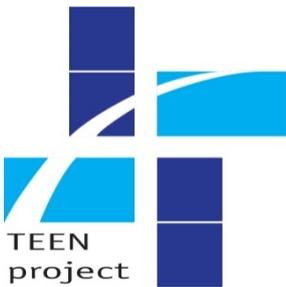




REPORT

TEEN PROJECT 4TH SURVEY RESULTS AND ANALYSIS





This report aims to present evaluation results of ICT tools based on the results of the 3rd survey of the TEEN Project. As partners agreed on the target respondents, it comprises evaluations of five experts/teachers/counsellors and/or trainers of entrepreneurship.





1. IDEA CREATION

a. Database of market research

- Ebscohost
- TÜİK (Statistical Organization of Turkey)
- Database of Ministry of Culture and Tourism
- ProQuest
- Doing Business (World Bank)

b. Business Plan Software

- Live Plan

c. Educational Business Simulator

- Harvard Business Simulator
- Powersim

2. IDEA PROOF OF CONCEPT

a. Database for Market Research

- TÜİK (Statistical Organization of Turkey)
- ProQuest

b. Business Plan Software

- Business Plan Pro
- Live Plan





c. Educational Business Simulator

- Powersim

3. IDEA SCALE UP

a. Database for Market Research

- Doing Business (World Bank)
- Database of Ministry of Culture and Tourism

b. Business Plan Software

- Live Plan
- Business Plan Pro

c. Educational Business Software

- Powersim
- Startup Game (Harvard Business for Educators)



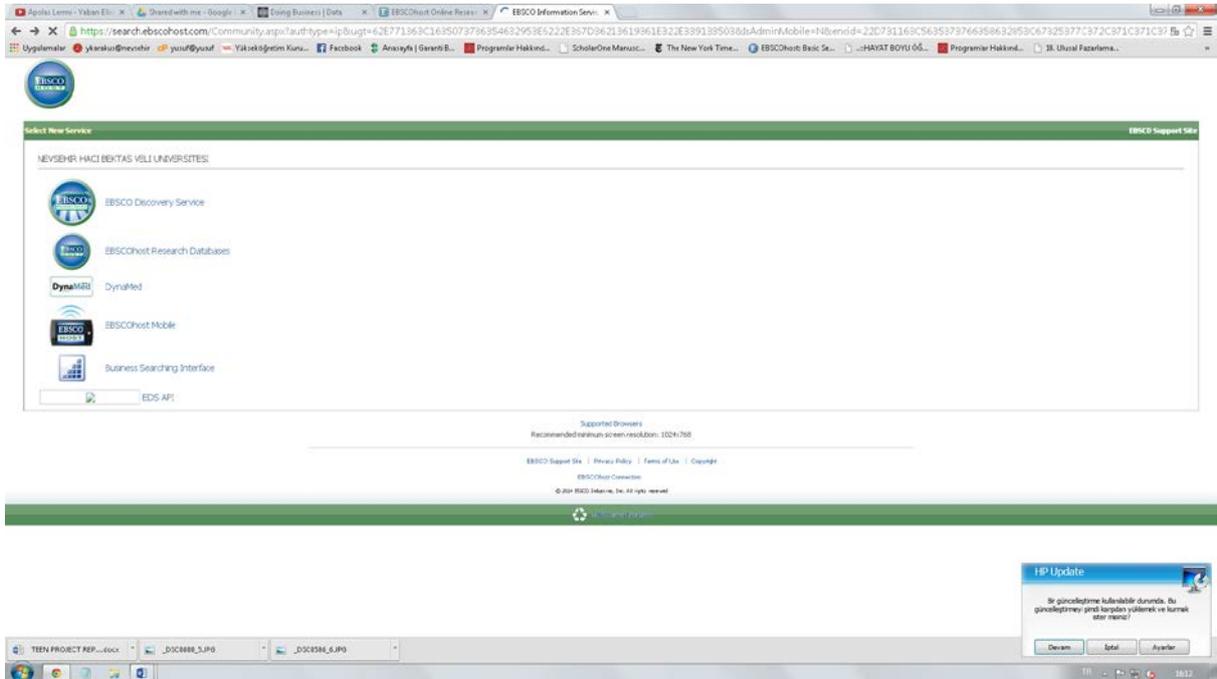


EXPLANATIONS ON DATABASES USED

Ebscohost Database

The interviewees stated that they used this research database to gain scientific knowledge on the related area of business. This database is easy to use but one can only log in in the universities otherwise it is not free of charge. Participants think that the data in this research database are reliable and they use this to create business ideas.

