

Module Description

This module introduces participants to essential financial literacy concepts and sustainable business practices. It aims to build participants' confidence in managing money, making informed financial decisions, and understanding the financial aspects of starting and running a small business.

The module connects personal financial management with entrepreneurial thinking by exploring budgeting, saving, responsible spending, and basic financial planning. Participants also learn the difference between revenue and profit, how to estimate startup costs, and how to make ethical and sustainable business decisions.

Special attention is given to real-life financial situations faced by Roma women, ensuring the content is practical, culturally relevant, and accessible. Through hands-on activities, simulations, and reflection, participants develop the ability to make responsible financial choices that support both business success and community well-being.

Required Materials

- flipchart or whiteboard;
- markers and pens;
- printed or digital worksheets;
- calculator (optional);
- projector and laptop for video;
- example business scenario handouts;
- sticky notes or note cards.

Learning Objectives

By the end of this module, participants will be able to:

- understand the importance of saving and budgeting in personal and business contexts;
- create a simple personal and/or business budget;
- explain the difference between revenue and profit;
- perform a basic startup cost calculation;
- recognise key elements of responsible financial decision-making;
- demonstrate basic awareness of taxation concepts relevant to small businesses;

- understand ethical and sustainable business practices;
- reflect on how financial decisions impact long-term sustainability and community well-being.

Duration

Total duration: **90–120 minutes**

- Introduction and discussion: 15 minutes
- Activity 1: Budget Workshop: 20 minutes
- Activity 2: Personal Budget Exercise: 20 minutes
- Activity 3: Profit Calculation Simulation: 20 minutes
- Activity 4: Startup Cost Planning: 20–25 minutes
- Group reflection and wrap-up: 10–15 minutes

Learning Topics

- Saving and budgeting
- Responsible financial decisions
- Basic taxation awareness
- Ethical business practices
- Financial sustainability in entrepreneurship

Key Concepts (Simple Explanation)

To ensure clarity, the most important concepts are explained in accessible language:

- **Budgeting** - *Planning how money is earned and spent. A budget helps avoid financial problems.*
- **Saving** - *Setting aside money for future needs or emergencies.*
- **Revenue** - *The total money a business earns from selling products or services.*
- **Profit** - *The money left after all expenses are paid (Profit = Revenue – Costs)*
- **Startup Costs** - *The money needed to start a business (materials, tools, transport, etc.).*
- **Responsible Financial Decisions** - *Making choices that are realistic, careful, and sustainable over time.*

- **Basic Taxation Awareness** - *Understanding that businesses may need to pay taxes and follow rules.*
- **Ethical Business Practices** - *Running a business honestly, fairly, and with respect for people and the environment.*

Activities (Step-by-Step Learning)

Activity 1: Budget Workshop (Purpose: To understand how a budget works) – 20 Min.

To introduce the basic concept of budgeting and prepare participants for applying it later to their own lives.

This activity focuses on understanding how a budget works through a simple, shared example. It builds a foundation that will be developed further in the Personal Budget Exercise (Activity 2).

Learning Outcomes

By the end of this activity, participants will be able to:

- understand what a budget is and why it is important;
- explain the difference between income and expenses;
- recognise different types of expenses;
- understand the idea of balancing income and spending;
- participate in building a simple example budget.

Step 1: Introduction to Budgeting (5 minutes)

The trainer explains the concept of a budget in simple language:

- A budget is a plan that shows how much money comes in and how much goes out.
- It helps people avoid overspending and plan for the future.

Trainer asks guiding questions:

- What are some ways you receive money?
- What are common things you spend money on?

The trainer writes answers on the board under two columns:

- Income
- Expenses

Step 2: Understanding Income vs Expenses (5 minutes)

The trainer explains clearly:

- Income = money coming in
- Expenses = money going out

A simple example is introduced (without focusing on personal data):

- Income: work, small activities, support
- Expenses: food, housing, transport, phone

Participants discuss and add more examples.

Step 3: Group Budget Exercise (7 minutes)

Participants work together (as one group or in small groups) to build a simple budget.

Task:

- Assign example amounts to income and expenses.
- Calculate total income and total expenses.
- Compare the two.

