



Guide on how to use the online tool

- e-course training for craft entrepreneurs
- e-catalogue for matchmaking of crafters

Prepared by project partner and platform developer CWEP

This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Table of contents

Table of contents	2
Introduction	3
Getting inside the platform	4
Registration to the platform	5
Logging in to the platform	6
Inside the platform	7
Self-assessment	7
Training modules	9
Additional modules	14
The e-catalogue	15

Introduction

The Guide on how to use the online tool is a set of information on the technical development and use of the digital result delivered in the scope of the MicroHUB project. The online tool is built of 2 parts: the e-course training for craft entrepreneurs and the open catalogue for matchmaking of crafters. The document includes information on the usability of the platform, but also the information on all its elements and sections. Supporting the descriptions throughout the whole Guide are visuals that make it easier to understand and grasp the steps to follow once inside the platform. The guidelines were written with consideration of both professionals and any adult user, including:

- crafters and artisans willing to start their business, emerging or willing to update their entrepreneurial skills, re-brand their company, re-structure their business model and promote their work and products, especially online;
- trainers in entrepreneurial skills and business development;
- stakeholders such as crafters organizations and local institution for promoting the tool among their networks of contacts;
- a wide public interested in digital entrepreneurship development and in rural areas.

By participating in the e-course training for craft entrepreneurs, the learners will be engaging in 'Transformative Business Model learning' offered in the MicroHUB project and focusing on the following topics:

1. Spotting opportunities
2. Business planning & development
3. Business launch & management
4. Financial and economic literacy
5. Online networking matters
6. Ethical and sustainable thinking
7. Digital branding

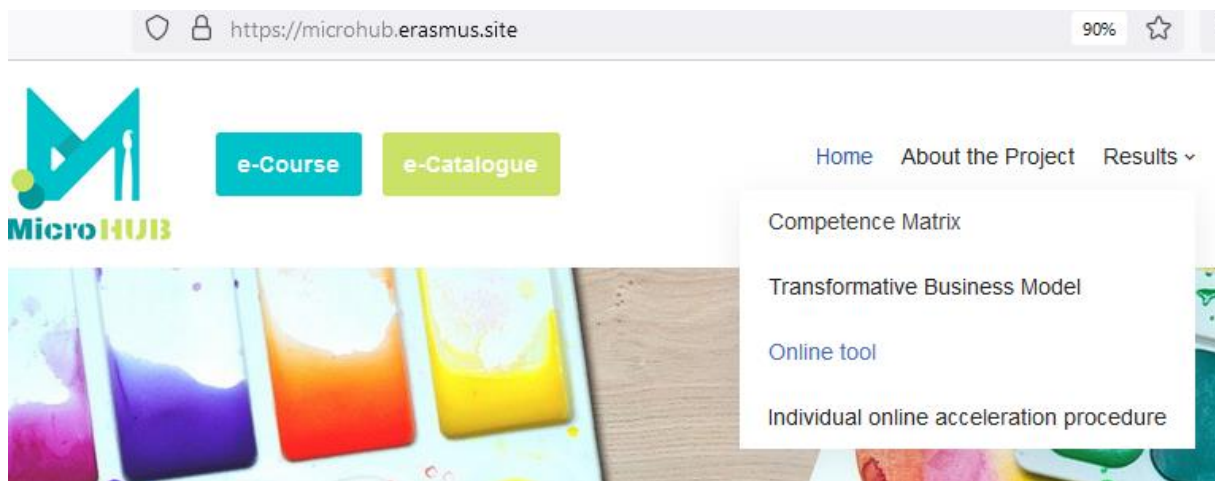
While the open catalogue for matchmaking of crafters is a space to create your own profile and search for other artisans and crafters that you can exchange ideas with, network and get inspiration from. Moreover, it is a space to showcase your work and find microbusiness opportunities, regardless your location.

The overall content is available in a few languages: English, Slovak, Swedish, Maltese, Polish Greek and Bulgarian.

