



Turning digital skills into start-up skills

for young entrepreneurs

THE PROJECT

Zoomin is an EU co-funded project under the Erasmus+ programme looking into digital skill specialization among the 'digital natives' generation (ages 18-29), with the aim of transforming their everyday digital knowledge to digital wisdom, ready to be exploited in professional settings, with an emphasis to their capitalisation for the building of sustainable start-ups and the promotion of entrepreneurship.

OBJECTIVES

More specifically, the project aims to facilitate

- A more profound understanding of how digital skills and knowledge can be transformed into digital 'wisdom' for a young generation to excel in entrepreneurship and the start-up business model
- Digital skills specialization as coupled with entrepreneurial mindsets, through targeted training
- Deeper understanding and ability of young people to better handle their digital natives' profiles within the scope of digital economy
- Provision of methodologies and flexible training provisions towards digital skills optimisation for entrepreneurial activation of the young and beyond them

HOW

The project will build upon the pooling in of digital natives profiles, start-up contexts, and entrepreneurial attitudes among the target group in 4 EU countries (Denmark, Germany, Greece, Spain), in order to attain an EU perspective which goes beyond national contexts, to develop:



A Methodological framework for 'zooming in' digital skills for young start-uppers



Digital training modules for digital natives as successful start-uppers



ZoomIn Blueprint Intensive Incubation Bootcamp Methodology and Case Study Compilation



ZoomIn policy recommendations based on the project's impact