

GUIDE TO DIGITAL ENTREPRENEURSHIP EDUCATION

AI & VR Tools



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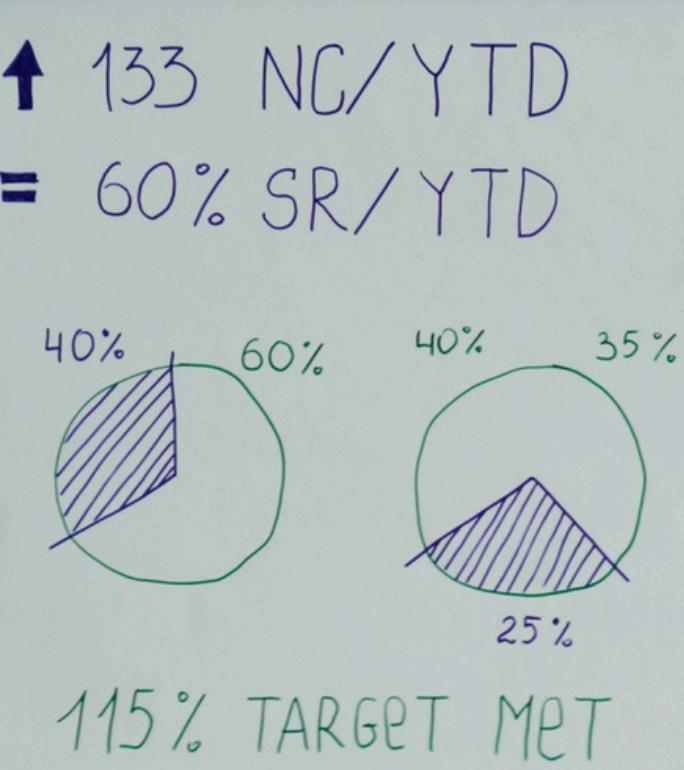
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INTRODUCTION

This guide is designed to help universities and educators integrate digital tools into entrepreneurship education, aligning with current trends and educational demands. Based on the EntreComp Framework, this resource recommends free, open-source AI and VR tools that can support different stages of the entrepreneurial journey. These tools can improve student engagement, create hands-on learning experiences, and build important skills for the modern business world.

How to Use This Guide

- Identify which stage of the entrepreneurial journey your students are in.
- Explore the suggested tools for each stage. Use the tools in lessons, projects, and activities. Review how well the tools work and adjust as needed.

1. EXPLORING OPPORTUNITIES

(EntreComp: Ideas & Opportunities)

Goal: Help students find market trends, identify new ideas, and explore potential opportunities.

ChatGPT

How does it help?

- Assists with brainstorming and idea creation.
- Helps validate ideas by exploring feasibility, target audiences, and differentiators.
- Supports market research through summaries of trends, competitors, or technologies.



Example:

Have students use ChatGPT to generate 3 startup ideas based on a given trend (e.g., sustainability or remote work). Ask them to choose one idea and refine it using follow-up prompts (e.g., target audience, value proposition)

IdeaBuddy

How does it help?

- Breaks down ideation into manageable steps: concept, customer, competition, strategy.
- Encourages validation and iteration with built-in templates.
- Helps students visualize the structure of their business ideas.



Example:

Ask students to input their chosen idea into IdeaBuddy and complete the basic 'Idea Plan' (concept, target customer, problem/solution). Have them share a short summary slide based on their completed plan.

Spatial.io

How does it help?

- Provides a simulated environment for brainstorming, pitching, or ideation.
- Encourages experiential learning and digital fluency in virtual entrepreneurship settings.
- Promotes collaborative creativity in distributed teams.



Example:

Organize a virtual 'idea fair' in Spatial. Students create booths to pitch their business idea with images, audio, or 3D mock-ups, then give short tours to classmates.

2. DEVELOPING THE CONCEPT (EntreComp: Ideas & Opportunities)

Goal: Help students with the first steps of developing an idea by making prototypes of their ideas and developing business plans.

A-Frame

How does it help?

- Empowers students to prototype environments or product experiences quickly.
- Encourages hands-on design thinking and digital prototyping with minimal coding.
- Great for students working on products, services, or user experiences that benefit from visualization



Example:

Assign students to prototype an interactive space that represents their product or service concept.

OpenSpace3D

How does it help?

- Allows students to model their product or service concepts in interactive 3D form.
- Supports logic, user interaction, and environmental simulation
- Helps translate abstract business ideas into concrete simulations or product demos.



