

DIGITAL ENTREPRENEURSHIP FOR YOUTH

KA220-YOU - *Cooperation Partnerships in Youth*

WP3
DigEnYou curriculum

Module 5 “Crowdfunding, Sustainability, & Social Responsibility”

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DigEnYou Blended Training Course

Module 5: Crowdfunding, Sustainability, & Social Responsibility

Learning Unit 1: Crowdfunding & Financial
Management

Learning Unit 2: Financial Management &
Sustainability

Learning Unit 3: Networking &
Relationship Building

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Aim of Module 5 – Crowdfunding, Sustainability, & Social Responsibility

Being an entrepreneur is not an easy task. However, every promising entrepreneur started from somewhere, learned from their environment, mistakes and challenges they faced. They got the **crucial skills** to sustain their business.

The Module 5's aim is to inform young learners in the EU on these crucial skills. Different ways of crowdfunding, how to use it effectively while **dealing with financial challenges**, how to manage it, where to start, maintaining relationships and creating a communicative network in the sector are some of the skills one should learn to sustain their business or their project.

Module 5 is divided into the following Learning Units:

Learning Unit 1: Crowdfunding & Financial Management

- Find the best type of crowdfunding suited for your business/project.
- Learn essential strategies for managing and controlling the funds that is needed for your work.

Learning Unit 2: Financial Management & Sustainability

- Get the gist of key aspects of financial management and strategies.
- Find effective financial solutions and minimize risks and balance profit/loss ratio.

Learning Unit 3 – Networking & Relationship Building

- Learn to create a mutual-benefiting environment to help your workforce.
- Check different methods to find and advocate.

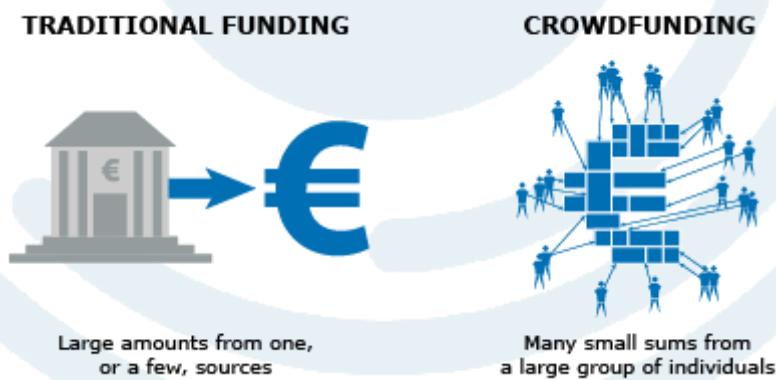
Learning Unit 1 - Crowdfunding & Financial Management

Introduction

To start an initiative, entrepreneurs need funds. Usually, these entrepreneurship are already funded by big existing corporations in the business world. One of the biggest examples can be found in metaverse investments.¹ However not everyone has necessary funds to create and sustain an entrepreneurial endeavour. In that crowdfunding might be a good way to start.

What is Crowdfunding?

Crowdfunding is a way of raising money to finance projects and businesses. It enables fundraisers to **collect money from a large number of people via online platforms.**



Crowdfunding is most often used by startup companies or growing businesses as a way of accessing alternative funds. It is an innovative way of sourcing funding for new projects, businesses or ideas. It can also be a way of cultivating a community

¹

[https://www.coindesk.com/markets/2023/07/27/meta-remains-committed-to-the-metaverse-mark-zuckerberg-says/#:~:text=Meta%20\(META\)%20hasn%27t,the%20Metaverse%20vision%20as%20well.](https://www.coindesk.com/markets/2023/07/27/meta-remains-committed-to-the-metaverse-mark-zuckerberg-says/#:~:text=Meta%20(META)%20hasn%27t,the%20Metaverse%20vision%20as%20well.)

around your offering. By using the power of the online community, you can also gain useful market insights and access to new customers.

How does crowdfunding work?

