



## SCALE-UP

foStering women's finanCing  
in sociAL EntrepreneUrshiP

# SCALE UP

## Learning unit: Introduction



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# The Consortium



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# SCALE-UP

SCALE-UP wants to foster entrepreneurial skills acquisition by women entrepreneurs (present and future) interested in social sectors, through participation in VET training and training of the professionals who support them (VET trainers and business coaches). Specifically, it wants to support them in accessing financing and in making their businesses sustainable/competitive in the labour markets, raising awareness on the obstacles they may encounter in social enterprise running/starting up.



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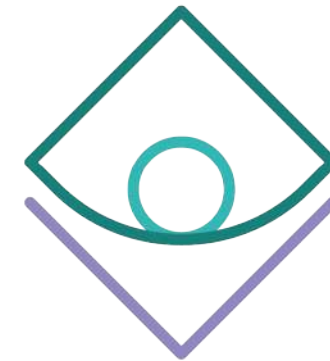


# Introduction

Hi, everyone! Here's a quick introduction to SCALE UP!

## What you'll learn

In this module you will learn how to access to courses, explore and interact with the platform and complete lessons.



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# Registration

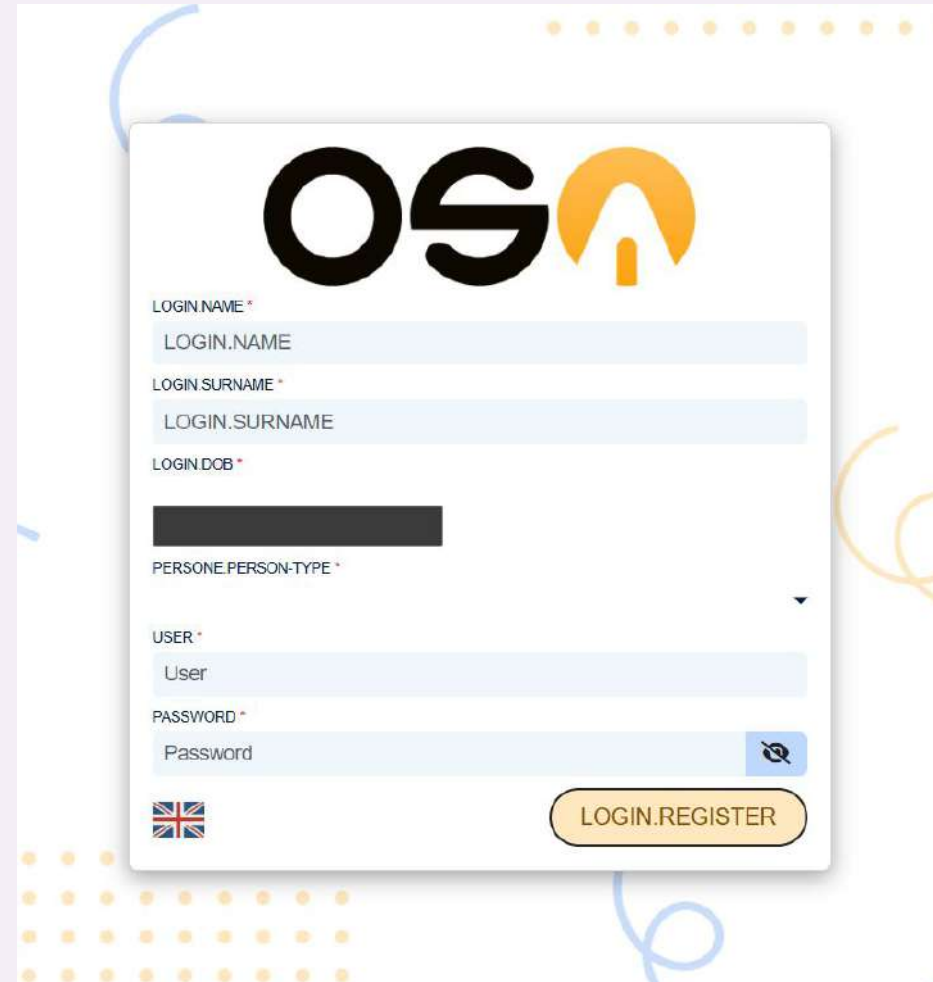
To access the platform contents, you will need to register first!

Fill in the required information to create your account.

Tell us a bit about yourself.