<http://search.ebscohost.com>





Statistical Organization of Turkey (TÜİK)

Statistical Organization of Turkey is run by government and they collect data on so many different fields from population statistics to economic measures. The interviewees stated that they used this tool for market research and any other data needed and they found the data provided here reliable. This tool was found to be easy to use but due to the variety of data in the same domain, it could be complicated. Being free of charge and holding data on so many fields are the basic advantages. This tool is used in 'Idea Creation' and 'Idea Proof of Concept' phases.

<http://www.tuik.gov.tr/>

The screenshot shows the TÜİK website interface. The main content area displays a news article titled 'Tüketici Güven Endeksi, Kasım 2014' with a sub-headline 'Tüketici güven endeksi %2,4 azaldı, 77,1/104'. The sidebar on the right lists various indicators such as 'Nüfus ve İstihdam Endeksi - Yıllık (%)', 'İşsizlik Oranı (%)', 'GSYİH Büyüme Hızı (%)', and 'Sanayi Üretim Endeksi (%)'. The website also includes a navigation menu at the top and a footer with contact information and social media links.



Database of Ministry of Culture and Tourism, Republic of Turkey

The ministry has two main parts, namely culture and tourism. General, legal and some other information as well as some statistical data can be found via this tool. Interviewees mostly used this tool to reach some statistics and legal information. It is free and easy to use and found reliable. This tool is used in 'Idea Creation' and 'Idea Scale up' phases.

<http://www.kultur.gov.tr/?dil=2>





ProQuest

This tool includes theses and dissertations as well as many other types of information. Interviewees use this tool to gain scientific and theoretical knowledge. They use this in 'Idea Creation' and 'Idea Proof of Concept' phases. It is a paid service so the interviewees stated this disadvantage. They also state that one has to have high levels of English skills to get the most out of this tool.

<http://www.proquest.com/>

www.proquest.com

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“The best prep for any dissertation process is looking at other dissertations. ProQuest is my BFF this week.”
Mehmet Hekim





Doing Business (World Bank)

This tool includes free and open access to data about development in countries around the globe. The interviewees stated that they used this tool for market research and some other statistics. This tool is used in 'Idea Creation' and 'Idea Scale Up' phases. The interviewees also state that this tool is easy to use, accessible and comprehensive. To use this tool, it is needed to have high levels of English skills.

<http://www.doingbusiness.org/>





Live Plan

LivePlan is a tool which simplifies business planning, budgeting, forecasting, and performance tracking for small businesses and startups. The interviewees used this tool to organize the strategy and track the performance of the firm. They also state that this tool is not very easy to use, guidance or training is required to use this tool. This tool has another disadvantage that it is not free of charge. They use this in 'Idea Creation', 'Idea Proof of Concept' and 'Idea Scale up' phases.

<http://www.liveplan.com/>

www.liveplan.com

LivePlan HOME FEATURES PRICING REVIEWS BLOG CONTACT LOGIN SIGN UP

"If I could dream up a business plan creation system, this would be it! This is exactly how I want to create a business plan."
KYLE B. ULTRASOUNDS DIMENSIONS

Pitch for funding
Stand out from the crowd with a professional infographic that tells the story of your business. Highlight the most important parts of your business on a single page.

Plan your strategy
LivePlan's step by step process makes it easy to get your plan completed quickly with professional results. Over 500 sample business plans included.

Track your progress
Sync your QuickBooks or Xero accounting data with your projections and get insight into how well your business is doing. LivePlan makes it easy to track your business performance anytime, from anywhere.

No more worrying about financials
Calculations are done behind the scenes as you fill out your plan. LivePlan does the math so you don't have to.

LEARN MORE

Learn a message



Harvard Business Simulator

This online business simulation use real-world contexts to reinforce student learning. The interviewees describe the main functions of this tool as business models, marketing negotiation, testing resource costing, financial modelling... This tool is free to use when user is authorized by the publisher. This tool is intuitive but not common in Turkey. Some of the interviewees use this tool in all phases of the roadmap, some other use it in just 'Idea Creation' phase. They found this tool reliable, valid, realistic and useful.

