



Methodology



Co-funded by the
Erasmus+ Programme
of the European Union



in-cuba

Amazing ERASMUS+ Project involving great partners from 5 Countries:

- APEMH (LU – Coordinator),
- ARFIE (EU),
- AMPANS (ES),
- CADIAI (IT),
- DeLork - HUBBIE (BE),
- FENACERCI (PT),
- Fondazione San Sebastiano Onlus (IT), OpenGroup (IT).

Objective: to foster inclusion of people with intellectual disability through the development of an enterprise incubation methodology based on the principles of co-production.

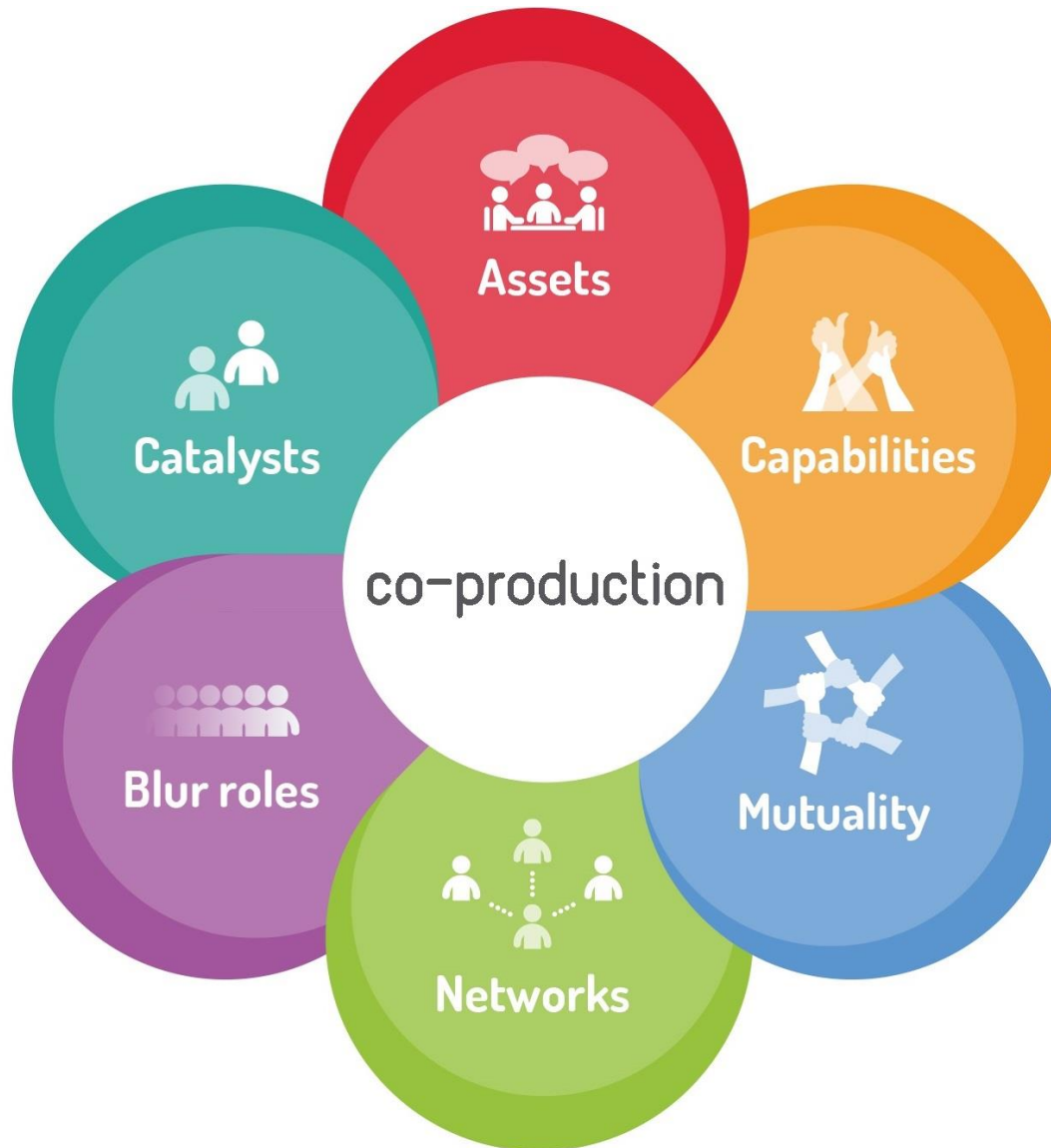


Methodology for incubation

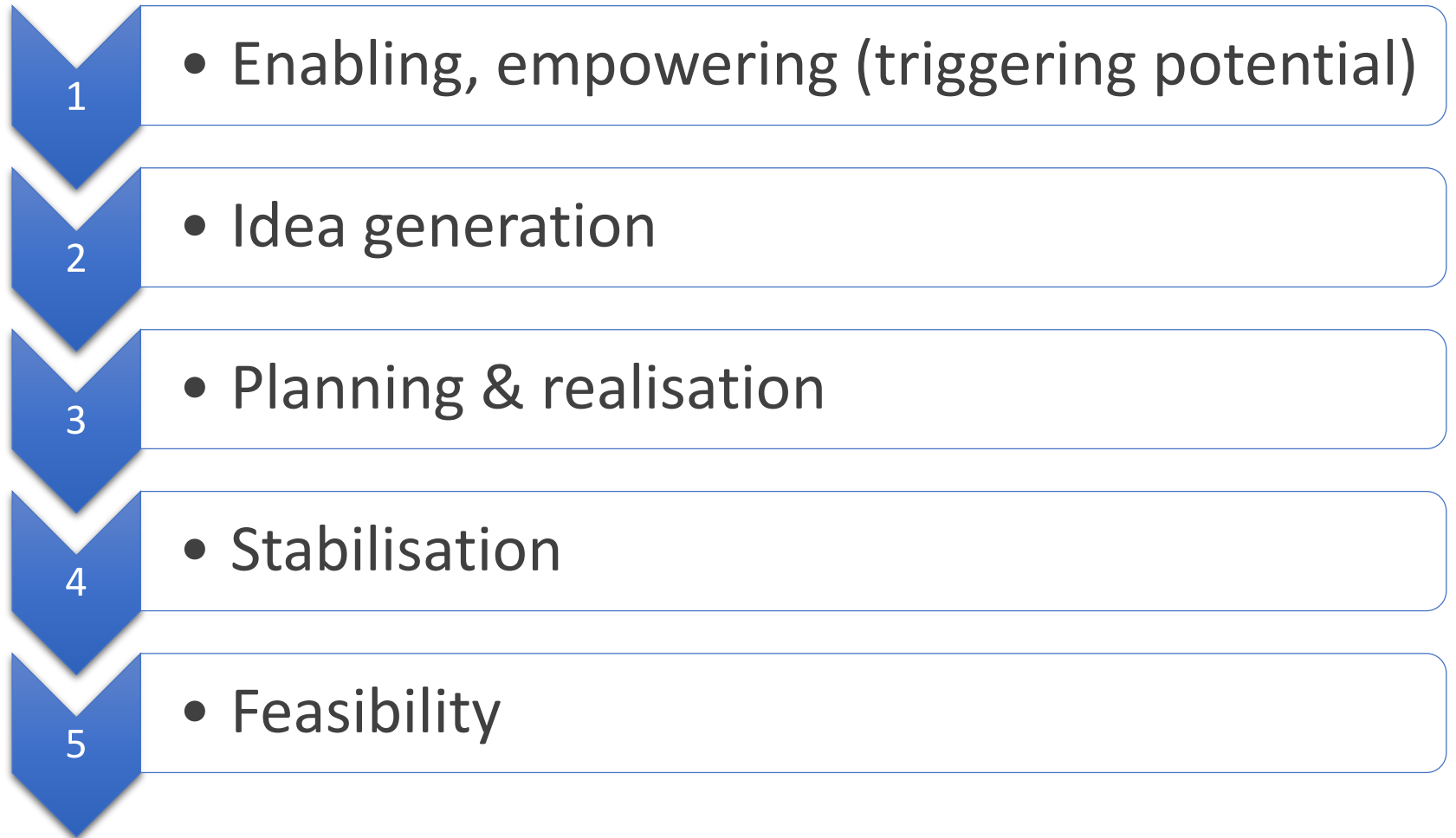
Main output of IN-CUBA is a methodology based on co-production that supports the development of ideas and projects to transform them into enterprises (considered in its widest meaning)...supporting users lead to greater sense of autonomy, self-esteem, mental and physical wellbeing.



Co-production



The IN-CUBA Methodology



Co-productive Focus Groups

It is desirable to work with one or two candidates at a time. A good way to operate co-productively is through co-productive focus groups involving, on an equal and reciprocal basis, different stakeholders: users, educators, family members, representatives of the local community, incubators... this will help the development of ideas and



ONLINE Co-productive Focus Groups



It may not be possible to organise physical meetings... but **online activities can be very effective as well** when planned carefully and supported qualified by professionals.



1. Enabling, empowering (triggering potential)

- Who is interested in an entrepreneurial project?
- How to stimulate the potential of those who are interested?