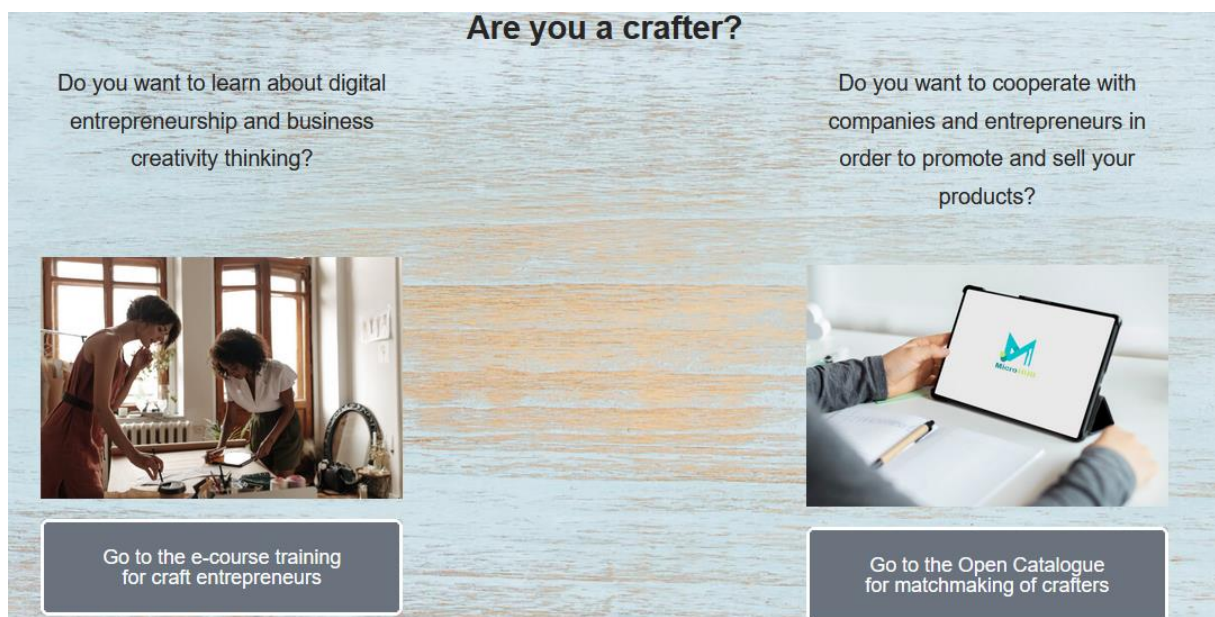
Getting inside the platform

You have two options:

1. To access the online tool go directly to <https://microhub.erasmus.site/online-tool/mooc/>.
2. You can also continue to the platform through the MicroHUB project website and the 'Results' tab on the menu bar <https://microhub.erasmus.site/>, as well as choose the button 'e-course' or 'e-catalogue' – depending which section you will continue to.



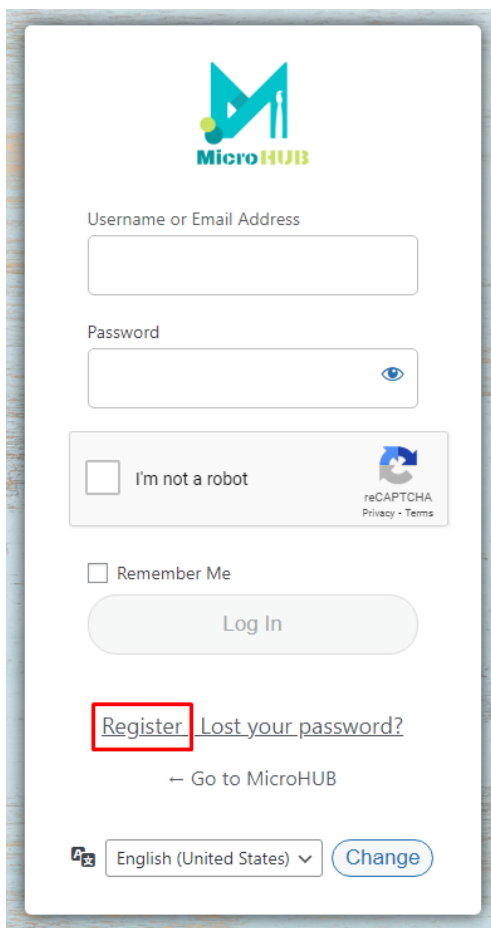
When you enter the online tool, the first section to choose is the e-course training for craft entrepreneurs. This homepage of the online tool also provides access to the open catalogue for matchmaking of crafters.



To benefit from the information in any of these two sections, you need to proceed to registration.