Are you a woman entrepreneur or in the process of starting your own business? Are you from a Startup Incubator and want to learn more about women entrepreneurship? Or are you a VET Trainer looking for useful materials related to entrepreneurship?

Create a username and password and you are ready to start!



The screenshot shows a registration form for the OSO platform. At the top, the OSO logo is displayed, consisting of the letters 'OSO' in a bold, black, sans-serif font, followed by a stylized orange house icon. Below the logo, the form contains several input fields and a dropdown menu, all with light blue borders and labels in a small, black, sans-serif font. The fields are: 'LOGIN.NAME \*' with the value 'LOGIN.NAME', 'LOGIN.SURNAME \*' with the value 'LOGIN.SURNAME', 'LOGIN.DOB \*' with a blacked-out field, 'PERSONE.PERSON-TYPE \*' with a dropdown arrow, 'USER \*' with the value 'User', and 'PASSWORD \*' with the value 'Password' and a blue eye icon for toggling visibility. At the bottom left of the form is a small UK flag icon. At the bottom right is a yellow button with rounded corners and a black border, containing the text 'LOGIN.REGISTER' in black, uppercase letters. The form is set against a white background with decorative orange and blue dots and lines.



# Platform Access

In order to access the platform is required to register or login with a valid account.

Upon access to our [course.scaleup-project.eu](https://course.scaleup-project.eu) a login form is shown to let you insert the credentials, then you will just click “Login” to confirm.

*In case you don't have an account there is a registration page on the left side of the form.*



The screenshot shows a login form for OSO. The form has a white background with a drop shadow and is set against a colorful, abstract background with yellow and blue shapes. At the top of the form is the OSO logo, consisting of the letters 'OSO' in black and an orange stylized house icon. Below the logo are two input fields: 'USER \*' with a placeholder 'User' and 'PASSWORD \*' with a placeholder 'Password'. To the right of the password field is a small blue icon of an eye with a slash through it, indicating a toggle for password visibility. At the bottom of the form, there are three buttons: a yellow button with the text 'LOGIN.REGISTER', a small UK flag icon, a link that says 'Reset password', and a yellow button with the text 'Login'.