Enterprise

The concept of enterprise should be considered in its widest possible meaning: something that is attempted or undertaken, especially if it requires boldness or courage

(Cambridge Dictionary)



Enterprise means



ADVANTAGES

DIFFICULTIES

Flexibility and personal liberty

Challenging work

Governance & responsibility

Taking risks

Personal satisfaction and realisation of your own vision

Need some investment in terms of time and money

Offering something to the society

Need to control costs and revenues

Possibility to gain your own earnings

Profits might not be immediate



Business aspects

- Start up
- Grow up
- New business
- Microenterprise
- Marketing
- Clients
- Sponsoring
- Hole in the market
- Risks
- Success
- Chances
- Negotiating
- Social Justice



Methodology

- Action plan
- Developing
- Production
- Indicators



Framework

- Collaboration
- Networks
- Participation
- Partnerships/cooperative
- Family
- Community



Potential results

- Self-esteem
- Independence
- Personal fulfilment
- Self-employment
- Self-determination
- Gratification
- Recognition
- Validation
- Social impact



Financial aspects

- Money
- Financing
- Starting capital
- Accountancy



MIND-MAP ENTREPRENEURSHIP OF PEOPLE WITH AN INTELLECTUAL DISABILITY

Principles

- Honesty
- Talents
- Trust
- Equality
- Coproduction
- Vision
- Mission
- Needs
- Diversity



Professional aspects

- Management
- Businessmen
- Leadership
- Staff
- Mentoring
- Carrier
- Certificate



Support

- Peer to peer
- Incubators
- Organizations
- External advice
- Counseling



Strengths

- Versatility
- Potential
- Opportunity
- Added value
- Uniqueness
- Involvement
- Innovation
- Quality
- Change



Logistics

- Infrastructure
- Location
- Material



Learning/training

- Knowledge
- Skills development
- Abilities
- Manual skills
- Empowerment



PR

- Dissemination
- Publication
- Communication
- Research opportunity



Person centred approach

The person is at the core of this process, and it is important to support the person in his relationship with him/her-self.

