

MOBIpreneur: MOBILE LEARNING FOR REAL ENTREPRENEURS

WHAT ENTREPRENEURS REALLY NEED
(AND HOW WE'RE MAKING IT HAPPEN)



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1. WHAT'S MOBIPRENEUR?

MOBIPreneur is a **European initiative that makes business training simple, mobile, and accessible**. It was created for **micro-entrepreneurs, freelancers, and small business owners**, who are doing it all on their own, often without the time, resources, or confidence to attend traditional business training.

We know that **managing a business today is tough**:

- You're balancing multiple roles: creator, manager, accountant, marketer, and more.
- Time is limited, energy is precious, and training needs to fit your reality.
- You want to learn practical skills to grow your business, but you don't have hours to spend in webinars or reading long manuals.

This eBook presents **the core findings of the research phase**, where the MOBIPreneur consortium conducted an in-depth analysis of entrepreneurs' needs across Europe. These findings were then validated through an **international online event on May 27, 2025**, where over 100 entrepreneurs, educators, and stakeholders confirmed the **importance of flexible, real-world learning**.

What follows is a clear picture of what entrepreneurs like you are asking for, and how MOBIPreneur is built to respond.

WHAT MAKES MOBIPRENEUR DIFFERENT?

Unlike traditional training programs, **MOBipreneur delivers content directly to your WhatsApp**: the tool you already use every day to talk to clients, check updates, or send documents.

The content is:

- **Short** (you only need a few minutes a day)
- **Practical** (focused on real tasks and tools you can apply immediately)
- **Conversational** (you learn by interacting, not by reading theory)
- **Free** (thanks to the *Erasmus+ programme* of the European Union)

Whether you're just starting out or you've been running your business for years, **MOBipreneur helps you**:

- Get clarity on your next steps
- Understand the essentials of finance, marketing, strategy, and digital tools
- Feel more confident making decisions
- Learn at your own pace, wherever you are!

MOBIPRENEUR IS NOT A COURSE: IT'S YOUR DAILY BUSINESS COMPANION, BUILT FOR YOUR RHYTHM, NOT SOMEONE ELSE'S SCHEDULE.



2. WHY WE CREATED THIS

Running a business isn't just about having a great idea, but it's rather about **navigating real-life challenges every day**. From finding customers to managing cash flow, from handling taxes to staying motivated when things get hard. And yet, most micro-entrepreneurs don't have anyone showing them how to do it.

WHEN WE STARTED DESIGNING MOBIPRENEUR WE DIDN'T GUESS WHAT ENTREPRENEURS NEEDED, WE ASKED THEM.

We surveyed **over 100 self-employed professionals and small business owners in Denmark, Spain, Italy, Slovenia, and Romania**, and here's what they told us:

The reality for many entrepreneurs:

- **Most work alone**, or with one or two people at most.
- They juggle everything: from selling to accounting, from social media to contracts.
- They often **don't feel 100% confident** in key areas like finance, marketing, or strategy.
- They've tried online training, but find it **too long, too abstract, or too disconnected** from their reality.
- They're **overwhelmed by tools and platforms**, unsure which ones to trust or how to use them.



What we realized:

- Entrepreneurs don't need more information, they rather **need the right kind of learning.**
- They learn best when **training is short, visual, practical, and directly linked to their business.**
- They already use tools like **WhatsApp every day:** why not bring learning to that space?
- Above all, they want to feel **confident and capable, not just absorb theory.**

That's why MOBIpreneur was born:

To offer a **smart, mobile-first training experience** built for entrepreneurs' real lives.

**WE BELIEVE THAT
ENTREPRENEURIAL EDUCATION
SHOULDN'T FEEL LIKE SCHOOL.
IT SHOULD FEEL LIKE A DAILY
COMPANION, HELPING YOU MOVE
FORWARD, STEP BY STEP.**



3. WHAT REAL ENTREPRENEURS TOLD US

We built MOBIpreneur based on real voices.

Between December 2024 and February 2025, the MOBIpreneur team **surveyed 113 entrepreneurs across five countries.**

Most of them worked alone or in very small teams, in a wide range of industries. Specifically, of all the respondents **over 70% indicated that they run their businesses without employees or with only one to two staff members.**

They shared their biggest struggles, and their honest opinions about what kind of training they actually use.

The answers were clear, and they echoed across countries, sectors, and stages of experience.

