

# Boost your ideas!

[percorsidimpresa.regione.puglia.it](https://percorsidimpresa.regione.puglia.it)

## percorsi d'impresa

Percorsi d'impresa is the public programme that supports young entrepreneurship in Puglia, promoted by ARTI and the Puglia Region.

Percorsi d'impresa was developed as a result of a participatory process that involved over 4,000 boys and girls from Puglia in the drafting of the new Youth Policy Programme. It is based on the needs, requests and proposals collected during this process and it builds its activities on the experiences developed and consolidated by the Puglia Region and ARTI.

Percorsi d'impresa offers free informal support services to all young individuals from Puglia aged between 18 and 35 who are interested in starting (or who are already engaged in) entrepreneurial experiences. The support actions are designed to assist in the activation of young citizens from Puglia, discovering and enhancing talents, supporting new entrepreneurial ideas, consolidating strategies for starting and following up on businesses.

To us, supporting youth entrepreneurship means listening to the stories behind each idea and building a personalized path for every young entrepreneur.

Our support services are constantly being developed and they include a variety of components, such as thematic events, networking opportunities, business development tools, coaching, and more.

## Meetings and networking

*We believe in the importance of community, that is why we organize events to facilitate meeting and discussion among young people interested in entrepreneurship: networking events, workshops, thematic focuses and much more.*

### Exploratory Meetings

Meetings for preliminary discussion and idea exploration. They can be held as one-to-one or in groups, and they include the use of support tools to refine ideas and initiate mentoring paths.

### Informative Meetings

Events with a twofold goal: ① to raise awareness about youth entrepreneurship and to stimulate an entrepreneurial mindset; ② to present the programme and its services, introduce the staff and the support tools, and familiarise participants with the entrepreneurial theme. These events may take place on demand in formal and informal contexts, such as schools and universities but also cultural associations, community hubs or other institutional networks.

### Company visits

Company visits to connect young individuals with local businesses, fostering direct on-site learning. These are opportunities to get to know the local entrepreneurial contexts, the key actors and the possible allies. In fact, these are also opportunities for local companies to meet young talents, giving them opportunities while inspiring the next generations.

### Meetings with institutional bodies

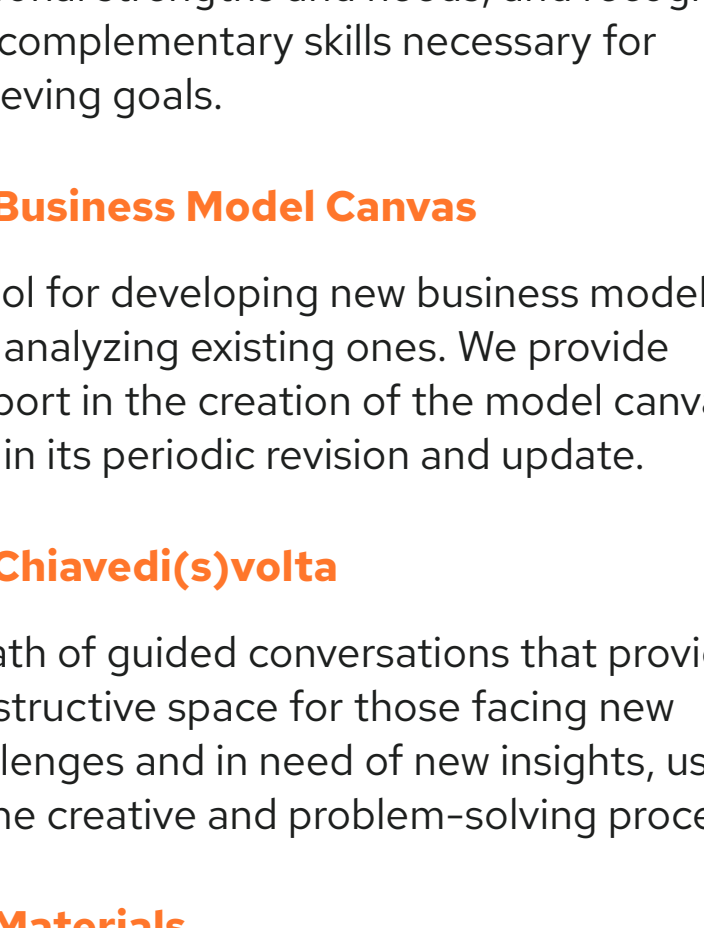
Networking with other organizations and institutions to facilitate discussions with their staff and delve into specific topics.

### Fairs, B2B

Organized visits and support to participation in fairs in all sectors, in Italy and abroad. Opportunities to learn about professional business contexts and to test interpersonal skills in dialogue with prospective partners and customers.

### Peer education

In person or online community workshops named "An Hour of...", where young professionals learn from one another, sharing experiences and advice and contributing skills and experiences from their entrepreneurial journey.



## Tools

### Personal Canvas

A tool for self-discovery. It helps analyze personal strengths and needs, and recognize the complementary skills necessary for achieving goals.

### Business Model Canvas

A tool for developing new business models and analyzing existing ones. We provide support in the creation of the model canvas and in its periodic revision and update.

### Chiavedi(s)volta

A path of guided conversations that provide a constructive space for those facing new challenges and in need of new insights, useful to the creative and problem-solving process.

### Materials

Freely available on our website are supporting materials on different topics entwined with entrepreneurship: business model canvas, introductions to marketing and marketing funnel, European project management, social entrepreneurship, third sector and so on.

## Communication

*Communication is key to create community.*

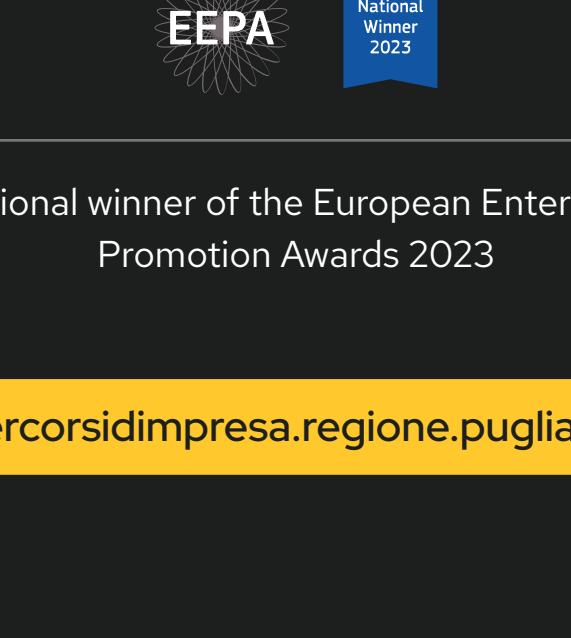
*A central component of Percorsi d'impresa is our communication strategy, aimed at facilitating access to the programme and fostering direct contact between potential users and the staff. This strategy is implemented through: a dedicated website; newsletters; Instagram and Facebook pages.*

### Newsletter

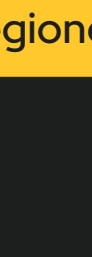
Subscribers receive updates on all our events and opportunities tailored for young individuals who aspire to start their own businesses in Puglia.

### Magazine

Reportages, interviews and much more: inspiring stories and adventures of young entrepreneurs in Puglia.



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