



This form can be used as an orientation in the presentation of projects of young entrepreneurs developed in the locations of each partner country. It will be presented at the YouthNest project meeting to be held in Italy in May 2018.

SECTION A: GENERAL INFORMATION

1. Name of the project: Play with history
2. E-mail address: jerusa_torres@hotmail.com
3. Location covered: Viana do Castelo
4. Number of jobs created: none
5. Project in operation: since may 2017
6. Sector: traditional gaming project - promotion of local arts and crafts

SECTION B: OBJECTIVES/GOALS SET

7. Write down briefly what the young entrepreneurs want to achieve with this project, what their objectives/goals are:

The idea of business arises with participation while monitoring a youth exchange whose theme was cultural identity and which resulted in the construction of traditional games.
The project idea is build traditional games that revive the way of playing in the old days.
Traditional games kits will be built for use outdoors or indoors, allowing interaction with intergenerational experiences. These games also allow to promote physical exercise and contact with nature.
It will be constructed in a sustainable way using traditional techniques, using local, durable and ecological materials.
This project links the memory of the older ones to the creativity of the younger ones, recreating the local craftsmanship in utilitarian objects (traditional techniques, current solutions).

SECTION C: STRATEGIC LINES AND FINANCING

8. Describe how young entrepreneurs develop the project and what type of financial support they used at the beginning:

The entrepreneur participated in a program to support young entrepreneurs (Empreende Já) where she had the opportunity to develop the idea of the project with the support of several professionals during 6 months and received a training grant.

SECTION D: RESULTS/IMPACTS OF THE PROJECT

So far 2 traditional game kits have been created that are to be tested with children and adults.

SECTION E: DIFFICULTIES AND PROBLEM SOLVING

10. Were there any difficulties they needed to face? If yes, how did they solve them?

- The materials used in the construction of the games increases the final price
- In the initial moment there is no financing for more elements in the team, reason why the staff is reduced
- Strong trend towards the use of digital games – change mentalities and consumption habits
- Lack of funding - continues to seek funding

SECTION F: OTHER CONSIDERATIONS AND SUGGESTIONS/REMARKS

11. Do you have any other remarks/considerations/suggestions you would like to share? If yes, feel free to share them because it is very helpful for other young entrepreneurs.

The planning phase and the construction of the business plan are very important.
A business project that foresaw problems and possible obstacles, which provides for resolution strategies, increases the odds of business success.
Building a rigorous business plan is imperative.