



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.

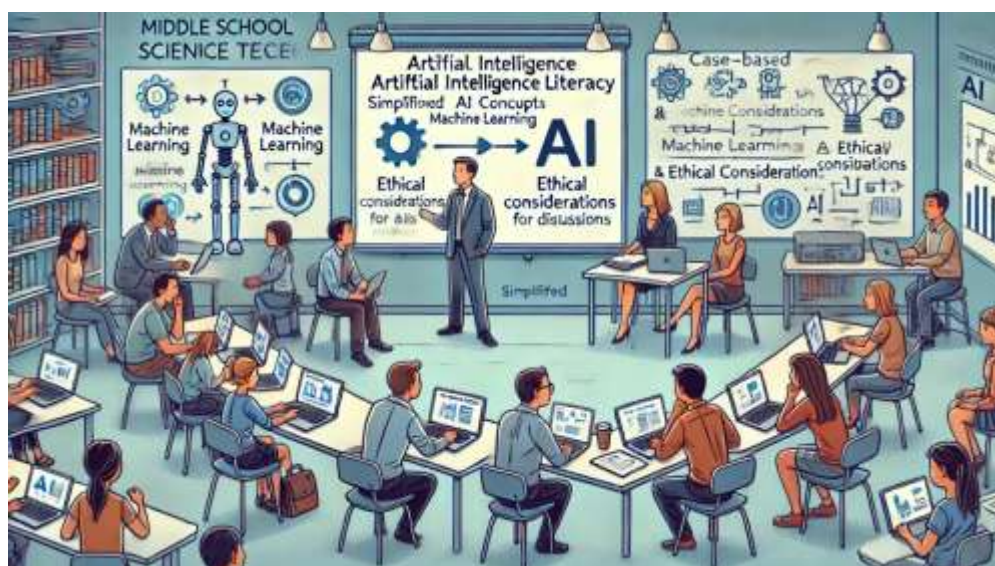
Classroom Use Case

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