Guiding questions:

- Do we have enough income to cover all expenses?
- What happens if expenses are higher than income?
- Where can we reduce spending?

Step 4: Introduction to Spending Choices (3 minutes)

The trainer briefly introduces the idea that:

- Some expenses are more important than others.
- People often need to make choices about how to use their money.

Participants give examples of:

- important daily costs;
- less important or optional costs.

(Detailed personal analysis is intentionally left for Activity 2.)

Key Messages (Trainer Emphasis)

- A budget is a simple but powerful tool.

- Even small incomes can be managed effectively with planning.
- Not all expenses are equally important.
- Good financial decisions start with understanding your situation.

Practical Tips for Participants

- Write down your income and expenses regularly.
- Always prioritise essential needs.
- Try to save even a small amount if possible.
- Review your budget often and adjust it.

Link to Entrepreneurship

The trainer connects the activity to business:

- Businesses also need budgets to survive.
- Entrepreneurs must plan costs and income carefully.
- Budgeting helps avoid losses and supports profit.

Activity 2: Personal Budget Exercise (Purpose: To apply budgeting to real life) – 20 Min.

Participants complete a worksheet where they map their own monthly income and expenses.

They identify areas where savings are possible and reflect on financial habits.

Learning Outcomes

By the end of this activity, participants will be able to:

- identify their personal sources of income;
- list and organise their monthly expenses;
- distinguish between essential and non-essential spending;
- identify opportunities for saving money;
- understand their own financial habits more clearly;
- create a simple and structured personal budget.

Step 1: Introduction and Instructions (3–5 minutes)

The trainer explains the goal of the activity:

- Participants will create their own personal monthly budget.
- The exercise is private – they can choose what to share.

- There are no “right” or “wrong” answers.

Key message:

This is a tool to understand your situation, not to judge it.

Step 2: Identifying Personal Income (5 minutes)

Participants complete the first part of the worksheet by listing all sources of income, such as:

- salary or informal work;
- small business activities;
- social support or benefits;
- support from family;
- other sources.

They estimate monthly amounts.

Step 3: Listing Monthly Expenses (7–8 minutes)

Participants list their regular monthly expenses, for example:

- food;
- rent / housing;
- utilities;
- transport;
- phone;
- education or childcare;
- healthcare;
- personal or household items;
- other expenses.

The trainer encourages them to think carefully and include all typical costs.

Step 3: Structuring the Budget (3–5 minutes)

Participants:

- calculate total income;
- calculate total expenses;
- compare the two amounts.

They determine whether they:

- have money left (positive balance), or

- spend more than they earn (negative balance).

Step 4: Identifying Savings Opportunities (3–5 minutes)

Participants review their expenses and reflect:

- Which costs are essential (needs)?
- Which costs are non-essential (wants)?
- Where can small changes be made to save money?

They mark or highlight areas where savings are possible.

Reflection Questions (Guided Discussion)

Participants reflect individually or in pairs:

- What did I learn about my spending habits?
- Which expenses surprised me?
- Do I spend more on needs or wants?
- Where can I reduce spending, even a little?
- How can budgeting help me feel more secure?

Key Messages (Trainer Emphasis)

- Understanding your finances is the first step to improving them.
- Even small savings can make a difference over time.
- A budget helps you feel more in control of your life.
- Financial awareness supports better decision-making.

Practical Tips for Participants

- Track your expenses regularly (daily or weekly).
- Review your budget every month.
- Try to reduce non-essential spending gradually.
- Set a small savings goal, even if it is very modest.

Link to Entrepreneurship

The trainer connects the activity to business:

- Managing personal finances is similar to managing business finances.

- A clear budget helps in planning and decision-making.
- Good financial habits increase the chances of business success.

Activity 3: Profit Calculation Simulation (Purpose: To understand how a business makes profit) – 20 min.

To help participants understand how a business generates profit by applying basic financial calculations in a practical and accessible way.

This activity moves from general budgeting (Activities 1 and 2) to a **business-focused perspective**, showing how income and expenses function in an entrepreneurial context. It supports participants in understanding that making profit requires not only earning money, but also managing costs effectively.

Learning Outcomes

By the end of this activity, participants will be able to:

- clearly explain the difference between revenue and profit;
- perform simple calculations of revenue, costs, and profit;
- understand how business expenses affect final earnings;
- recognise the importance of pricing decisions;
- apply basic financial thinking to a small business idea.

