

GUIDE TO DIGITAL ENTREPRENEURSHIP EDUCATION

AI & VR Tools



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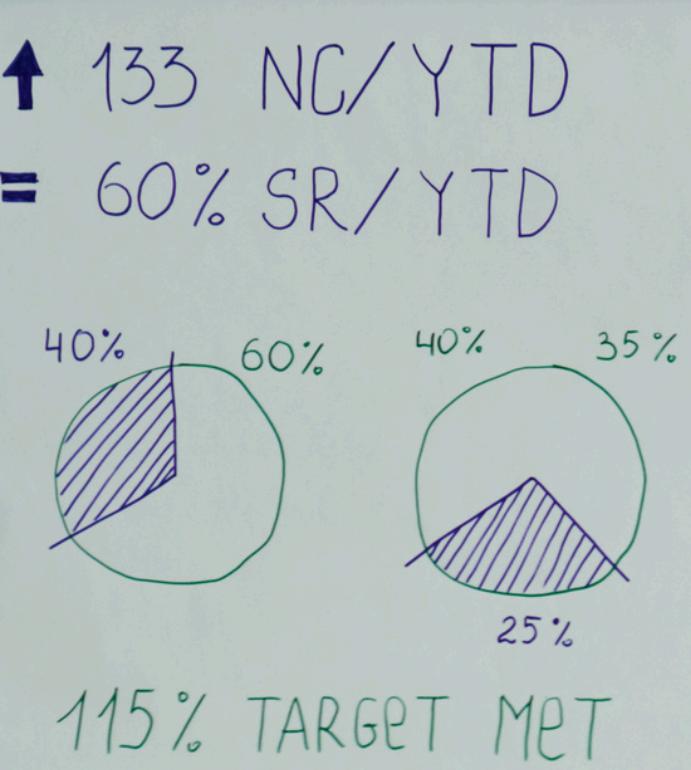
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INTRODUCTION

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

Link: <https://chatgpt.com/>

How does it help?

Assists with brainstorming and idea creation.

Examples of Usage

Generating a list of startup ideas based on market gaps.



IdeaBuddy

Link: <https://ideabuddy.com/>

How to use it?

Discover innovative business ideas tailored to your interests and market trends.

Examples of Usage

Exploring unique business concepts to identify viable opportunities.



Spatial.io

Link: <https://ideabuddy.com/free-ai-tools/business-idea-generator/>

How to use it?

Virtual brainstorming sessions.

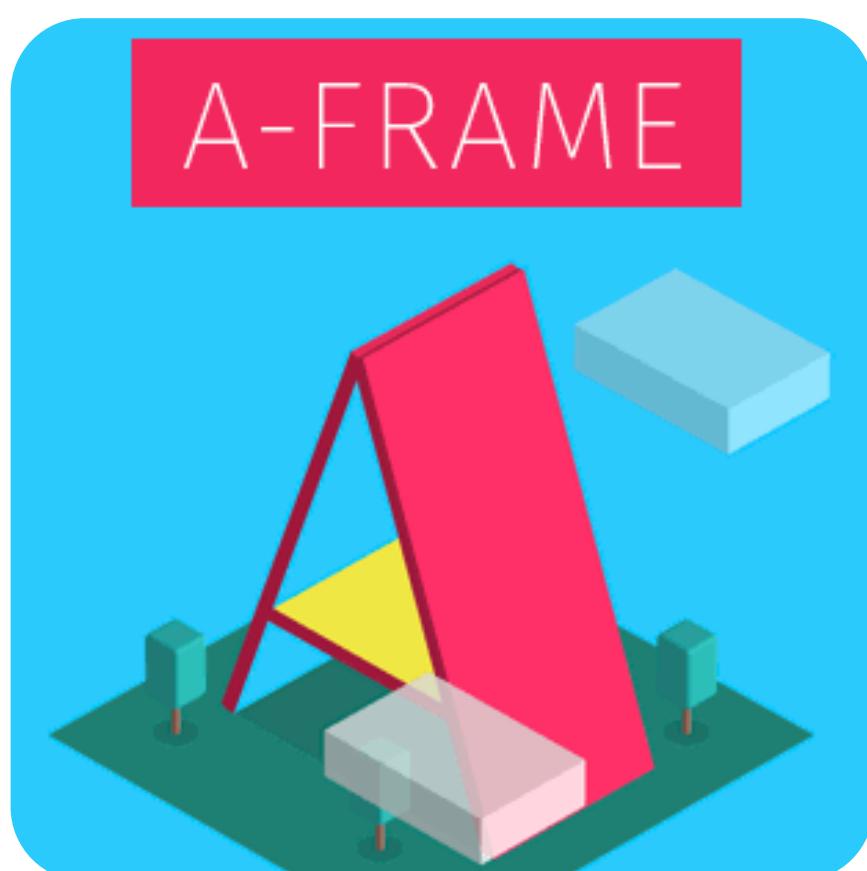
Examples of Usage

Conducting team ideation meetings in a virtual space.

