



## 3E-LEARNING



# EMPOWER YOUR FUTURE

## A DIGITAL ENTREPRENEURSHIP CHALLENGE

### Overview

3E-learning is a Digital Entrepreneurship Challenge: a dynamic business game designed to spark innovation and entrepreneurial skills in high school students! This interactive game immerses students in the world of digital business, equipping them with the knowledge and skills they need to thrive in the modern marketplace.

### The Business Game

In the game students take on the role of a digital entrepreneur at a burgeoning online tutoring platform. The game experience is then delivered in two engaging steps:

- **Part 1 – From Concept to Market:** The journey begins with essential theoretical insights, assessed through interactive quizzes. Following this, players are guided through the Business Model Canvas tailored for digital entrepreneurship, based on the University of Udine's innovative framework. This section equips students with a tool to conceptualize and refine the idea of a digital tutoring platform, considering aspects such as technological solutions, market fit, and user experience.

### Part 2 – Digital Business

**Dynamics:** Here students are asked to put the strategies on test by making realistic strategic and managerial decisions. Simulate the day-to-day operations and strategic planning necessary to manage and grow a successful online tutoring platform. Every decision impacts on the digital enterprise's trajectory, challenging to balance innovation, market demand, and effective management.



### Skills enhanced by the 3E-LEARNING business game

1. **Business Model Development:** How to build and refine a business idea through a proven and strong framework, crucial for a successful business leading in general.
2. **Strategic Planning:** Master to make strategic decisions, from market analysis to financial planning, essential for sustaining and growing an online enterprise.
3. **Digital Marketing:** understand functions and impact of social media, SEO, and online advertising to effectively attract and engage the target audience.



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