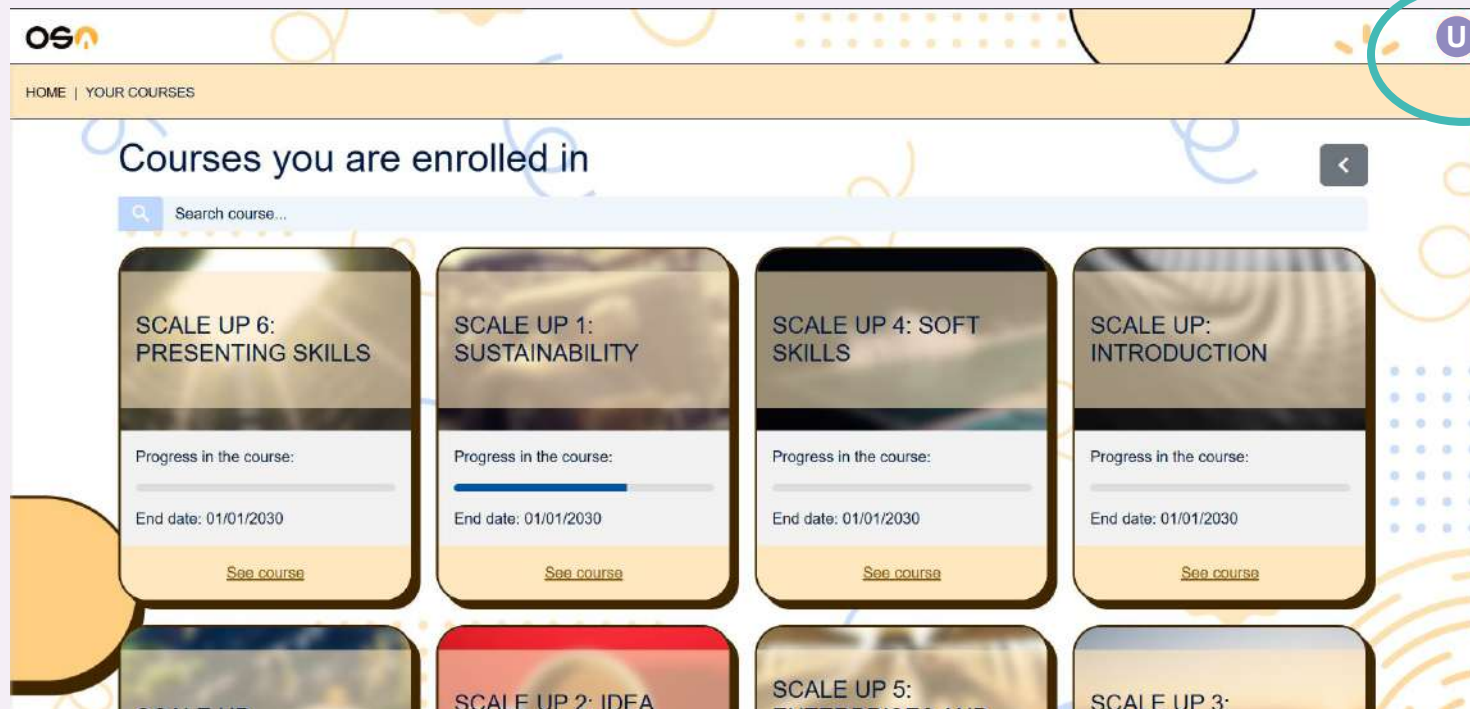


# All Courses

All courses contains the list of all courses you are enrolled in.

To access a course just click on the **“See course”** button below the course image.

On the **top right corner** icon you can manage the platform settings as language preferences, profile info or background color theme.

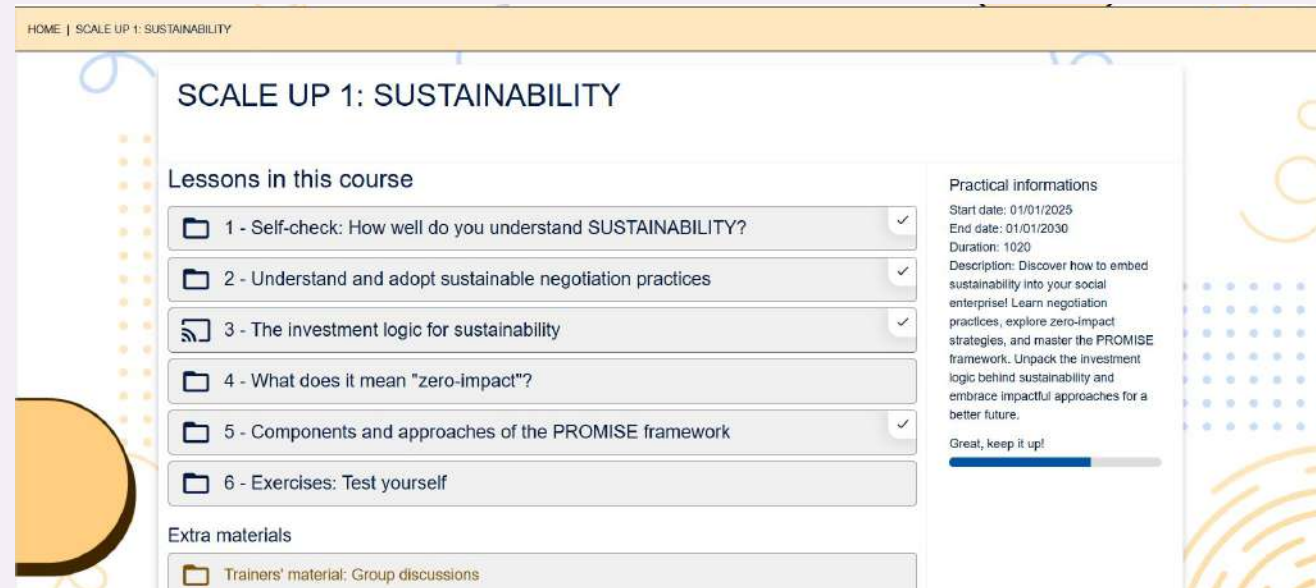


The screenshot displays the 'All Courses' page. At the top left is the 'OS' logo. Below it is a navigation bar with 'HOME | YOUR COURSES'. The main heading is 'Courses you are enrolled in'. A search bar is present with the text 'Search course...'. Below the search bar, there are four course cards visible. Each card shows the course title, progress in the course (indicated by a bar), and the end date (01/01/2030). At the bottom of each card is a 'See course' button. In the top right corner of the page, there is a user profile icon (a circle with a 'U') which is circled in red. A blue arrow points from the right towards this icon. Below the first row of cards, the titles of the next four courses are partially visible: 'SCALE UP 2: IDEA', 'SCALE UP 5: ENTREPRENEURSHIP AND', and 'SCALE UP 3:'. The background of the page features a pattern of yellow and blue circles and dots.