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

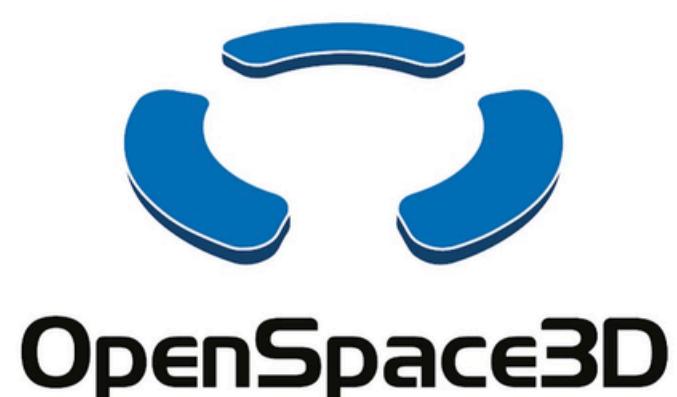
Link: <https://aframe.io/>

How does it help?

Build simple VR experiences to visualize business concepts.

Examples of Usage

Creating virtual prototypes of product ideas for better conceptualization.



OpenSpace3D

Link: <https://www.openspace3d.com/>

How to use it?

Create interactive 3D applications without extensive coding.

Examples of Usage

Designing virtual walkthroughs of service offerings.

Galaxy AI

Link: <https://galaxy.ai/>

How to use it?

Generate business plans by inputting key business information.

Examples of Usage

Creating a structured business plan to outline strategies and financial projections.

Galaxy.ai

Still paying for separate AI tools?

This **all-in-one platform** has all AI models and tools in one place.



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

Link: <https://www.waveapps.com/>



How does it help?

Manage finances, including budgeting and expense tracking.

Examples of Usage

Keeping track of startup expenditures and revenues.



Trello

Link: <https://trello.com/>

How to use it?

Organize tasks and resources with AI-assisted features.

Examples of Usage

Assigning and monitoring team responsibilities.



Notion AI

Link: <https://www.notion.com/>

How to use it?

Helps organize and develop early ideas.

Examples of Usage

Structuring initial business ideas and resources.

4. TAKING ACTION

(EntreComp: Into Action)

Goal: Help students to put into action the business.



Copy.ai

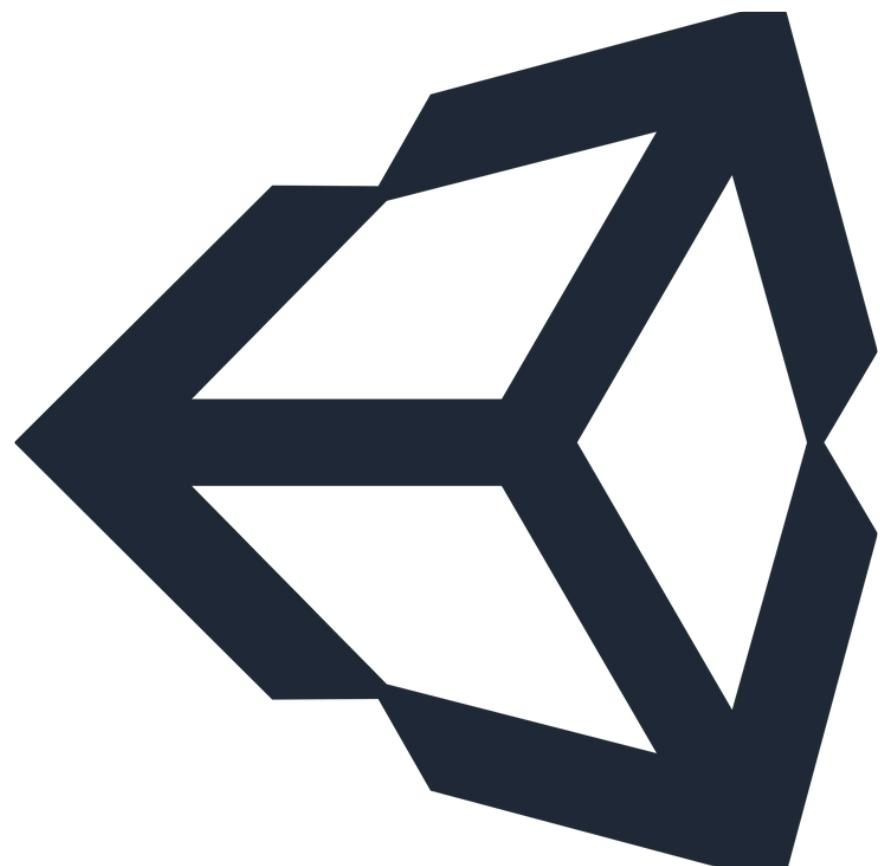
Link: <https://www.copy.ai/>

How does it help?

Generate marketing content and copywriting.

Examples of Usage

Creating engaging product descriptions for the website.



Unity

Link: <https://unity.com/>

How to use it?

Develop interactive VR prototypes and applications.

Examples of Usage

Building a virtual demo of the product for stakeholders.



Canva

Link: <https://www.canva.com/>

How to use it?

Design marketing visuals with AI-powered tools.

Examples of Usage

Crafting promotional materials for social media campaigns.

5. ENGAGING WITH STAKEHOLDERS

(EntreComp: Into Action)

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



Descript

Link: <https://www.descript.com/>

How does it help?

Create and edit video content for presentations.

Examples of Usage

Producing a pitch video for crowdfunding.



Grammarly AI

Link: <https://app.grammarly.com/>

How to use it?

Improves communication.

Examples of Usage

Refining investor pitch decks and reports.



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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