Crowdfunding platforms are websites that enable interaction between fundraisers and the crowd. Financial pledges can be made and collected through the crowdfunding platform. Fundraisers are usually charged a fee by crowdfunding platforms if the fundraising campaign has been successful. In return, crowdfunding platforms are expected to provide a secure and easy to use service.

Not all crowdfunding platforms are created equal. Entrepreneurs need to learn the process of selecting the most suitable platform for their specific projects beforehand. Factors such as fees, the platform's user base, and compatibility with the nature of the project will be explored. Choosing the right platform is a strategic decision that significantly influences the success of a crowdfunding campaign. **Many platforms operate an all-or-nothing funding model.² This means that if you reach your target, you get the money and if you don't, everybody gets their money back no hard feelings and no financial loss.**

Effective communication with backers is a key determinant of crowdfunding success. It is important to learn the ongoing engagement throughout the campaign. Utilizing social media platforms and other communication channels to keep backers informed and engaged contributes to building a supportive community around the project.

Setting realistic funding goals is a critical aspect of a successful crowdfunding campaign. Entrepreneurs should explore strategies for determining achievable funding targets and avoiding common pitfalls. Additionally, with the introducing the use of data and analytics tools to assess the performance of the campaign, it enables individuals to make informed decisions and optimize their crowdfunding efforts for greater success.

There are a number of crowdfunding types which are explained below. Three most common types of crowdfunding are: **peer-to-peer, equity and rewards crowdfunding.**

² <https://help.kickstarter.com/hc/en-us/articles/115005047893-Why-is-funding-all-or-nothing->

1. Peer-to-peer lending (Lending-based):

The crowd lends money to a company with the understanding that the money will be repaid with interest. It is very similar to traditional borrowing from a bank, except that you borrow from lots of investors.

2. Equity crowdfunding:

Sale of a stake in a business to a number of investors in return for investment. The idea is similar to how common stock is bought or sold on a stock exchange, or to a venture capital.

3. Rewards-based crowdfunding:

Individuals donate to a project or business with expectations of receiving in return a non-financial reward, such as goods or services, at a later stage in exchange of their contribution.

- **Donation-based crowdfunding:**

Individuals donate small amounts to meet the larger funding aim of a specific charitable project while receiving no financial or material return.

- **Profit-sharing / revenue-sharing:**

Businesses can share future profits or revenues with the crowd in return for funding now.

- **Debt-securities crowdfunding:**

Individuals invest in a debt security issued by the company, such as a bond.

- **Hybrid models:**

Offer businesses the opportunity to combine elements of more than one crowdfunding type.

More information on

- [Peer-to-peer lending](#)
- [Equity crowdfunding](#)

- Rewards-based crowdfunding

Type	Contribution	Return for backers	Famous platforms
Donation crowdfunding	Donations	Intangible rewards	GoFundMe, JustGiving
Reward crowdfunding	Donations or pre-purchases	Tangible rewards	Kickstarter, Indiegogo
Lending-based crowdfunding	Loan	Return of the load with interest	Funding Circle, Lending Club
Equity crowdfunding	Investment	Shares in the business	Crowdcube, Seedrs

Advantages Disadvantages

of Crowdfunding

Advantages

Disadvantages

it can be a fast way to raise finance with no upfront fees	it will not necessarily be an easier process to go through compared to the more traditional ways of raising finance - not all projects that apply to crowdfunding platforms get onto them
pitching a project or business through the online platform can be a valuable form of marketing and result in media attention	when you are on your chosen platform, you need to do a lot of work in building up interest before the project launches - significant resources (money and/or time) may be required
sharing your idea, you can often get feedback and expert guidance on how to improve it	If you don't reach your funding target, any finance that has been pledged will usually be returned to your investors and you will receive nothing
it is a good way to test the public's reaction to your product/idea - if people are keen to invest it is a good sign that the your idea could work well in the market	failed projects risk damage to the reputation of your business and people who have pledged money to you
investors can track your progress - this may help you to promote your brand through their networks	if you haven't protected your business idea with a patent or copyright, someone may see it on a crowdfunding site and steal your concept
ideas that may not appeal to conventional investors can often get financed more easily	getting the rewards or returns wrong can mean giving away too much of the business to investors

your investors can often become your most loyal customers through the financing process

it's an alternative finance option if you have struggled to get bank loans or traditional funding