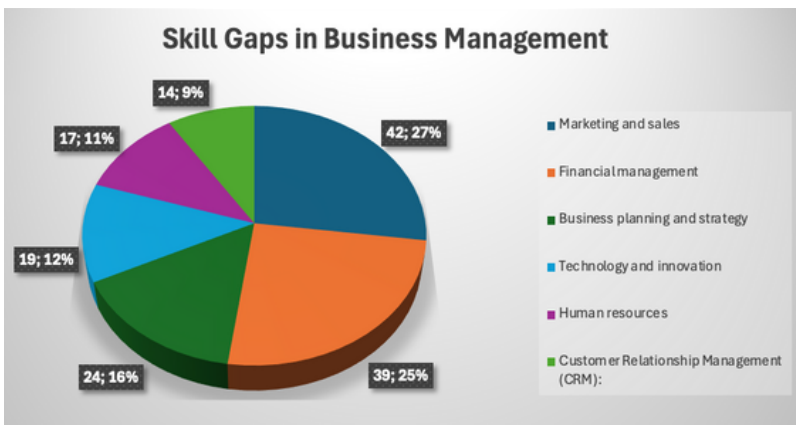
What are the main problems?

- **Time is limited.** Many respondents said they simply don't have space in their week for structured training.
- **Financial confidence is low.** Budgeting, forecasting, and understanding reports are areas of stress.
- **Marketing is unclear.** Most use social media but struggle to build a plan or reach new customers.
- **Tech tools are underused.** WhatsApp and spreadsheets are common; CRM or HR tools are rare.

The most challenging areas include:

1. **Marketing & Sales**
2. **Finance & budgeting**
3. **Strategic Planning**
4. **Technology**
5. **Human Resources**

"In which areas do you feel least confident managing your business?"



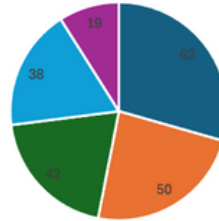
Their learning preferences:

- Most participants preferred **online courses format**
- **In-person workshops provide the necessary guidance**
- **Mentoring** is demanded
- Strong interest in **short videos, real-life case studies, and interactive tools** (quizzes, templates, guides)



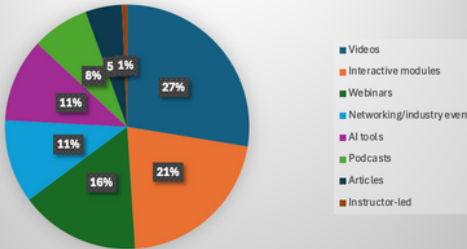
Preferred Training Methods

"Preferred training methods"



■ Online courses ■ In-person workshops ■ Mentoring ■ Webinars ■ Mobile apps

What type of content do you find most helpful for learning?



"What type of content do you find most helpful for learning?"

What we saw behind their words:

- Many entrepreneurs **feel alone**, trying to figure things out as they go.
- They want **tools that are simple, actionable, and immediately useful**.
- They are **motivated**, they just need learning that respects their pace and daily reality.

And most importantly...

They **already use WhatsApp to run their business:**

- To talk to clients
- To manage orders
- To send updates or track payments

So... why not learn through WhatsApp too?

*WE'RE NOT HERE TO
CHANGE HOW
ENTREPRENEURS LIVE.
WE'RE HERE TO MEET
THEM WHERE THEY
ALREADY ARE: ON THEIR
PHONES, IN THEIR FLOW,
AT THEIR PACE.*

4. THE ONLINE EVENT THAT VALIDATED EVERYTHING (and made it better!)

To make sure we were on the right track, we didn't just rely on surveys.

We brought people together from across Europe to talk, share, and shape this project together.

On **May 27, 2025**, we hosted a **powerful online event**:

“RETHINKING ENTREPRENEURIAL LEARNING”

More than 100 participants joined us, among **entrepreneurs, trainers and adult educators, policymakers, digital experts and students.**

We didn't come to teach, we came to listen. We ran a **live mapping activity** where participants shared their needs, struggles, and learning preferences in real time.

- **141 responses**
- **762 interactions**
- **Across 5 countries**

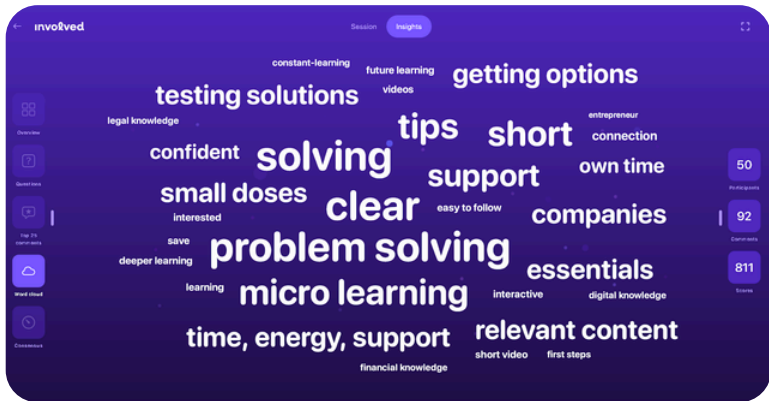
It was honest, emotional, and incredibly valuable.

