are a business advisor or teacher to starting entrepreneurs whose clients are looking for digital training: Digital Garage can help you. Google Digital Garage will show all kinds of online training aimed at career development, digital marketing and data and tech. At different levels, you can show clients the possibilities for different ways of digitally improving their career or business.

<https://learndigital.withgoogle.com/digitalgarage>

Accessible offline? No

Internationally available? Yes

Specific skills needed? No

Read more at [www.digitalchangemakers.eu](http://www.digitalchangemakers.eu)

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## 14. Wordpress

Publishing tool

### *What kind of tool?*

WordPress is a website/content/course creation tool. It encompasses learner management systems, educational content and blogs. It is used to encourage creativity and entrepreneurship through its blogging feature.

### *Where to be used?*

This is generally used outside of traditional learning environments, as an additional learning resource. It can also be used in a purely educational manner and implemented by trainers utilizing the LMS (learner management system) feature.

### *For who?*

To use the tool: Schools, colleges, SME's, larger organisations, local councils. Anyone who wants to connect through blog posts, produce content that is accessible and social media ready.

Target group: Educators, enterprise agencies, students, bloggers. Highly versatile.

### *Specifics*

The blog section of Wordpress is also an excellent way of showcasing best practice examples and hearing expert input into topic. It is very popular with younger people and is used to encourage creativity and entrepreneurship, but also targets the "silver economy" through age friendly economy. Wordpress offers different subscriptions, from free to more advanced business versions.

### *As a business advisor or teacher...*

You can use Wordpress as a very accessible and approachable way of creating online content. For Start-ups and starting SME's, Wordpress can be a way to first start with online marketing in a creative way. As a business advisor, you can guide clients through examples of Wordpress content and show how and where to begin.

[www.wordpress.com](http://www.wordpress.com)

Accessible offline? No

Internationally available? Yes

Specific skills needed? No, only basic orientation

Read more at [www.digitalchangemakers.eu](http://www.digitalchangemakers.eu)

[www.digitalchangemakers.eu](http://www.digitalchangemakers.eu)







## 15. Nearpod

Interactive presentation and assessment tool

### *What kind of tool?*

Any type of presentation information that you want to bring to life! Nearpod allows you to – Create new slides, import audio files, add GIF's and background in slides, upload videos, add activities such as quizzes, polls and open-ended questions. Nearpod can also be used for technology-based learning and creating your own interactive lessons.

### *Where to be used?*

Used in following learning environments: classroom courses, coaching, non-traditional learning and distance learning.

### *For who?*

To use the tool: Schools, SME's, enterprise centres, Youth outreach groups

Target group: students, learners and emerging entrepreneurs

### *Specifics*

It is interactive and easily accessible for a range of ages and capabilities. It is innovative in the style of teaching it uses as it gets the learner involved in the presentation – through the use of quizzes and polls which they can participate anonymously on their own device. Nearpod offers different subscriptions, from free to more advanced versions which you have to pay for.

### *As a business advisor or teacher...*

You can use Nearpod for any interactive learning sessions. Be it in classroom sessions with multiple Start-ups or students or in a one-to-one coaching session with an SME. Nearpod offers the option to upload your already existing lessons/presentations and improving them with interactive features such as Virtual Field Trips, 3D Objects, quizzes and polls.

[www.nearpod.com](http://www.nearpod.com)

Accessible offline? No

Internationally available? Yes

Specific skills needed? No

Read more at [www.digitalchangemakers.eu](http://www.digitalchangemakers.eu)

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## 16. Skype

Online (video) communication tool

### *What kind of tool?*

The idea of this tool is to stay connected. All over the world, you can stay connected through video calling and messaging. Skype for Business offers companies the chance to set up professional online meetings, which makes it a powerful collaboration tool. Also, content creators can use the tool, to integrate skype calls into vlogs, podcasts and livestreams.

### *Where to be used?*

Distance learning, classroom courses. Any online collaboration or real time meeting.

### *For who?*

To use the tool: Education, including teachers and business advisors, companies, content creators using (live) video.

Target group: Anyone.

### *Specifics*

Next to Skype, there is Skype for Business, which offers to set up online video meetings with people you might not be connected with through Skype. Just sending a Skype-meeting invitation is enough to get anyone in your meeting! You can use Skype for free or use a paid-for business package.

### *As a business advisor or teacher...*

You can use skype yourself when working with SME's or startups not able to join an actual meeting, but still need to contact and discuss. Skype allows for online real-time meetings, from anywhere, as long as there is a device with an internet connection. It is also of use for SME's working with international contacts and trying to improve communication. The fastest and a very powerful way for online collaboration.

[www.skype.com](http://www.skype.com)

Accessible offline? No

Internationally available? Yes

Specific skills needed? No

Read more at [www.digitalchangemakers.eu](http://www.digitalchangemakers.eu)

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## 17. Dropbox

Online filesharing tool

### *What kind of tool?*

Dropbox is a modern workspace designed to reduce the workload, so you can focus all your attention on what's important. In Dropbox, your files are collected in one central place. They are easy to find and securely synced across all your devices, so you can access them anytime, anywhere. The tool can be used in international collaboration as well.

### *Where to be used?*

Dropbox can be used in a coaching session and also used in any online collaboration. Can be used in classroom courses as well to allow students access to documents and media.

### *For who?*

To use the tool: Business, Education, including teachers and business advisors

Target group: Entrepreneurs, project groups, teachers and students.

### *Specifics*

Dropbox also offers Paper: Paper is the place where a business team can bring ideas to life. Brainstorm, inspire each other and share concepts. Paper can contain everything from video and images to code and sound. When getting started with Paper, use one of the other tools mentioned in the Guide or Toolkit to work further on your ideas, for example Mindjet. Dropbox has different subscriptions, from a free version to more data storage or business packages.

### *As a business advisor or teacher...*

Dropbox can be used to keep online collaboration up to date, since the right and most recent files are always accessible. Work together with clients and colleagues in a clear and transparent way. You can use Dropbox to advise clients how to create structure in files, keep everything up to date and work together with several people, both in and outside your business.

[www.dropbox.com](http://www.dropbox.com)

Accessible offline? No

Internationally available? Yes

Specific skills needed? No

Read more at [www.digitalchangemakers.eu](http://www.digitalchangemakers.eu)

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