In the crowdfunding, equipping people with the knowledge and skills necessary to navigate the complexities of the crowdfunding landscape and increase the likelihood of securing funds for their projects or entrepreneurial ventures is expected. To achieve a successful crowdfunding campaign, here are 7 tips:

1. Think about your total investment goal

When setting your investment goal try to make it as low as possible. Calculate how much money you need to cover your campaign goal and any extra expenses, including the fee that the platform takes. Do not look at crowdfunding as a way to make profit at this stage. A target of £800 that is exceeded is much better than a target of £5,000 which is unsuccessful.

2. Market your crowdfunding campaign

Marketing your crowdfunding campaign is central to its success. Crowdfunding platforms will host your project, but it is your responsibility to promote your campaign before it starts. Set aside time before your campaign launch to use social media, press, networking, exhibitions, local radio and promotional materials to create

a buzz around your project. Aim to have a number of interested investors ready to back your project on day one of your campaign.

It is also very important to plan promotion of your crowdfunding campaign during the campaign as you may experience a lull after the initial launch.

3. Gain social proof for your project

Talk to your friends and family about your project - are they willing to invest in your project? If the answer is no, it is unlikely that investors with visibility of thousands of competitive projects would want to back you. Ask your family and friends for feedback and learn from it.

If your family and friends are interested in investing, this can be a great sign that you have a good idea - make sure that all these people are ready to start funding your project on the first day of the crowdfunding campaign. This will help to create a buzz around your project and can encourage other potential backers to invest.

4. Research similar projects for inspiration and tips

Some crowdfunding platforms do not take down campaigns once they have finished (whether successful or unsuccessful), this is a great opportunity to research similar projects to your own and see what works well and what doesn't.

5. Create a video that captures your audience and promotes your project clearly

Set aside a video budget to make sure that it is interesting and clearly presents the benefits of your project. When planning the content, create a video that can be used for future marketing opportunities to get the most for your money.

6. Communicate effectively and honestly with all your backers and potential backers

Make sure you communicate clearly about what your project is, what it is trying to achieve, how much money is needed to make it a reality and what you will deliver and when. Answer all questions that are directed at you. When possible, answer the questions publicly but in some cases, you may prefer to reply privately.

When you do have backers, make sure that you keep them up to date with your product and always let them know if you do not think you will make a deadline you

had previously set.

7. Be creative if you are offering rewards

If you decide to go for reward crowdfunding, let your potential backers know what's in it for them and make your rewards interesting if you can. One option is to offer different rewards for different levels of investment - this can encourage a potential backer to add more to their investment.

What is Financial Management?

Financial management is about controlling the flow of money in and out of the organization. Every business needs to sell products or services, pay expenses, balance the books, and file taxes. Financial management encompasses all of this, along with more complex processes, such as paying employees, buying supplies, and submitting reports to government agencies to show they're obeying applicable laws and regulations. The act of overseeing all these transactions for a business is what we mean when we talk about a company's financial management. In general, the bigger the company, the more complicated financial management becomes.

Financial management matters because it keeps a company solvent. Its most basic goal is to ensure that the business doesn't go bankrupt. Financial management addresses the most critical issues that a business can face, such as loss of revenue (as happened during the COVID-19 pandemic), natural disasters, strikes, wars, and so on.

More information on:

<https://www.oracle.com/in/erp/financials/financial-management/#types>

Glossary of Terms

Term	Definition ³
crowdfunding	the practice of funding a project or an activity by raising many small amounts of money from a large number of people, usually using the internet
equity	(<i>finance</i>) the value of a company's shares
donation	something that is given to a person or an organization such as a charity, in order to help them; the act of giving something in this way
debt	a sum of money that somebody owes
loan	money that an organization such as a bank lends and somebody borrows
funding	money for a particular purpose; the act of providing money for such a purpose

³ Definitions based on Oxford Learner's Dictionaries: <https://www.oxfordlearnersdictionaries.com/>

Exercise: Exploration of crowdfunding types

Objective: Exploration of crowdfunding types.