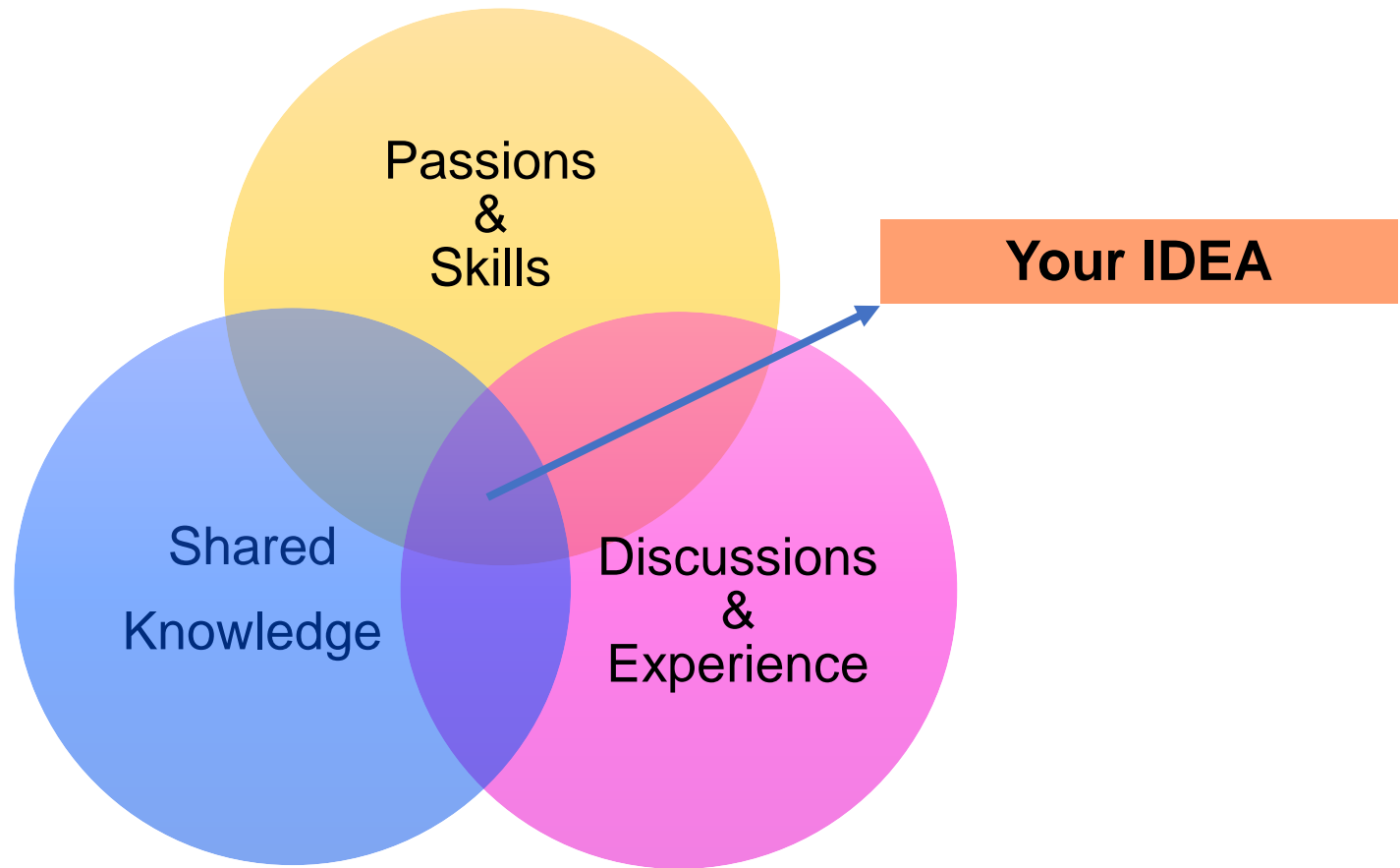


2. Idea generation

- How to identify the ideas?
- How to unlock the potential?
- What competences for the educators?



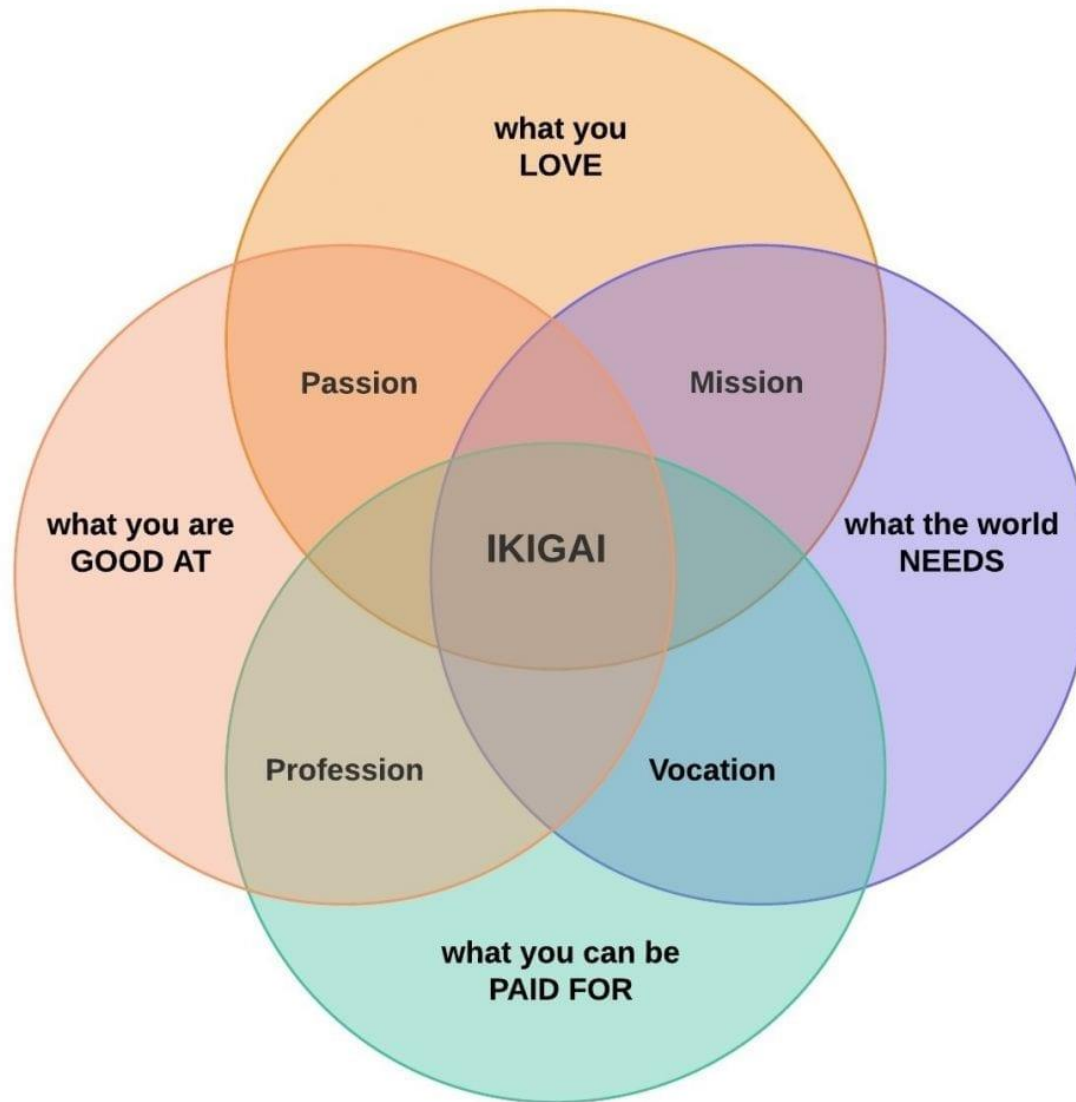
Idea generation



It may be useful to use games/group activities that can enhance individual skills and create a colourful collaboration with a clear social connotation.