Key Concepts (Clear Explanation)

Before starting the activity, the trainer explains:

- **Revenue**
The total money earned from selling products or services.
- **Expenses (Costs)**
The money spent to produce or sell the product (materials, transport, etc.).
- **Profit**
The money left after all costs are paid.

Simple formula:

Profit = Revenue – Expenses

Important clarification:

- High revenue does not always mean high profit.
- If costs are too high, profit can be very low or even negative.

Step 1: Introduction to the Scenario (3–5 minutes)

The trainer presents a simple and realistic business example, such as:

- selling homemade food;
- making and selling handmade products;
- offering a small service (e.g., cleaning, childcare).

Example scenario:

A woman makes and sells homemade pastries.

Step 2: Presenting Financial Data (5 minutes)

Participants receive basic information, for example:

- Number of products sold: 50 pastries
- Price per product: 2 euro
- Cost of ingredients: 60 euro
- Transport costs: 10 euro
- Packaging: 10 euro

The trainer ensures all participants understand each element.

Step 3: Calculating Revenue (3–5 minutes)

Participants calculate:

- Revenue = number of products × price

Guided support is provided if needed.

Key learning point:

Revenue shows how much money comes in from sales.

Step 4: Calculating Total Expenses (3–5 minutes)

Participants calculate total costs:

- ingredients
- transport
- packaging

Key learning point:

All costs must be included, even small ones.

Step 5: Calculating Profit (3–5 minutes)

Participants calculate:

- Profit = Revenue – Total Expenses

They identify whether the result is:

- positive (profit), or
- negative (loss).

Step 6: Linking Costs to Pricing (Discussion)

The trainer facilitates a short discussion:

- What happens if costs increase?
- What happens if the price is too low?
- How can a business improve profit?

Participants reflect on:

- increasing price;
- reducing costs;
- selling more products.

Guided Reflection Questions

- Was the profit higher or lower than expected?
- Which costs had the biggest impact?
- What would you change to improve the result?
- Why is it important to calculate profit before starting a business?

Key Messages (Trainer Emphasis)

- Profit is what makes a business sustainable.
- It is not enough to sell – costs must be controlled.
- Every financial decision affects the final result.
- Simple calculations can prevent serious financial problems.

Practical Tips for Participants

- Always calculate costs before setting a price.
- Keep track of all expenses, even small ones.
- Do not assume that high sales automatically mean profit.
- Review and adjust prices when necessary.

Link to Entrepreneurship

This activity directly supports entrepreneurial thinking:

- Helps participants understand if a business idea is realistic.
- Encourages careful planning before starting a business.
- Builds confidence in handling basic financial decisions.

Activity 4: Startup Cost Planning (Purpose: To prepare for real business planning) – 20-25 Min.

Participants identify potential costs for starting a small business idea (materials, tools, transport, marketing, etc.). They create a simple startup cost plan.

This activity builds on previous exercises by shifting from general financial understanding to practical entrepreneurial application. Participants begin to think realistically about what is required to turn an idea into action.

Learning Outcomes

By the end of this activity, participants will be able to:

- identify different types of startup costs;
- estimate the initial investment needed for a business idea;
- organise costs into a simple and structured plan;
- understand the importance of planning before starting a business;
- make more realistic and informed entrepreneurial decisions.

Key Concepts (Clear Explanation)

Before starting, the trainer explains:

- **Startup Costs**
The money needed to start a business before it begins to generate income.
- **One-time Costs**
Expenses paid once (e.g., tools, equipment).

- **Ongoing Costs**

Expenses that repeat (e.g., materials, transport, phone).

Important message:

A business should not start without understanding its costs.

Step 1: Linking to Business Ideas (3–5 minutes)

Participants are asked to:

- think about a simple business idea (from previous modules or examples);
- choose one idea to work with.

Examples:

- selling homemade food;
- handmade crafts;
- small services (cleaning, childcare, etc.).