Duration: 40 Minutes

“Crowdfunding is like a digital magic trick where lots of people chip in small amounts to make big things happen.”

- **Icebreaker, Crowdfunding Examples (5 minutes):**

Find one crowdfunding campaign you find interesting. It could be anything you've seen online. Determine which type of crowdfunding had been used.

- **Express Brainstorming (15 minutes):**

You have 15 minutes to brainstorm and come up with a crowdfunding idea, a campaign.

- **Rapid Idea Presentation (10 minutes):**

Present your top crowdfunding idea in 3 minutes. Be fast and captivating. What's the cool factor that will grab people's attention?

- **Quick Feedback (5 minutes):**

After each presentation, share what you liked most and one suggestion for improvement. Keep it snappy and positive.

- **Wrap-up (5 minutes):**

Reflect briefly on what you've learned. You are welcome to write a short paragraph afterwards.

Tips:

- Keep it light and simple.
- Stick to the time limits for each activity.

Checklist: Your Learning Outcomes

What I know on the subject of “Crowdfunding”

#	Theme/Question	YES / NO
1	Did you gain insights into different crowdfunding models?	
2	Can you confidently craft a compelling crowdfunding campaign?	
3	Do you feel knowledgeable about choosing the right crowdfunding platform?	
4	Have you learned effective strategies for engaging with backers during a crowdfunding campaign?	

Resources for M5-LU1

The following learning material is provided:

M5-LU1-01 – What is Crowdfunding?

- https://single-market-economy.ec.europa.eu/access-finance/guide-crowdfunding/what-crowdfunding/crowdfunding-explained_en
- <https://www.nibusinessinfo.co.uk/content/seven-tips-how-run-successful-crowdfunding-campaign>
- [https://www.coindesk.com/markets/2023/07/27/meta-remains-committed-to-the-metaverse-mark-zuckerberg-says/#:~:text=Meta%20\(META\)%20hasn%27t,the%20Metaverse%20vision%20as%20well.](https://www.coindesk.com/markets/2023/07/27/meta-remains-committed-to-the-metaverse-mark-zuckerberg-says/#:~:text=Meta%20(META)%20hasn%27t,the%20Metaverse%20vision%20as%20well.)

M5-LU1-02 – What is Financial Management?

- <https://www.oracle.com/in/erp/financials/financial-management/#types>

Learning Unit 2: Financial Management & Sustainability

Financial management is about **controlling the flow of money** in and out of the organization. Every business needs to sell products or services, pay expenses, balance the books, and file taxes. Financial management encompasses all of this, along with more complex processes, such as paying employees, buying supplies, and submitting reports to government agencies to show they're obeying applicable laws and regulations. The act of overseeing all these transactions for a business is what we mean when we talk about a company's financial management.

In general, the bigger the company, the more complicated financial management becomes.

CanIndianChannel specifically talks about fundamentals of financial management. You can watch the video from right side or click on the link below.

<https://youtu.be/WxXCPmKkfUI>



What is Sustainability in terms of Finance?

At Advance, we define financial sustainability as the ability to start, grow and maintain your staffing business with short- and long-term financial stability. It is amazing how many otherwise savvy staffing operators rely solely on their sales or HR skills to grow their business,

and don't really understand where they are or where they're headed.

While temporary staffing entrepreneurs give a variety of reasons for starting their own venture – being their own boss, the satisfaction of getting people jobs, fulfilling a need in the marketplace – you won't be in business long without healthy profits and **sustainable** growth.⁴

Aligning Financial Management with Sustainability

Diving deep into the connection between financial management and sustainability, you need to learn how effective financial management can be a driving force behind sustainable business practices. This involves making financially sound decisions that align with long-term environmental and social goals. By understanding how financial choices impact sustainability and vice versa, you have to be well-positioned to build businesses that thrive economically while making positive contributions to society and the environment.