IKIGAI



Find your passion



The Store of Ideas



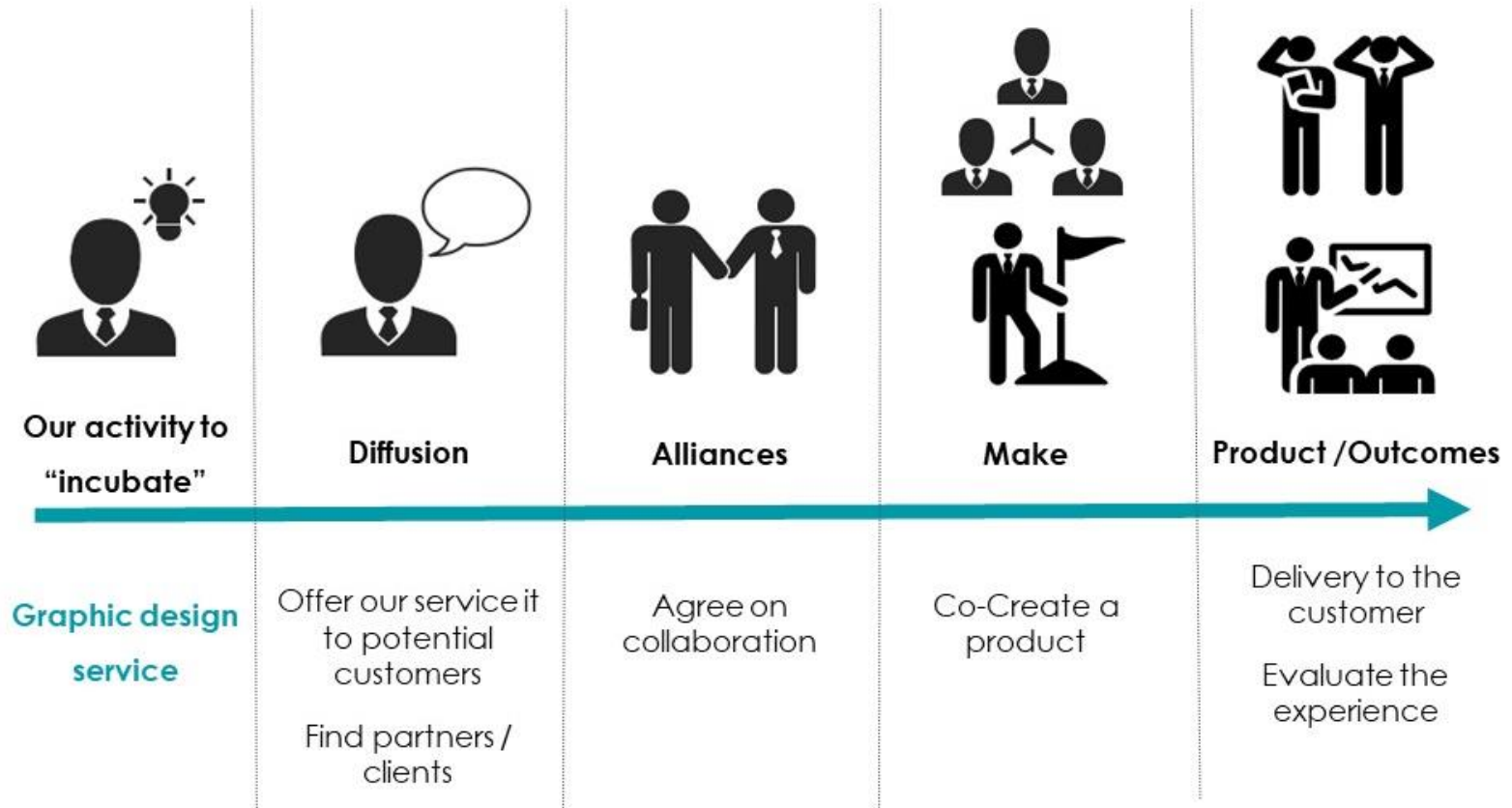
Consolidate your ideas

- Write your ideas/projects on a piece of paper: with this step, you will not allow losing your ideas and help your team to visualize it;
- Look at your ideas and think what you can implement today without impacting your current tasks: you have many ideas but only part of them can be implemented in the short term... leave the other for the long term.