# Course Overview



HOME | SCALE UP 1: SUSTAINABILITY

## SCALE UP 1: SUSTAINABILITY

**Lessons in this course**

- 1 - Self-check: How well do you understand SUSTAINABILITY? ✓
- 2 - Understand and adopt sustainable negotiation practices ✓
- 3 - The investment logic for sustainability ✓
- 4 - What does it mean "zero-impact"?
- 5 - Components and approaches of the PROMISE framework ✓
- 6 - Exercises: Test yourself

**Extra materials**

- Trainers' material: Group discussions

**Practical informations**

Start date: 01/01/2025  
End date: 01/01/2030  
Duration: 1020

Description: Discover how to embed sustainability into your social enterprise! Learn negotiation practices, explore zero-impact strategies, and master the PROMISE framework. Unpack the investment logic behind sustainability and embrace impactful approaches for a better future.

Great, keep it up!

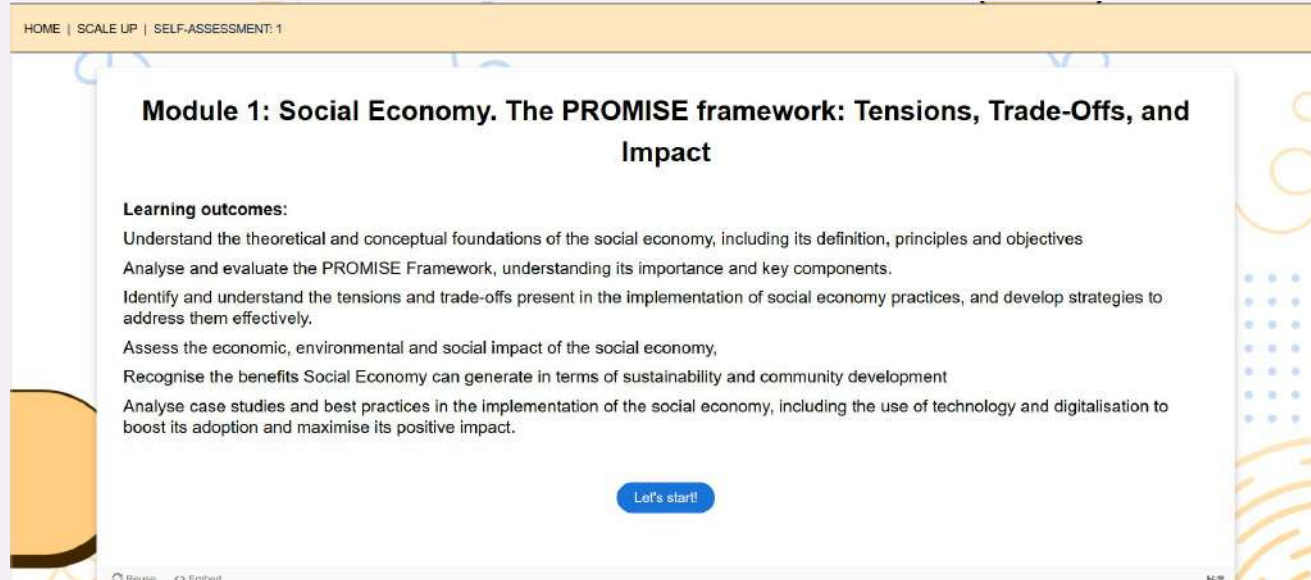
Accessing the course will lead you to the course overview page. Here you can visualize and access to all the lessons contained within the course and many other helpful resources.

You can notice different informations inside the page:

- Main section contains the lessons list and extra materials. You can notice different icon next to the lessons title: we'll discover the icons meaning later.
- On the right side section you can find some practical information like course duration, start/end date to complete the course and a short review of the topics in the course, too!