Measuring Success:

A key aspect of financial management and sustainability is developing metrics to measure success. It is important to learn how to evaluate the financial performance of your projects against established goals. Additionally, exploring metrics for assessing the environmental and social impact of your ventures is crucial to success. This holistic approach to measuring success ensures that financial achievements are not divorced from the broader objectives of sustainability.

"Financial management is the activity concerned with planning, raising, controlling and administering, and the procurement of funds used in the business."

-Harry G. Guthman and Herbert E. Dougall

*authors of *Corporate Financial Policy* (1958)*

⁴ "Four Key Components to Financial Sustainability" Jeremy Bilsky 03/07/2023

<https://www.advancepartners.com/blog/four-key-components-to-financial-sustainability/>

In essence, it is a comprehensive guide to the intertwining realms of financial management and sustainability. By acquiring a nuanced understanding of these critical aspects, it is expected to be empowering to build and manage ventures that not only thrive financially but also contribute positively to the environment.

Understanding Financial Management

Financial management goes beyond dealing with numbers; it involves strategic planning and monitoring a company's financial resources to achieve specific goals. This includes:

- **Budgeting:** Developing a robust budget that efficiently allocates resources is crucial. A well-crafted budget serves as a roadmap to financial success.
- **Financial Analysis:** Regularly assessing a company's financial performance is essential. This includes analysing cash flow, balance sheets, and income statements.
- **Risk Management:** Identifying and managing financial risks is a crucial part of financial management. This may include market risks, operational risks, and more.
- **Investments:** Deciding where and how to invest a company's financial resources is a fundamental part of financial management. These decisions can directly impact business growth and sustainability.

Cost Classification

Cost classification is a method of categorizing expenses so they can be effectively communicated on financial reports.

Your company incurs all sorts of costs and showing them in a long list or as a lump sum makes it difficult to understand where your money is really going. Separating them into categories, or classifications, is an important way to report expenses so the information can be understood and applied to business decisions. You can classify costs in a variety of ways, and the bigger your company gets, the more types of cost classification you'll deal with.

Four classifications of cost:

- Cost of Revenue
- Research and Development
- Selling and Marketing
- General and Administrative

Cost of Revenue:

Cost of revenue (COR) refers to expenses that are directly tied to delivering your product or service to customers. This includes platform costs such as data, computing and network to support the delivery of service to your customers. It also includes any employee costs for those that support the delivery of service to the customer, including platform support for maintenance and updates and bug fixes. Typically, this includes customer support teams and potentially some engineers.

Research and Development:

Research and development (R&D) expenses include the cost of engineers and other employees who work on feature development, platform enhancements or new product capabilities for your platform. Investors understand that early-stage companies will allocate large amounts of their spending to R&D as they test new features and look for product market fit.

Selling and Marketing:

This classification includes salaries and expenses for your GTM (go-to-market) teams. This includes your sales team (including commissions), sales management, business development representatives, revenue operations, sales engineers, the marketing team and more.

Later-stage startups will typically spend more on sales and marketing. They've already achieved product market fit and are looking to add gasoline to the fire as they accelerate their growth.

General and Administrative:

General and administrative (G&A) classifies all other expenses that help you operate your business. This includes important teams such as human resources, IT, facilities, accounting, finance and legal.

Practical Tips for Financial Management

Here are some practical tips for effective financial management:

- 1. Cost Control:** Continuously assess expenses and find ways to reduce costs without compromising quality.
- 2. Revenue Diversification:** Do not rely on a single revenue source. Diversifying revenue streams can help protect against market fluctuations.
- 3. Smart Investment:** When making investment decisions, conduct thorough analysis and consider long-term return on investment.

Glossary of Terms

Term	Definition ⁵
risk management	the process of identifying financial risks and planning ways of reducing those risks
budgeting	the fact of being careful about the amount of money you spend; the process of planning to spend an amount of money for a particular purpose

⁵ Definitions based on Oxford Learner's Dictionaries: <https://www.oxfordlearnersdictionaries.com/>

finance	[uncountable] the activity of managing money, especially by a government or commercial organization
revenue	the money that a government receives from taxes or that an organization, etc. receives from its business
investment	[uncountable] the act of investing money in something
cost	[countable, uncountable] the amount of money that you need in order to buy, make or do something

Exercise: Be your own Financial Manager

Use What You Have Learned 😊

Duration: 40 Minutes

You will have two different scenarios about different businesses. How would you manage the business in the position of these people? Please use the knowledge you learned from Learning Unit 2. You can write your strategies and steps to take on a piece of paper or digital document. Do not forget to check your answers and match them with the key components corresponding in the unit.