Mapping your idea

We build a map our idea





3. Planning & realisation

- It is now time to undertake the path to make the project real:
- Make it real;
- Project planning;
- Consider to get in touch with an incubator (already at this stage).



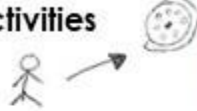
Business Model CANVAS

Project

8. Key Partners



6. Key activities



1. Value propositions



3 Customer relationships



2. Customer segments



7. Key resources



4. Channels



9. Cost Structure



5. Revenue Streams

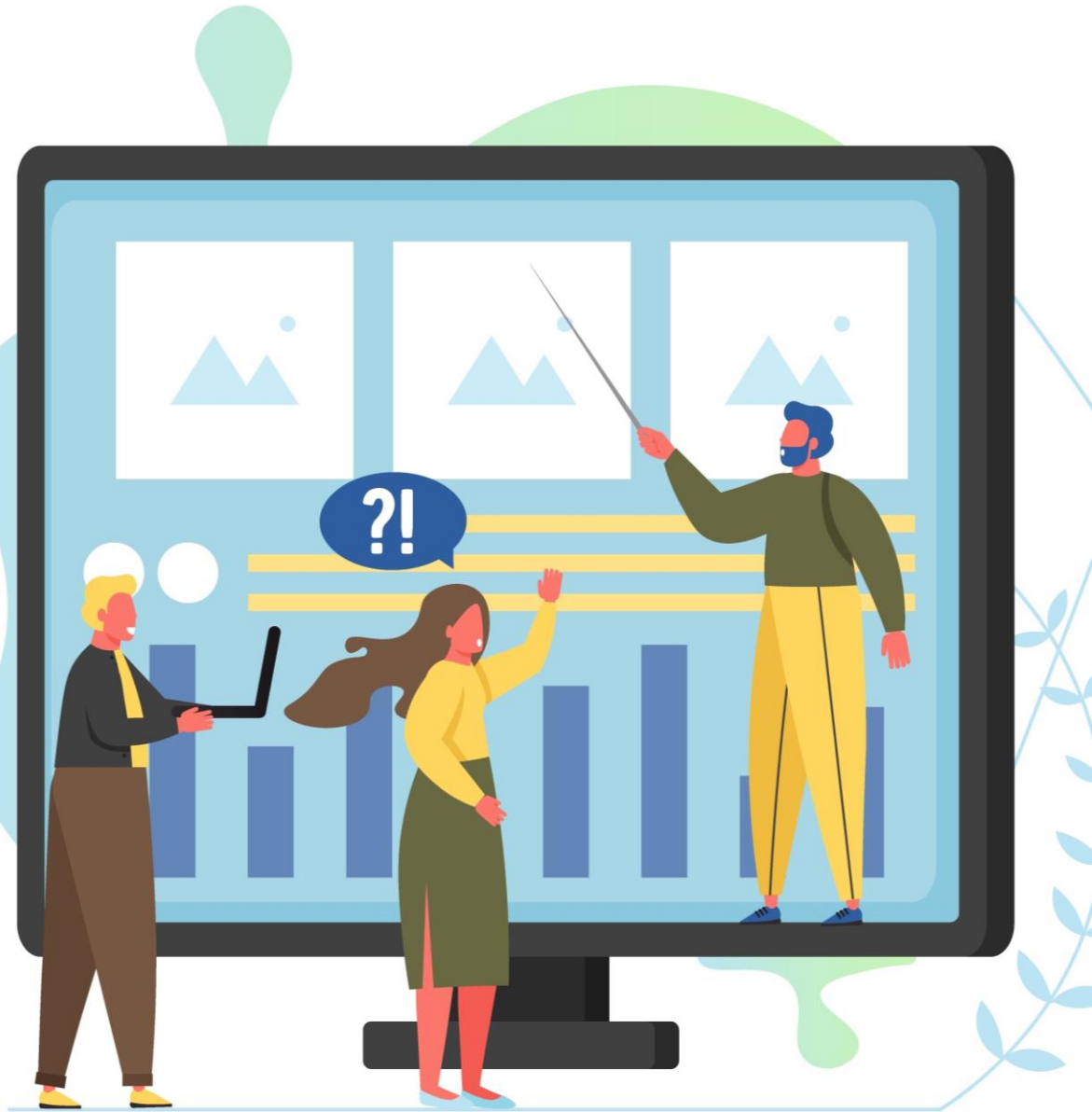


Social impact and environmental



Experts and counselling

It would be helpful to involve experts in order to receive proper counselling and help in better identifying the market



4. Stabilisation

- make it real: what actor(s) and organisation(s) should be involved?
- What is the timeframe?
- identifying and overcoming “barriers”
- Understand the external elements that may affect your initiatives: legal context, fiscal rules, organisational models
- Involve external support: Incubators, coaches, mentors.



