



ROMA-GEM

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Training Curriculum Module 4: Business-Planning Basics

WP 3

Developed by Liofyllo SCE | March, 2026

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1. Module Description

This module supports participants in moving from early-stage ideas to structured and realistic business concepts. Building on previous modules, participants begin to organise their ideas by understanding who their customers are, what value they offer and how their business can function in practice.

The module is designed as an experiential learning space where participants actively work on their own ideas. Through guided exercises, peer exchange and mentor support, they explore how to shape business ideas that respond to real needs in their community while also fitting their personal circumstances.

Particular attention is given to ideas that are flexible, community-based and relevant to participants' lived realities, such as beauty services, childcare, clothing or home-based activities. Participants are encouraged to reflect on how their ideas can create income while also supporting other women, strengthening community ties and, where possible, integrating simple sustainable practices.

The module includes extended time for idea development, allowing participants to refine, adapt and test their ideas through feedback and discussion. By the end of the session, participants have a clearer, more confident understanding of how their idea can move forward.

2. Learning Objectives

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

- identify and describe a realistic business idea based on their skills and context
- explain the value of their idea and why customers would choose it
- identify their main customer groups
- outline the basic elements of how their business will work
- recognise how their business idea can create positive social impact
- identify simple ways to make their idea more environmentally sustainable.
- estimate simple start-up costs, expenses and possible income
- present their idea clearly and confidently to others
- engage in peer feedback and improve their idea through reflection.

3. Duration

Total duration: 120–130 minutes

Introduction and discussion: 15 minutes

Activity 1: Simplified Business Model Canvas: 40–50 minutes

Activity 2: Budget Worksheet: 25–30 minutes

Activity 3: Pitch Practice: 25–30 minutes

Idea Development Workshop (ongoing support): integrated throughout activities

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Group reflection and wrap-up: 10–15 minutes

4. Activities

1. Introduction: My Idea So Far

The session begins with a conversation about everyday life and needs in the community. The trainer gently introduces the idea that a business is not only about earning money, but also about helping people and respecting the environment.

Simple examples are shared:

A woman who cooks could use local ingredients and avoid food waste by preparing meals based on what is available.

Someone who sews could repair clothes instead of throwing them away.

A young woman could organise activities for children in the neighbourhood, helping families who need support.

Participants are invited to think not only about what they enjoy doing, but also about small problems they see around them.

In pairs, they discuss:

What do people in my community need?

How could I help in a simple way?

This helps participants connect business ideas with real needs and positive impact.

2. Simplified Business Model Canvas (with Social & Green Focus)

The trainer presents the canvas as a way to organise ideas, including their value for people and the community.

A practical example is shared:

A participant who wants to sell homemade food could decide to:

use local products from nearby markets;

cook in a way that reduces waste;

offer affordable meals for families with low income.

Another example:

A woman making handmade bags could reuse old fabrics instead of buying new materials.

This reduces waste and saves money.

Participants complete their worksheet, but now with an extra reflection:

How does my idea help people?

How is it respectful to the environment?

They are encouraged to think in simple ways, such as:

saving materials;

reusing items;

helping the community;

supporting other local women.



In group sharing, participants are invited to also comment on the positive impact of each idea, not only the business part.

3. Budget Exercise: Understanding Costs, Income and Sustainability

The trainer explains that good planning also means using resources wisely.

A simple example is discussed:

If someone throws away unused food, they lose money. But if they plan better or reuse ingredients, they save money and reduce waste.

Another example:

Using second-hand materials or tools can reduce costs and be better for the environment.

Participants complete their budget worksheet while thinking about:

How can I reduce costs in a smart way?

Can I reuse or share materials?

Can I start small instead of spending too much?

The idea of starting small and growing slowly is emphasised as both economically and environmentally sustainable.

4. Pitch Practice: Sharing My Idea and Its Impact

The trainer explains that a strong idea is not only about the product or service, but also about why it matters.

A simple example is demonstrated:

“My name is Eleni. I want to repair and reuse clothes for women in my community. This helps people save money and reduces waste. I believe this is important because many families need affordable solutions.”

Participants prepare their pitch including one extra element:

How does my idea help people or the environment?

They present in small groups and receive feedback not only on clarity, but also on the positive impact of their idea.

This helps participants feel that their ideas have meaning and value beyond income.

5. Group Reflection and Closing

The reflection now includes a focus on responsibility and impact.

Participants are invited to share:

How can my idea support my community?

How can I make my idea more environmentally friendly?

The trainer closes by reinforcing a key message:

A good business can support both the person and the community.

Small actions, like reducing waste or helping others, are important steps toward a more sustainable future.

5. Digital Materials

- 1 short instructional video (5–8 minutes) on basic business planning, value proposition and customers
- 1 worksheet for simplified business model canvas
- 1 practical assignment: develop and present your business idea
- 1 budget worksheet for basic cost and income estimation
- 1 reflection activity with guided questions on idea development and learning.

6. Assessment Indicators

- participants can describe a simple business idea
- participants can explain who their idea is for and why it is useful
- participants can identify basic elements of a business model
- participants can estimate simple costs and possible income
- participants can present their idea clearly to others
- participants show increased confidence in sharing and developing ideas.

7. Required Materials

- flipchart or whiteboard
- markers and pens
- printed or digital worksheets
- calculator (optional)
- projector and laptop for video/presentation use
- note cards for idea development and pitch practice.