Scenario 1: Budgeting for a Small Business

Sarah is the owner of a small graphic design firm. She has recently experienced an increase in client demand, leading to a boost in revenue. Excited about the growth, Sarah decides to revisit her business budget to ensure sustainable financial management.

Scenario 2: Personal Financial Planning for Retirement

John, a 40-year-old professional, begins to contemplate his retirement goals and realizes the importance of proactive financial management. He decides to create a comprehensive financial plan that includes savings, investments, and debt management.

Checklist: Your Learning Outcomes

What I know on the subject of "Financial Management".

#	Theme/Question	YES / NO
1	Did you gain an understanding of core principles in financial management?	
2	Are you now familiar with the concept of sustainability?	
3	Were you able to make informed financial decisions considering sustainability factors in the given scenarios?	

Resources for M5-LU2

M5-LU2-01 – Financial Management & Sustainability

- <https://www.netsuite.com/portal/resource/articles/financial-management/financial-management.shtml>
- <https://www.linkedin.com/pulse/principles-financial-management-sustainable-business-growth-books/>
- <https://www.oracle.com/in/erp/financials/financial-management/#types>

Learning Unit 3 – Networking & Relationship Building

Networking is more than just exchanging business cards; it's about fostering meaningful connections that can open doors to opportunities such as exploring the art of building and maintaining professional relationships, both online and offline. You will learn how to leverage your networks to access resources, mentorship, and collaborative ventures, creating a supportive ecosystem for their entrepreneurial journey.

Networking & Relationship Building

Building and leveraging professional networks are essential skills for individuals and businesses alike in today's interconnected and dynamic business landscape. Significance of networking and relationship



building, providing individuals with actionable insights to enhance their interpersonal skills and expand their professional circles are crucial aspects.

Networking is not just about collecting business cards; it's about cultivating meaningful connections that can lead to opportunities, collaborations, and support. In the art of networking, understanding the importance of authenticity, active listening, and effective communication are essential in building lasting professional relationships. Exploring both online and offline networking strategies, should provide necessary abilities to navigate diverse social and professional settings. Relationship building goes beyond initial connections, emphasizing the cultivation of strong, mutually beneficial partnerships. Nurturing relationships with clients, colleagues, mentors, and other stakeholders. Strategies for maintaining positive and productive professional relationships over time will be explored, highlighting the role of trust, reliability, and effective communication.

Effective networking often involves showcasing one's skills and value proposition. Learning how to craft and communicate a compelling professional narrative that resonates with the target audience. This includes honing elevator pitches, creating a strong online presence, and leveraging social media platforms for professional branding.



The role of mentorship in networking

and relationship building is very important, as understanding how to identify potential mentors, approach them effectively, and cultivate meaningful mentor-mentee relationships. Mentorship can provide valuable guidance, insights, and support, contributing to professional growth and development.

Networking events and platforms are diverse and gaining insights into choosing the most suitable ones for the favoured goals. Exploring industry-specific events,

conferences, and online platforms, provides strategies for effective participation and follow-up. It is good to learn how to maximize the impact of networking opportunities on their personal and professional development.

This is a comprehensive guide to mastering the art of networking and relationship building. By acquiring these skills, it is possible to enhance the ability to navigate professional environments, seize opportunities, and cultivate a strong and supportive professional network that contributes to long-term success.

Learn to Love Networking

1. Focus on Learning

Most people have a dominant motivational focus—what psychologists refer to as either a “promotion” or a “prevention” mindset. Those in the former category think primarily about the growth, advancement, and accomplishments that networking can bring them, while those in the latter see it as something they are obligated to take part in for professional reasons.