Registration to the platform

Once you 'Go to the e-course training for craft entrepreneurs' you will see this window:



The image shows a login and registration form for the MicroHUB platform. At the top is the MicroHUB logo. Below it are two input fields: 'Username or Email Address' and 'Password'. The password field has an eye icon for toggling visibility. Below these fields is a reCAPTCHA section with a checkbox labeled 'I'm not a robot' and a reCAPTCHA logo. Below the reCAPTCHA is a 'Remember Me' checkbox. A 'Log In' button is centered below the checkboxes. Below the 'Log In' button, the 'Register' link is highlighted with a red rectangle, followed by a 'Lost your password?' link. Below these links is a 'Go to MicroHUB' link. At the bottom, there is a language selector showing 'English (United States)' with a dropdown arrow and a 'Change' button.

If you are a new user, click on 'Register' to afterwards provide some basic information:

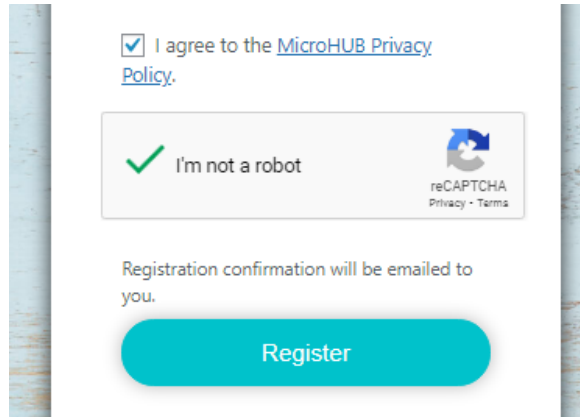
- ✓ Username
- ✓ Email
- ✓ Name
- ✓ Surname
- ✓ Country

The above information will be subject to review through the 'Profile' section.


Please be informed that the name on the certificate of achievement is that from your profile.

In view of the collection of sensitive data, users will be asked to read and accept the privacy policy before finalizing the registration process.

Therefore, before you continue you should acknowledge the MicroHUB Privacy Policy by ticking the box 'I agree to the MicroHUB Privacy Policy' and only then registration confirmation will be sent to the provided email.



☒ I agree to the [MicroHUB Privacy Policy](#).

☒ I'm not a robot  reCAPTCHA
Privacy - Terms

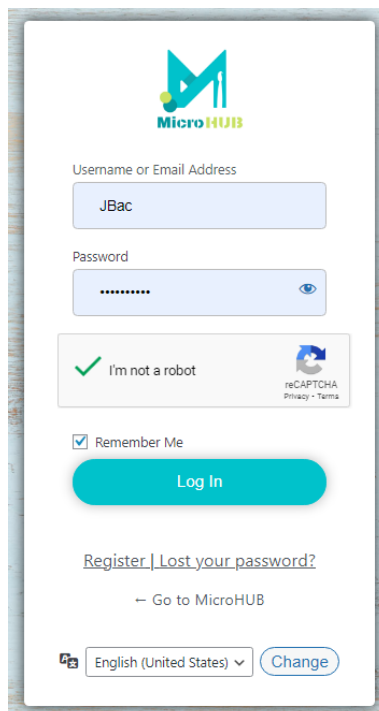
Registration confirmation will be emailed to you.


[Register](#)

If you don't receive a registration email, please check your junk mail (spam) folder. The email is confirmation that your account has been successfully created.

Logging in to the platform


If you already have an account, you can log in to the online tool by entering your username (or email) and password, and clicking 'Log in'.




 MicroHUB

Username or Email Address

Password




☒ I'm not a robot  reCAPTCHA
Privacy - Terms

☒ Remember Me

[Log In](#)