# Self-assessment



HOME | SCALE UP | SELF-ASSESSMENT: 1

## Module 1: Social Economy. The PROMISE framework: Tensions, Trade-Offs, and Impact

**Learning outcomes:**

- Understand the theoretical and conceptual foundations of the social economy, including its definition, principles and objectives
- Analyse and evaluate the PROMISE Framework, understanding its importance and key components.
- Identify and understand the tensions and trade-offs present in the implementation of social economy practices, and develop strategies to address them effectively.
- Assess the economic, environmental and social impact of the social economy,
- Recognise the benefits Social Economy can generate in terms of sustainability and community development
- Analyse case studies and best practices in the implementation of the social economy, including the use of technology and digitalisation to boost its adoption and maximise its positive impact.

[Let's start!](#)

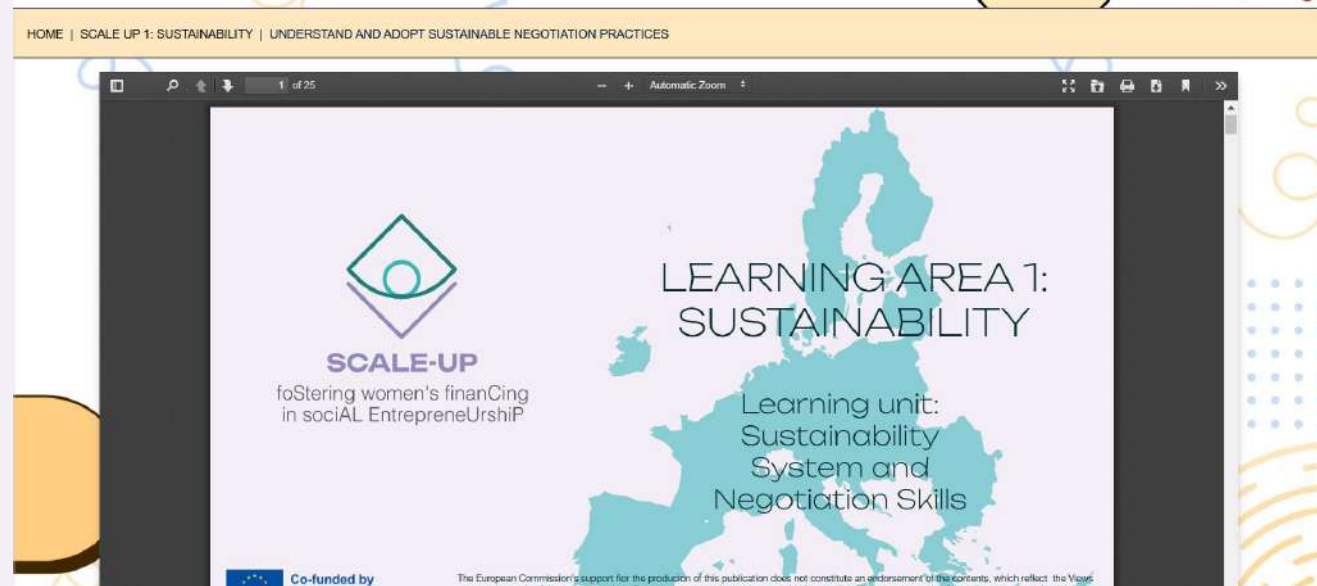
Reuse <> Embed

Self-assessment modules are designed to independently understand your own level of knowledge on a given topic.

Landing on the page you can find a quick description of what subject are covered, a **“Let’s start!”** button which you can click to run the knowledge quiz and, below, many other extra materials.



# Materials: Presentations



As we said there are different type of materials and useful resources to explore in our platform. The first we deal with are the presentations: this kind of materials are represented with folder icon beside the lesson title.