2. Identify Common Interests

The next step in making networking more palatable is to think about how your interests and goals align with those of people you meet and how that can help you forge meaningful working relationships.

3. Think Broadly About What You Can Give

Even when you do not share an interest with someone, you can probably find something valuable to offer by thinking beyond the obvious. Of course, this isn’t always easy. People in with feelings of power found networking less repulsive and were more willing to do it than people assigned to a condition that made them feel powerless.

4. Find a Higher Purpose

Another factor that affects people’s interest in and effectiveness at networking is the primary purpose they have in mind when they do it. Any work activity becomes more attractive when it’s linked to a higher goal. So, frame your networking in those terms.



Tom Friel, former chairman and CEO of Heidrick & Struggles talks about fundamentals of networking and how it works.

<https://www.youtube.com/watch?v=rW-Ui6j60AM>

Glossary of Terms

Term	Definition ⁶
networking	a system of trying to meet and talk to other people who may be useful to you in your work
colleague	a person that you work with, especially in a profession or a business
mentorship	[uncountable] the advice and help provided by a mentor to a less experienced person over a period of time, especially as part of a formal programme in a company, university, etc.
Interest	the feeling that you have when you want to know or learn more about somebody/something

Exercise: Networking Bingo

Duration: 40 Minutes

- **Guess who?**

Create bingo cards with different networking objectives or characteristics (e.g., "someone who wants to work in marketing," "someone who speaks three languages") (it also strongly suggested to you to include qualities of yours, something you're confident about). Only one objective on one card. Minimum of 2, maximum of 4.

⁶ Definitions based on Oxford Learner's Dictionaries: <https://www.oxfordlearnersdictionaries.com/>

- **Pick your fighter :)**

After creating the cards, shuffle with other participants' cards. Each player will pick a card and try to find a person with matching quality. You need to chat with others and find out if they have the quality or not.

- **Mutual benefits**

Finding the person, you have to think of a way what benefits it can give to your financial sustainability model you did from previous unit.

To give an example: You found a person with good communication skills, so you wanted to benefit from them by asking if they know reliable benefactors to sustain your business model.

After completing each task share it with the group and discuss with others, **exchange** ideas.

Checklist: Your Learning Outcomes

What I know on the subject of “Networking, Advocacy & Risk Management”

#	Theme/Question	YES / NO
1	Did you gain a clear understanding of the fundamental concepts of networking?	
2	Have you learned strategies for effective communication in networking?	
3	Do you feel confident in your ability to build and nurture professional relationships over time?	
4	Are you now aware of the role of mentorship in networking, and can you identify potential mentors?	
5	Can you strategically choose suitable networking events or platforms for your goals?	
6	Have you identified key takeaways from the workshop that you can apply in your professional endeavours?	
7	Have you created an action plan outlining how you intend to apply the knowledge and skills gained?	

Resources for M5-LU3

The following learning material is provided:

M5-LU3-01 – Networking & Relationship Building

<https://www.investopedia.com/terms/n/networking.asp>

<https://hbr.org/2016/05/learn-to-love-networking>

Links & Videos on Module 5

European & international level:

- "Your Guide to Understanding Crowdfunding" by SGX Group <https://www.youtube.com/watch?v=voF1plqqZJA>
- "Why CrowdFund? To Make Your Idea A Reality – Simon Walker" by TEDx Talks and Simon Walker <https://www.youtube.com/watch?v=hI00KH9JfsE>
- MBA 101: Intro to Financial Management 5 Principles of Finance <https://www.youtube.com/watch?v=WxXCPmKkfUI&t=3s>
- Tom Friel: How to Network <https://www.youtube.com/watch?v=rW-Ui6j60AM>

Bibliography – discover more

European & international level:

- Muhairi, Mariam & Nobanee, Haitham. (2019). Sustainable Financial Management. SSRN Electronic Journal. 10.2139/ssrn.3472417. https://www.researchgate.net/publication/336904241_Sustainable_Financial_Management

LinkedIn: Article on networking

- <https://www.linkedin.com/advice/0/what-best-networking-strategies-new-graduates-risk-i3skc>