Look for support

To start bringing the project “on the market” it would be useful to get in touch with:

- Incubators
- Coaches
- Mentors





5. Feasibility

in connection with the person involved and the context:

- How it fits in his/her life project (Quality of life evaluation);
- Entrepreneurship evaluation;
- Social Impact.

Quality of Life



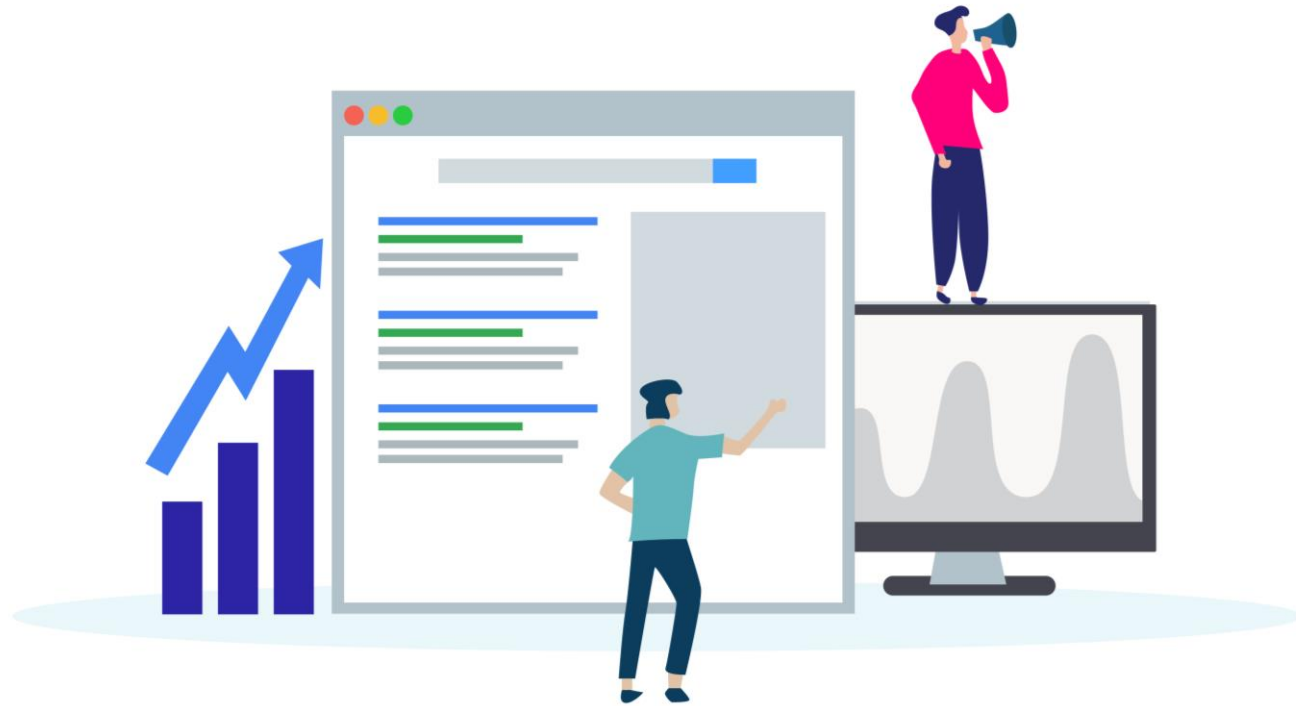
Image: Marion Barraud for [Harvard Business Review](#)