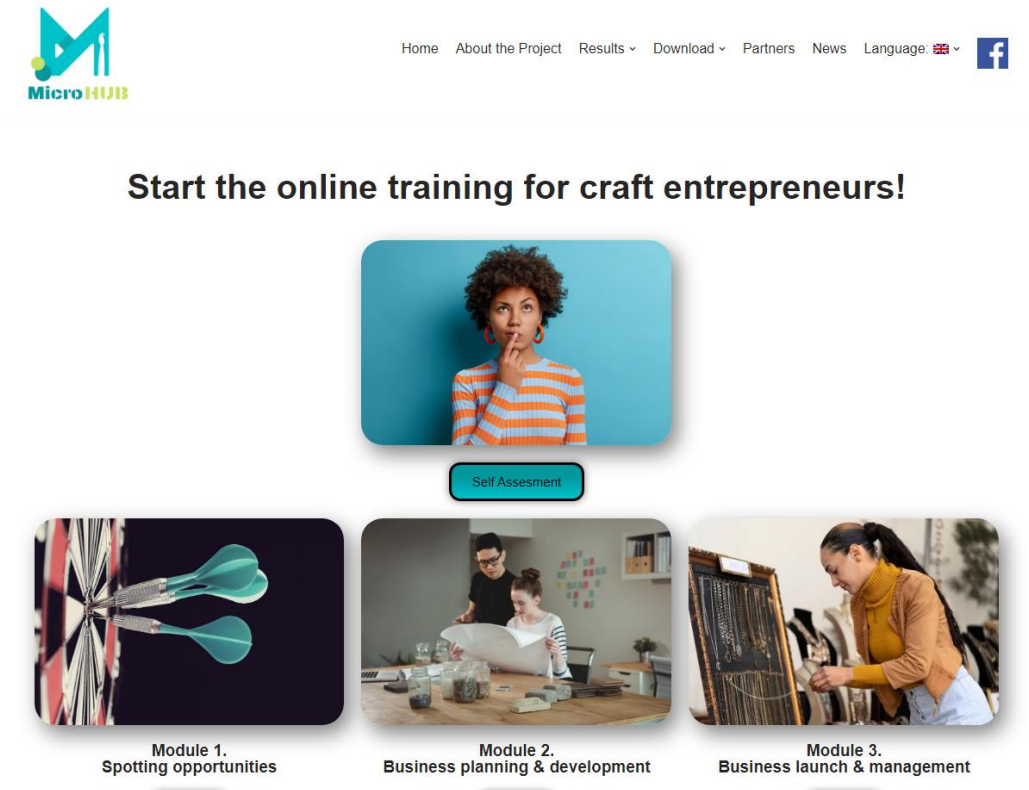
[Register](#) | [Lost your password?](#)

[Go to MicroHUB](#)

 English (United States) [Change](#)

Inside the platform

Once you are logged in, the first thing you will see is the following screen.



Now what next?

The first recommended step is to continue to the self-assessment.

Self-assessment

Start the online training for craft entrepreneurs!



This self-assessment includes single choice questions. There are 3 questions per module, 21 questions in total, each time you attempt the quiz. The questions you see are randomly selected from the pool of all module questions.

MicroHUB self-assessment

1/21. What is an innovation?

- ☐ A process intended to simulate or copy something else
- ☐ a handicraft in which yarn is made up into a textured fabric by means of a hooked needle
- ☐ the process of creating value by applying novel solutions to meaningful problems
- ☐ None of the above

[Next »](#)

The results will be a recommended training path for the learner, the training modules to continue to complete your possible knowledge gaps in the topics of the MicroHUB training programme.

MicroHUB self-assessment

Your individual results

Review your answers and continue training in the scope of those modules in which you provided incorrect answers.

List of modules	Points (correct answers per module)
Module 1. Spotting opportunities	2/3
Module 2. Business planning & development	0/3
Module 3. Business launch & management	1/3
Module 4. Financial and economic literacy	1/3
Module 5. Online networking matters	1/3
Module 6. Ethical and sustainable thinking	1/3
Module 7. Digital branding	2/3

Thank you for attempting the MicroHUB innovative multilingual online tool!

<https://microhub.erasmus.site/online-tool/>

[Try again!](#)[DOWNLOAD RESULTS](#)

These results are also available to download to the desktop, useful for the organization of self-paced training and for reviewing the results at another time. Saved results also mean that the next time a learner accessing the e-course, they can decide to continue directly to the training, rather than redo the self-assessment.

It is not obligatory (but recommended) to complete the self-assessment before continuing to the online training.

Training modules

The MicroHUB online learning consists of 7 core training modules.

Module 1. Spotting opportunities

Module 2. Business planning & development

Module 3. Business launch & management

Module 4. Financial and economic literacy

Module 5. Online networking matters

Module 6. Ethical and sustainable thinking

Module 7. Digital branding



Module 1.
Spotting opportunities

Open



Module 2.
Business planning & development

Open



Module 3.
Business launch & management

Open



Module 4.
Financial and economic literacy

Open



Module 5.
Online networking matters

Open



Module 6.
Ethical and sustainable thinking

Open



Module 7.
Digital branding

Open



Module 8.
Practical case studies

Open



Module 9.
Additional resources

Open

You can decide to continue to a module based on the low score in the initial self-assessment and by clicking that module title in the results section or 'Open' a module of choice from the full list of modules (presented above).