***WE SAW HOW UNIVERSAL THE
ENTREPRENEURIAL EXPERIENCE REALLY IS, NO
MATTER WHERE YOU LIVE OR WHAT YOU SELL.***



Key messages that emerged:

- Entrepreneurs want **short, practical learning**, not long lectures.
- They learn better with **real examples**, not abstract theory.
- **Time is their biggest enemy**: they need flexible, no-pressure formats.
- **Confidence-building** is key, with participants saying learning works best when it reduces uncertainty and builds self-trust.



“Meaningful learning happens when people are short on time, energy, or support: it must be short, interactive, and designed to give as much usable information in as little time as possible.”

“An entrepreneur is never fully “ready”. Readiness comes from taking action, learning from failure and adapting. Instead of waiting, we should design for resilience, curiosity and the ability to learn on the go.”

THIS EVENT DIDN'T JUST CONFIRM WHAT WE'D ALREADY SEEN, IT SHARPENED IT.



5. OUR SOLUTION: SIMPLE, SMART, MADE FOR YOU

After everything we heard from surveys, interviews, and our international event, we knew one thing for sure.

ENTREPRENEURS DON'T NEED MORE COMPLEXITY. THEY NEED CLARITY, SIMPLICITY, AND ACTION.

That's why MOBIpreneur offers a training experience that is:

1. DELIVERED THROUGH WHATSAPP (SUPPORTED BY AI)

No extra platforms, no complicated logins.

2. MICROLEARNING: SHORT, POWERFUL LESSONS

No 2-hour videos. No endless PDFs.

Just short prompts, clear examples, and tools you can use **immediately**.

3. ACTIONABLE TOOLS, NOT JUST THEORY

You'll receive:

- **Mini video tutorials**
- **Downloadable templates and checklists**

5 MODULES = 5 REAL BUSINESS FOUNDATIONS

MODULE	FOCUS AREA	WHAT YOU'LL LEARN
1	Business Planning and Strategy	Set clear goals and direction
2	Financial Management	Understand your money with confidence
3	Marketing, Sales & CRM	Reach the right clients and make real sales
4	Human Resources	Hire, delegate, and protect your business legally
5	Technology and Innovation	Use digital tools without stress

These are not academic lessons.

They're **real-world, bite-sized strategies built for how you actually work.**



6. WHAT DOES IT LOOK LIKE IN PRACTICE?

So... how exactly do you learn with MOBIpreneur?

It's **learning by message on WhatsApp**, at your pace, in your pocket.

MOBIpreneur uses a **microlearning model: small, practical lessons you can complete in 5-10 minutes**. Everything is delivered on WhatsApp, so there's nothing new to install or learn.

Each learning module includes:

- **One clear business concept**
- **A short message and video**
- **A tool or template**
- **A tip for action**

You can ask questions through the **AI chatbot**. This is not about studying, it's about applying. You use the content right away in your business, so it sticks.

You choose the rhythm!

You can:

- Learn once a day, once a week, or binge a whole module
- Review summaries any time
- Ask the chatbot to **repeat, simplify, or give an example**
- Apply a template immediately to your business

*It's like having a **tiny business coach in your pocket**, ready whenever and wherever you are.*



7. AND NOW... WHAT'S YOUR NEXT STEP?

If you've ever thought, "*I want to learn, but I don't have time*", then MOBIPreneur is for you.

Here's how to start:

- **Connect with your local MOBIPreneur partner**
- **Join one of our pilot programs**
- **Try the WhatsApp-based lessons for yourself**

WHETHER YOU'RE JUST GETTING STARTED OR ALREADY GROWING YOUR BUSINESS, MOBIPRENEUR IS HERE TO SUPPORT YOU, ONE MESSAGE AT A TIME.

MEET THE PARTNERS BEHIND MOBIPRENEUR:

MOBIPreneur is made possible thanks to a **strong European partnership of organizations committed to entrepreneurship, adult education, and digital inclusion.**

Each partner brings local insight and international expertise to ensure that our mobile-first learning solution truly serves the needs of micro-entrepreneurs across Europe.



PROJECT PARTNERS



We Are Entrepreneurs (Denmark)

<https://weareentrepreneurs.dk/>



Developia (Spain)

<https://www.developiafoundation.org/es/inicio/>



CDI Univerzum (Slovenia)

<https://www.cdi-univerzum.si/>



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LEARN MORE ABOUT EACH PARTNER AND THEIR CONTRIBUTION TO THE PROJECT HERE:

WWW.MOBIPRENEUR.EU/PARTNERS