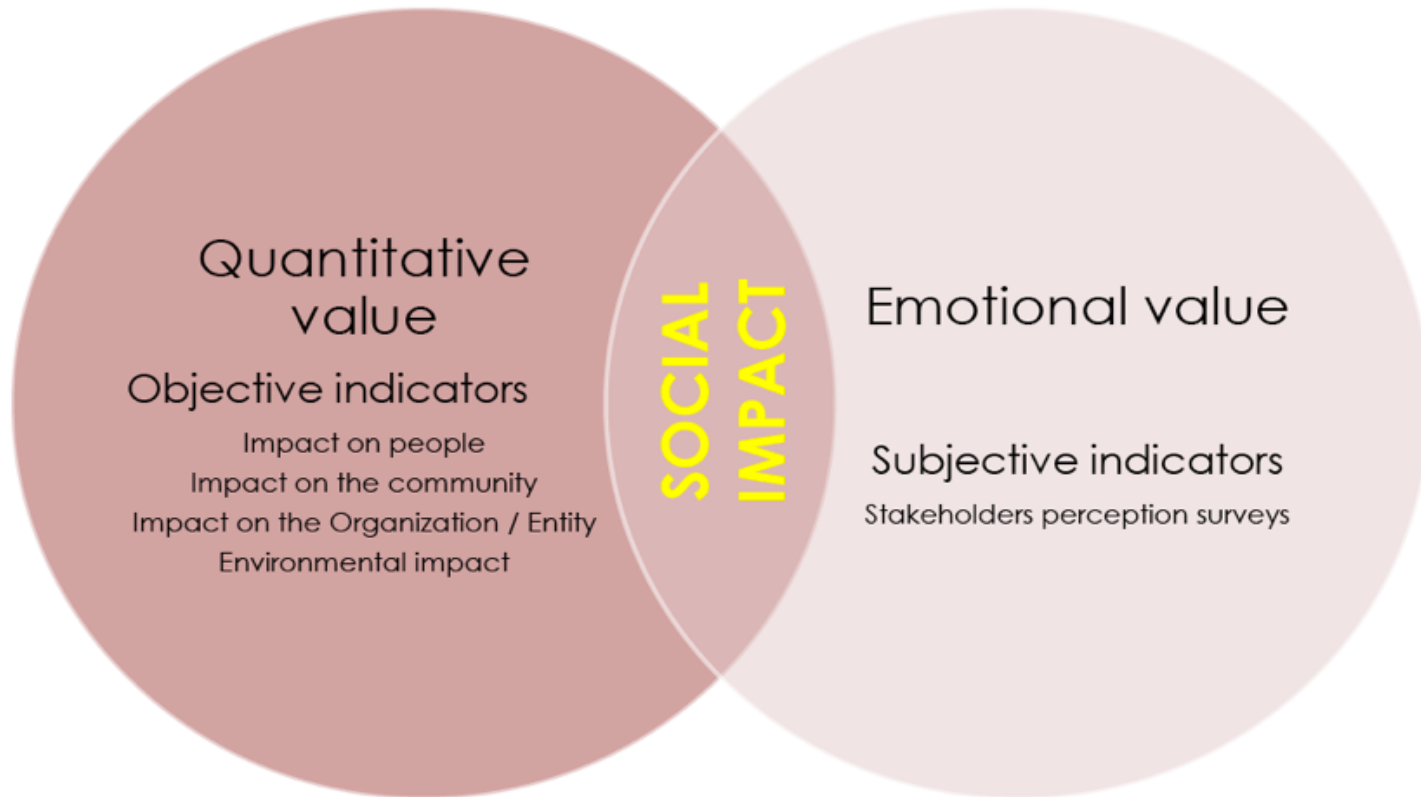
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Project Evaluation



Social Impact



If necessary repeat!



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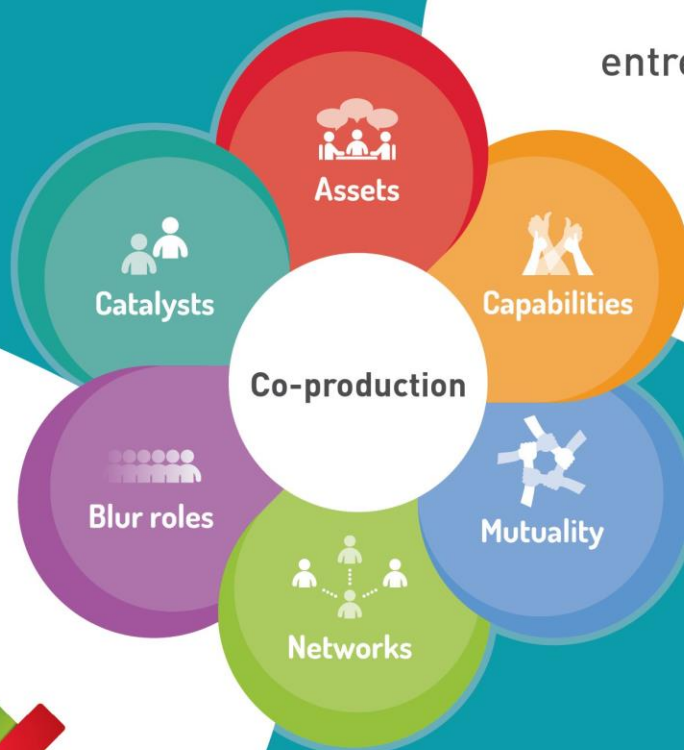


Developing an incubation methodology based on co-production



New approaches to access entrepreneurship for people with intellectual disability

 co-production.eu



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