



# AI-Powered Digital Entrepreneurship Guide for Teachers

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## Overview

This AI-powered guide supports educators in teaching digital entrepreneurship by allowing students to simulate business decisions and receive AI-driven feedback. It helps learners understand the strategic, digital, and sustainable dimensions of business development, aligned with the EntreComp, DigComp, and GreenComp frameworks.

## Purpose of the Tool

To enable educators to introduce AI as a co-creative tool in entrepreneurship education—supporting idea generation, business model development, and strategic decision-making. The tool enhances student engagement through real-world applications of digital and sustainable entrepreneurship.

## How It Works

Educators guide students through a structured learning flow where AI assists in:

- Defining business ideas (sector, model, digital tools).
- Exploring strategic decisions (market approach, sustainability focus).
- Receiving feedback and recommendations on business viability.
- Reflecting on insights to refine business models.

The tool does **not require coding** or technical expertise—students interact with AI via prompts and templates.

## Classroom Use Case

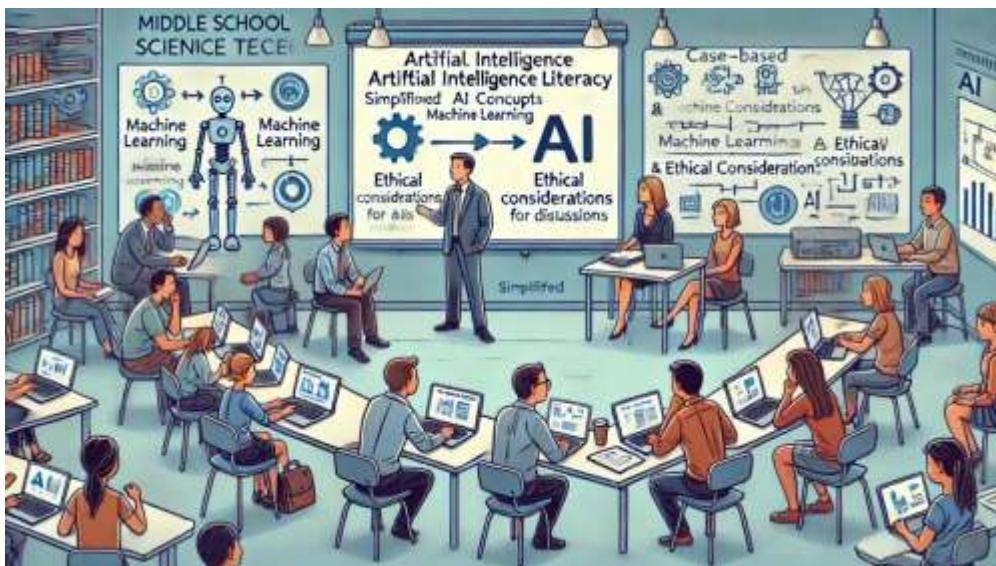
### Example Scenario:

Lisa, a university student, wants to launch a sustainable online store. With teacher guidance, she uses AI to:

- Select an aggressive market strategy
- Choose an e-commerce business model
- Emphasize high sustainability focus



The AI evaluates her input and provides a viability score along with suggestions: investing in targeted digital marketing, ensuring efficient logistics, and using eco-friendly packaging. Lisa refines her idea based on these insights and presents it in class.



## Instructions for Educators

### 1. Introduce the Tool:

Present the AI tool as a simulation assistant for entrepreneurship decision-making.

### 2. Support Student Input:

Guide students in defining:

- Market Strategy: Aggressive / Moderate / Conservative
- Business Type: E-commerce / Retail / Service-based
- Sustainability Focus: High / Medium / Low

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### 3. Prompt AI Interaction:

Encourage students to ask strategic questions like:

*“What are the risks of a conservative approach for a service-based business?”*

### 4. Facilitate Reflection:

Discuss AI feedback in class. Let students revise and improve their models based on suggestions.



## 5. Assess Outcomes:

Evaluate student performance through project rubrics that cover:

- Creativity
- Strategic alignment
- Digital and sustainability integration

## Expected Learning Outcomes

- ❖ Greater confidence in developing business models
- ❖ Awareness of sustainable and digital business practices
- ❖ Increased ability to apply entrepreneurial thinking
- ❖ Improved collaboration and critical thinking

## Resources Needed

- ❑ Access to an AI platform (e.g., ChatGPT or equivalent)
- ❑ Business model templates
- ❑ Internet access for case research
- ❑ Worksheets for strategic planning

## Next Steps for Teachers

- ☛ Use in entrepreneurship modules or innovation labs
- ☛ Integrate into project-based assignments
- ☛ Collaborate with startup mentors or incubators
- ☛ Share results via classroom discussions or pitches