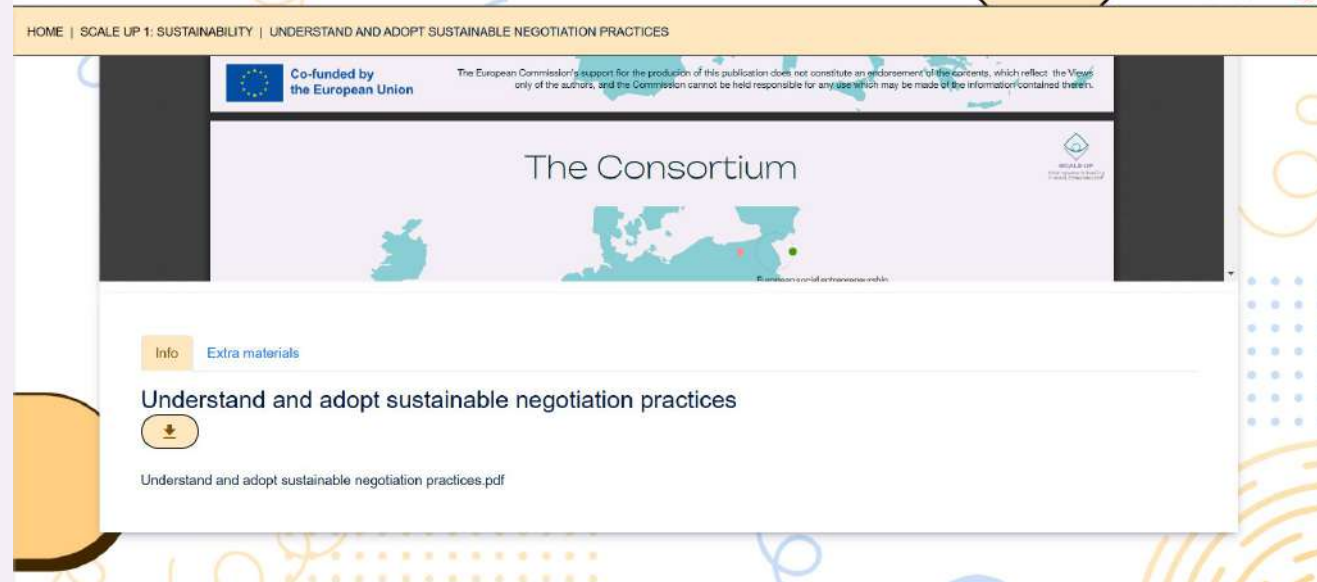
Like the example shown here -



Presentations are incredible resources to cover up a variety of arguments, you can interact with them through the toolbar at the top of every presentation.



# Materials: Download

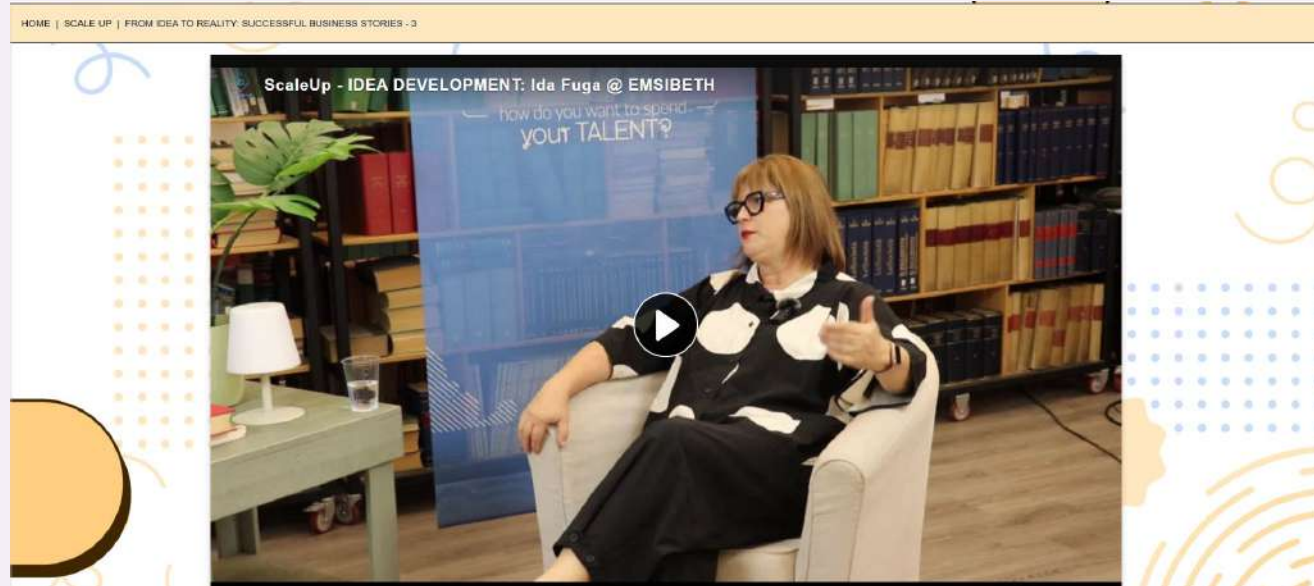


Many resources have the possibility of being downloaded so that they can also be consulted off-line on every device, in order to let you study and learn everywhere and in every moment.