Step 2: Identifying Cost Categories (5–7 minutes)

The trainer introduces common startup cost categories:

- **Materials** (ingredients, fabrics, supplies);
- **Tools and equipment** (machines, utensils, tools);
- **Transport** (travel to buy or sell products);
- **Marketing** (basic promotion, packaging, social media);
- **Workspace costs** (if applicable);
- **Other costs** (licenses, phone, unexpected expenses).

Participants list possible costs related to their idea.

Step 3: Estimating Costs (7–10 minutes)

Participants assign approximate amounts to each cost.

Guidance:

- Estimates do not need to be exact.
- It is better to overestimate than underestimate.

They calculate a total startup cost.

Step 4: Structuring the Cost Plan (3–5 minutes)

Participants organise their information into a simple table:

Category Item Estimated Cost (EURO)

They calculate:

- total startup costs;
- identify the most expensive items.

Step 5: Reflection and Feasibility Check

Participants reflect:

- Is the total cost realistic for me?
- Can I start with less money?
- Which costs are essential at the beginning?
- What can be reduced, shared, or delayed?

Key Messages (Trainer Emphasis)

- Planning costs reduces risk.
- Small businesses can start with small investments.
- Not all costs are needed immediately.
- Good planning increases chances of success.

Practical Tips for Participants

- Start small and grow gradually.
- Prioritise essential costs first.
- Look for low-cost or shared resources.
- Always include a small reserve for unexpected expenses.

Trainer Notes

Ensure that financial concepts are explained in simple, clear language, avoiding technical jargon. Use practical examples from everyday life and small-scale business activities relevant to participants' experiences.

Encourage open discussion about financial challenges without judgment. Be sensitive to participants' economic realities and avoid creating pressure or discomfort when discussing income or expenses.

Highlight that financial literacy is a skill that can be learned and improved over time. Reinforce the idea that even small steps—such as tracking expenses or planning costs—can lead to greater financial independence and business success.

Connect financial literacy to sustainability by emphasising responsible use of resources, ethical decision-making, and long-term thinking. Encourage participants to consider not only profit, but also the social and environmental impact of their business ideas.

Promote peer learning and support, allowing participants to share strategies, experiences, and solutions.

11. From Theory to Practice (Key Takeaway)

This module follows a clear progression:

1. Understand basic financial concepts
2. Apply them to personal life
3. Apply them to a business idea
4. Reflect and improve decisions

Final message:

Small, informed financial decisions can lead to long-term stability, independence, and sustainable entrepreneurship.

Annexes:

1. Personal Budget Template

Instructions (for participants)

Fill in your monthly income and expenses. Try to be as accurate as possible. If you are unsure, make an estimate.

A. Income

Source of Income	Amount (BGN)
Salary / informal work	
Small business income	
Social benefits / support	

Family support	
Other	
Total Income	_____

B. Expenses

Type of Expense	Amount (BGN)
Food	
Rent / Housing	
Utilities (electricity, water, etc.)	
Transport	
Phone / Internet	
Education / Childcare	
Healthcare	
Personal / Household items	
Other	
Total Expenses	_____

C. Balance

	Amount (BGN)
Total Income	
Total Expenses	
Balance (Income – Expenses)	_____

D. Reflection (Short Answers)

1. Which expenses are essential (needs)?
2. Which expenses are non-essential (wants)?
3. Where can you reduce spending?
4. Can you save a small amount each month? How?

2. Startup Cost Planning Sheet

Instructions (for participants)

Think about your business idea and list all the costs needed to start it. Estimate the amounts.

A. Business Idea

My business idea:

B. Startup Costs

Category	Item / Description	Estimated Cost (BGN)
Materials		
Tools / Equipment		
Transport		
Marketing		
Workspace		
Licenses / Fees		
Other		
Total Startup Cost		_____

C. Cost Analysis

1. Which costs are most important to start?
2. Which costs can be reduced or delayed?
3. Can you start with fewer resources? How?

D. Funding Reflection

- Do you already have the money to start?
☐ Yes ☐ No
- If not, how could you get it?
☐ Savings
☐ Family support
☐ Small loan
☐ Other:

E. Final Reflection

- Is this business idea financially realistic for you? Why?
- What is your next step?

Trainer Tip

Both templates are designed to:

- be simple and non-intimidating;
- support step-by-step thinking;
- connect directly to Activities 2, 3, and 4;
- help participants move from understanding → application → planning.