<http://hbsp.harvard.edu/>

The screenshot shows the Wharton University of Pennsylvania website for 'The Startup Game'. The page is titled 'Brilliant Guy Investments Investor'. It features a 'Role Description' section with the following text: 'Every large bank uses the software you created to handle specialized bank-to-bank communications. When the three-man company you ran was bought by a large technology organization, it confirmed what you always knew: you are a technical genius! Bored by your new life of luxury, you now want to invest your money in something in the financial-services area, and perhaps get the thrill of helping another startup design its software and systems. You can invest up to \$2,000,000 in new ventures. While you haven't done this before, you're confident you'll be great at it. You also expect that whomever you invest in will recognize how terrific you are - after all, what's the point of being successful if you aren't also looked up to?'. Below the text are two green buttons: 'Startup Founders >' and 'How to Play >'. On the right side, there is a video player titled 'Introduction to the Startup Game' showing a Wharton logo and a play button.



Powersim

Powersim Business Simulation is a tool which provides investigating risk factors, running simulation to test scenarios and reaching firm's key performance indicators. Interviewees use this tool to test entrepreneurship knowledge and provide educational contribution. They know this tool but do not use, because it is not free to use and it requires high levels of English skills.

<http://www.powersim.com/main/business-simulation/>

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BUSINESS SIMULATION

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Business simulation

Investigate Risk Factors
Run simulation to test scenarios
Optimize to reach your KPI's

Investigate Risk Factors

- Bring real risks to the surface with **Risk Analysis**, gaining new insights into challenges.
- Investigate to what degree each risk factor influences your business results, isolating the understanding for that risk factor.
- Add numerous risk factors to get the full picture of the risk analysis and a more realistic outcome from the simulation results.

Run simulation to test scenarios

- Run **What if Scenario** to explore how changes in behaviour over time affect your business.
- Test decisions and strategies before they are implemented to discover problems before they actually occur.
- Get an advantage over your competitors by using simulation in tactical and strategic decision support.

Optimize to reach your target KPI's

- Use business simulations to establish a common understanding for communicated values and their behaviour.
- Use **Optimization** to build knowledge, not only about decisions and strategies, but also about whether your target KPI's can achieve the value you expected.
- Use Optimization to specify one or more target variables, and let Powersim Studio determine how close you are from reaching these targets.





Business Plan Pro

Business Plan Pro is a popular web application that makes it easy to pitch, plan, and manage your business. This tool is used for financial planning and also recommended for research of scientific and intellectual property. To use this tool, user has to have good English Language skills. Although interviewees find this tool to be useful, they cannot use it because it is not free. As a result, it is not a common tool in Turkey. It is thought to be useful especially in scale-up phase.

<http://www.businessplanpro.com/>

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- Children & Education
Tutorial services, early development, support, consulting, development, placement
- Clothing
Retail, manufacturing, design initiatives, outlet operatives, fashion experience
- Computers & Internet
- Manufacturing
Household, construction, tools and equipment, agriculture, technology, business, fashion, chemicals
- Medical & Health Care
Personal care, alternative medicine, equipment & technology, research & development, administrative services, technician
- Non-Profit
Community services, aid programs, arts & literature, legal assistance, co-op
- Pets & Animal Services

Sample Plan Browser
Views Open Import Refresh List
Category Restaurant, Cafe, and Bakery
Keyword Search
Name Category
Full of Bologna Restaurant, Cafe, and I
Gabri's Restaurant & Lounge Restaurant, Cafe, and I
Joe's Restaurant Restaurant, Cafe, and I





Database Use

- Interviewees are aware of 4 database tools in average.
- They usually use 1-2 tools.
- These tools are used for following purposes:
 - Developing ideas
 - Teaching
 - Learning
 - Research

Interviewees think that an ideal database is

- Comprehensive
- Reliable
- Effective
- Accessible
- Free of Charge
- As clear and precise as possible
- Up to date

Business Plan Software

- They know in average 3 business plan software.
- They usually use none of them or only 1 when they use.
- They use it for teaching and learning.

They think an ideal business plan software





- Has error-free performance
- Supports user
- Provides integration of financial and spreadsheet support
- easy to use
- Realistic
- Effective
- Open access
- Up to date

Business Simulator

The interviewees know 1 business simulator in average.

They usually use only one or none.

They use this tool for

- Teaching
- Learning
- Testing
- Scenario Modelling

They define an ideal business simulator as

- Realistic (covering many aspects of the real world)
- Flexible
- Free of charge
- Easy to use
- provides user support