You can simply scroll down the lesson page, where you may find a download button to click and get the content!



# Materials: Videos



Another type of content you will find inside our courses are videos! They're represented with “TV” icon beside the lesson's name.

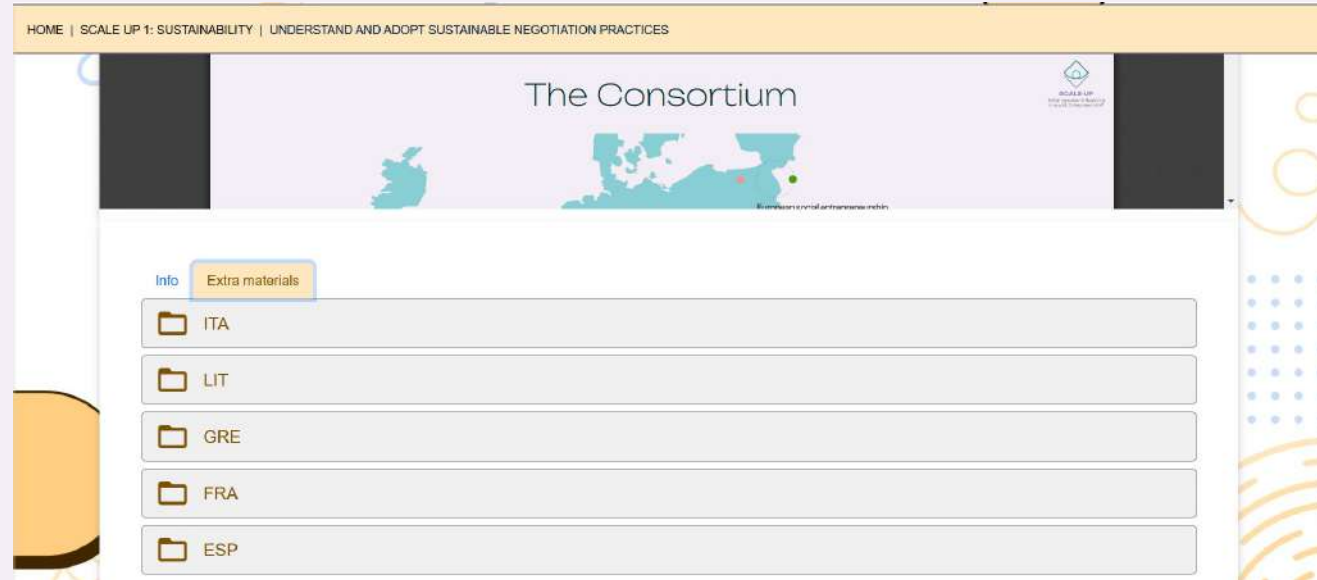
Here's an example - 

Our platform provides an internal player that will easily let you consume the video contents, you can also interact with the video and subtitles (available in many languages) settings using the player interface.



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# Materials: Other Languages