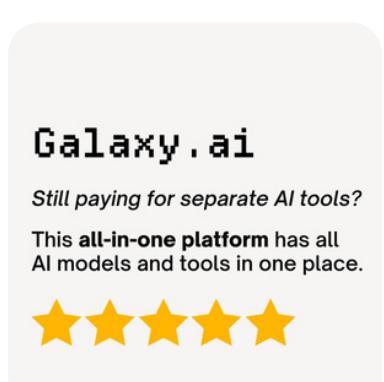
Example:

Introduce OpenSpace3D during your concept refinement module. Ask students to simulate how their product or service would function in the real world.

Galaxy AI

How does it help?

- Enables concept development through interactive feedback loops: SWOT analysis, persona creation, customer journey maps, etc.
- Can critique ideas, compare alternatives, and simulate feedback from different stakeholders



Example:

Ask students to input their raw business idea into Galaxy AI and prompt it to help them develop a value proposition and a business model canvas.

3. GATHERING AND MANAGING RESOURCES

(EntreComp: Resources)

Goal: Help students to manage their finances and their resources to build a solid foundation of their businesses.

Wave Accounting

How does it help?

- Builds financial literacy: budgeting, tracking income/expenses, cash flow awareness.
- Encourages planning and responsible resource use.
- Simulates real-world entrepreneurial financial management.



Example:

Ask students to create a simple 3-month budget in Wave for their startup idea. They should include expected costs (e.g., marketing, product dev), forecasted income, and generate an invoice mock-up. Use this to evaluate their grasp of financial planning.

Trello

How does it help?

- 
- Enhances time and task management.
 - Builds collaboration skills through shared project tracking.
 - Promotes ownership of roles and accountability in entrepreneurial teams.

Example:

Provide students with a Trello board template. Ask them to assign tasks, deadlines, and roles for each stage of their project. Require regular 'stand-ups' where teams review their progress and adjust priorities collaboratively.

Notion AI

How does it help?



Notion AI

- Promotes structured information management and research synthesis.
- Supports critical thinking via AI-assisted brainstorming, outlining, and evaluation.
- Encourages independent learning by helping students organize learning resources and reflections.

Example:

Ask each student to create a 'Startup Workspace' in Notion. This should include: A project dashboard or Weekly learning reflections. Encourage them to use Notion AI to help them summarize articles.

4. TAKING ACTION (EntreComp: Into Action)

Goal: Help students to put into action the business.

Copy.ai

How does it help?

copy.ai

- Helps students write marketing copy, social media posts, emails, and website content.
- Speeds up content creation with ready-made templates.
- Useful for non-native English speakers or students unsure how to pitch their idea in writing

Example:

Ask students to generate a product description and a promotional email for their business idea using Copy.ai. They can use the 'Startup Tools' section to write a brand mission, tagline, or ad.

Unity



How does it help?

- Lets students build interactive prototypes, simulations, or gamified user experiences.
- Ideal for app-based ideas, AR/VR concepts, or digital services.
- Encourages hands-on digital creation and user testing

Example:

Challenge students to build a basic interactive demo of their app, game, or service in Unity (even a clickable walkthrough). They can use free templates or Unity Learn to speed up development

Canva



How does it help?

- Allows students to easily create logos, pitch decks, social media posts, and ads.
- Builds visual communication and branding skills.
- Great for preparing final pitches or MVP mockups.

Example:

Have students create a pitch deck or social media campaign in Canva to promote their business idea. They can use brand colors, visuals, and a clear value message in 5–7 slides or posts.

5. ENGAGING WITH STAKEHOLDERS

(EntreComp: Into Action)

Goal: Help students connect with potential partners, customers, and investors.

Descript

How does it help?

- Helps students record, edit, and polish video pitches or podcast interviews.
- Automatically transcribes speech and removes filler words.
- Useful for creating clear, engaging content for stakeholders.



Example:

Have students record a 60–90 second video pitch using Descript. They should edit for clarity, remove filler words, and add captions before sharing it with the class or mentors.

Grammarly AI

How does it help?



- Improves clarity, tone, and correctness in student emails, pitches, or proposals.
- Helps students write professionally and adapt their tone for different audiences.
- Builds confidence in external communication.

Example:

Ask students to write an email to a potential partner or investor. Then, have them refine it using Grammarly AI for tone, structure, and grammar before submitting.



The overall objective of the Start-DSP project is to enhance the effectiveness of entrepreneurship education in Higher Education Institutions. By providing innovative learning materials and focusing on digital, sustainable, and ethical business practices, the project aims to better equip educators and, in turn, empower students to address contemporary global challenges through entrepreneurship.

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