8. Competence Framework Alignment

This module supports:

spotting opportunities (identifying needs in the community)

creativity (developing ideas)

vision (thinking about value and impact)

financial literacy (basic cost and income understanding)

mobilising resources (identifying materials, people, support)

communication (pitching ideas)

Sustainability Competences

Participants develop:

- awareness of resource use (reducing waste, reusing materials)
- social responsibility (supporting community needs)
- long-term thinking (starting small, growing sustainably)
- collaboration (working with others locally)

9. Trainer Notes

Facilitators should create a safe, respectful, and encouraging learning environment where all participants feel comfortable sharing their ideas without fear of judgement. It is important to use simple, clear language and provide practical, relatable examples from everyday life, especially connected to participants' community experiences. Trainers should actively support participants by walking around, offering individual guidance and asking gentle, open-ended questions such as "Who would use this?" or "How could you start?". Participation should be encouraged but never forced, respecting different confidence levels and personal boundaries. Facilitators should consistently reinforce that there are no wrong ideas, that starting small is valuable and that learning step by step is enough. When discussing budgets, the focus should be on understanding basic concepts rather than accuracy, especially for participants who may feel uncomfortable with numbers. During group work and presentations, trainers should foster a positive atmosphere by encouraging supportive feedback, highlighting strengths and framing suggestions constructively. Sustainability and social value should be presented in simple, practical ways through examples, helping participants see how small improvements can make a difference. Finally, facilitators should pay attention to individual needs, provide additional encouragement where necessary and use mentorship moments to help participants refine their ideas gradually while building confidence and a sense of capability.

10. Short Instructional Video Script (5–8 min)

Title: From Idea to Simple Business Plan

Script

Today, we will talk about how a simple idea can become a small business that not only earns money, but also helps people and respects the environment.

Many business ideas start from everyday life. From things we already know how to do. From what people around us need.

For example, maybe you cook very well and people enjoy your food. Maybe you know how to repair clothes. Maybe you are good at helping others or organising things.

These are not small things. These are strong starting points.

A business idea becomes stronger when we ask a few simple questions.

What do I offer?



Who needs it?
And why is it useful?
But there is also another important question:
How can my idea make a positive difference?
For example, you can reduce waste by using what you already have.
You can support your community by offering affordable services.
You can work together with others instead of working alone.
These small choices make your idea more sustainable.
You also need to think about what you need to start.
Maybe materials, time or support from family or other women.
And of course, money is important.
What do you need to spend?
And how can you earn from your idea?
You do not need perfect answers.
You only need to start thinking step by step.
Finally, talk about your idea.
When you share it, you gain confidence, support and new ideas.
Remember:
Your idea has value!
Your experience has value!
And you can build something that supports both you and your community.
Start small!
Think step by step!
And believe in your ability to create something meaningful!

11. Worksheet: Community Needs & Green Ideas

Name: _____

Date: _____

Part 1. My Community

What problems do I see in my community?

(write at least 2)

1. _____
2. _____

Part 2. Environment & Sustainability

What environmental problems do I see?



- ☐ waste
- ☐ pollution
- ☐ lack of recycling
- ☐ high energy use
- ☐ dirty streets or public spaces
- ☐ plastic use (bags, bottles)
- ☐ burning of waste
- ☐ lack of green spaces (trees, parks)
- ☐ noise in the neighbourhood
- ☐ unsafe or unhealthy living conditions
- ☐ lack of clean water
- ☐ food waste
- ☐ lack of awareness about environmental protection
- ☐ other: _____

Part 3. Possible Solutions

Choose one problem and write a simple solution.

Problem: _____

My idea: _____

Part 4. Green Actions

What actions can make my idea more environmentally friendly?

- ☐ reduce waste
- ☐ reuse materials
- ☐ save energy
- ☐ use local products
- ☐ recycle materials (paper, plastic, glass)
- ☐ use less plastic
- ☐ use reusable bags or containers
- ☐ save water
- ☐ use natural or eco-friendly materials
- ☐ repair and reuse instead of throwing away
- ☐ buy second-hand materials or products
- ☐ avoid unnecessary packaging
- ☐ use digital tools instead of paper (when possible)
- ☐ compost organic waste (food, plants)
- ☐ choose energy-efficient tools or devices
- ☐ other: _____

Part 5. Who Can Benefit?

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- ☐ women
- ☐ children
- ☐ families
- ☐ community members
- ☐ environment
- ☐ other: _____

Part 6. Reflection

One idea I like: _____

One thing I learned: _____

12. Practical Assignment: From Problem to Business Idea

Purpose:

To help participants connect a community problem with a simple business idea.

Instructions:

Step 1. Choose a problem

What problem do you want to solve?

Step 2. Think of a solution

What can you do to help?

Step 3. Your business idea

Write a simple idea:

Step 4. Add a green action

How will your idea help the environment?

Step 5. First small step

What can you do first?

13. Reflection Activity: My Community, My Idea, My Impact

Purpose:

To help participants reflect on their role in creating change.

Questions:

- What problem in my community is important to me?
- Why does this problem matter?
- What idea do I have to help solve it?
- How can my idea help people?
- How can my idea help the environment?
- What is one small step I can take?



- What was easy for me today?
- What was difficult?
- How did I feel when I shared my idea?
- What is one step I want to take next?

Closing Sentence:

"I can create change by _____."





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Roma Girls' Empowerment through Mentorship



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