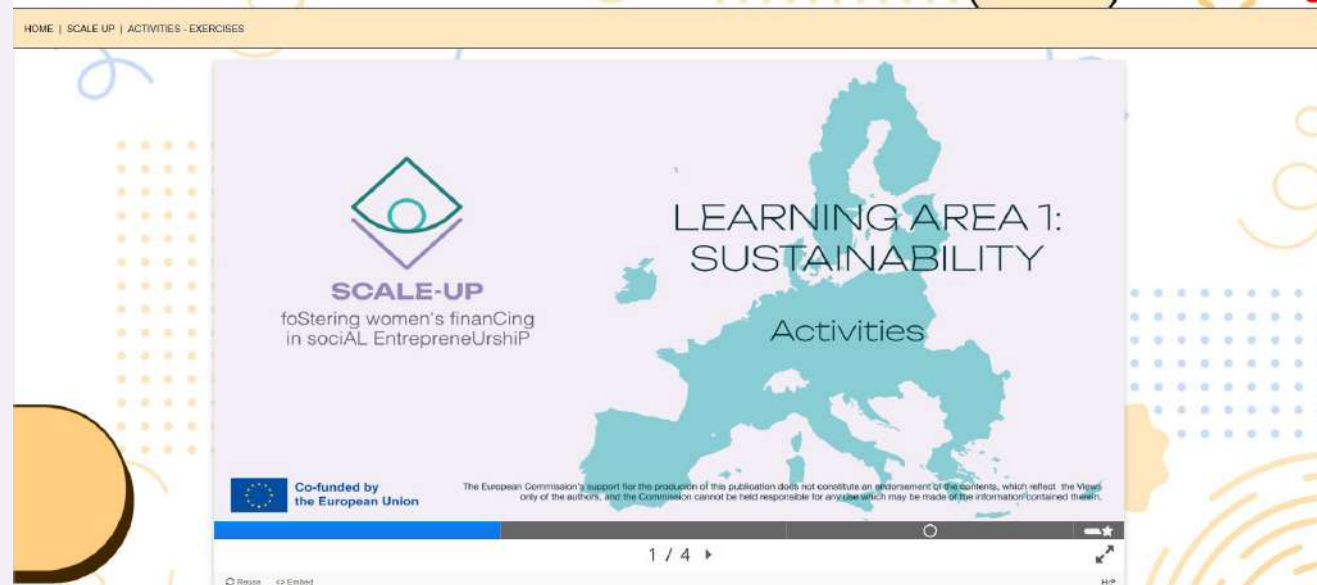


Inside the “Extra materials” section you may find different languages version of our presentations resources, in order to let you learn the topics in the language you prefer.

Just click on the language you need and it will be loaded in the current



# Exercises 1



Some modules are presented as exercise activities: here you can check the new skills acquired during the course lessons!

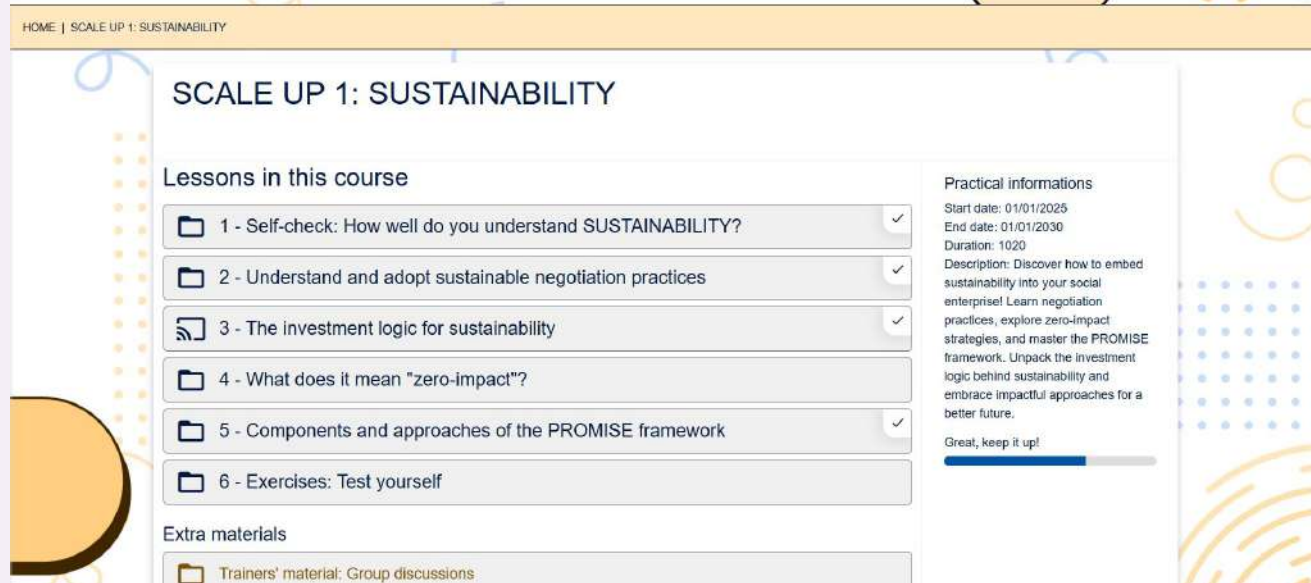
They're represented as an easy slider, you can check the introduction or proceed directly to the exercise section which will let you discover your knowledge about the topics covered.







# Course Completion



HOME | SCALE UP 1: SUSTAINABILITY

## SCALE UP 1: SUSTAINABILITY

**Lessons in this course**

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Great, keep it up!



The course completion is easy to check: through the lessons and exercises interaction you'll complete the course.

You can immediately notice that on every lesson completed will appear a check icon and the completion bar on the right side should fill in order to represent you are near to master your knowledge of the course!





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Thanks for the  
attention!



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