MicroHUB self-assessment

Your individual results

Review your answers and continue training in the scope of those modules in which you provided incorrect answers.

List of modules	Points (correct answers per module)
Module 1. Spotting opportunities	2/3
Module 2. Business planning & development	0/3
Module 3. Business launch & management	1/3
Module 4. Financial and economic literacy	1/3
Module 5. Online networking matters	1/3
Module 6. Ethical and sustainable thinking	1/3
Module 7. Digital branding	2/3

Thank you for attempting the MicroHUB innovative multilingual online tool!

<https://microhub.erasmus.site/online-tool/>

Try again!

DOWNLOAD RESULTS

When you 'Open' the module you will have an overview of the content. The next step is to 'Continue' inside the module.

Module 2. Business planning & development

 Lifetime Access  All Levels  15 Lessons  2 Students

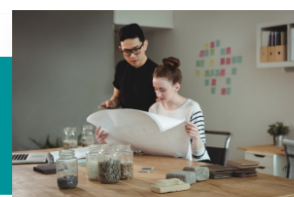
Overview

Curriculum

Continue

In this module the learners will be learning how to:

1. Plan and organise a business within the wider value chain,
2. Create and update a business plan.



Each module is structured in the same way and includes the following content:

- ✓ Teaser Video
- ✓ Main Content
- ✓ Interactive Exercises
- ✓ Infographic
- ✓ References
- ✓ Additional Resources
- ✓ Post-Study Quiz

Search for course content

Teaser Video

Teaser video

Main Content

Description of the Module

Module overview

Learning outcomes

Introduction

Business vision, goals and offering

Business context, market and industry analysis

Product and service operations analysis


Value creation analysis



Devising and updating business and marketing plans

Interactive Exercises

Module 2. Business planning & development

Teaser video



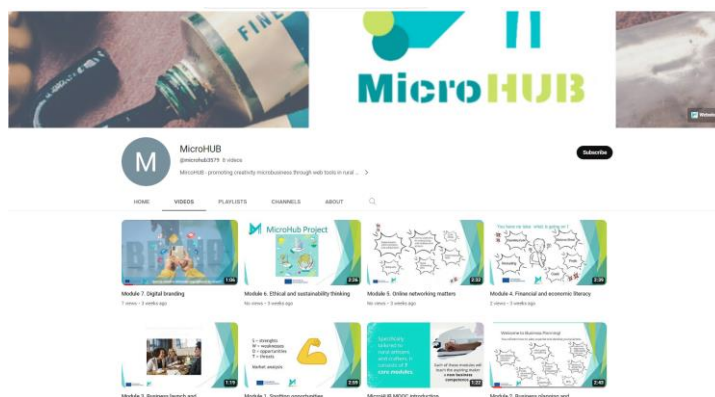
Watch on  

Next >

Navigation is through the menu list on the left and the 'Next' button at the screen bottom.

While the interactivity in the modules is enabled through the:

Teaser video, which you can also watch on YT, share and download.



Interactive exercises that provide immediate feedback and allow for multiple attempts.

Module 2. Business planning & development



Interactive exercises


Which statement truly reflects the need for a PESTEL analysis?




☐ It is needed to understand what the competition is doing

☒ It is needed to understand the external environment in which the business is operating

☐ It is needed to identify actions related to internal operations

 1/1 



 Reuse  Embed 

Additional resources, which are a combination of external readings and practical case studies.

Module 2. Business planning & development

Additional resources

Practical case studies

1. Brands nurturing the art of craft through new and improved business models – <https://mailchimp.com/courier/article/artisan-economy-handmade/>
2. PAPER REPUBLIC: Production planning improvement through automation – <https://katanamrp.com/case-studies/paper-republic/>
3. THREADLESS collaborative platform for design and manufacturing crowdsourcing – <https://www.threadless.com/>
4. POWERED BY PEOPLE wholesale marketplace for small-batch producers – <https://www.poweredbypeople.com/>

Additional learning resources

5. PESTEL analysis further guidance – <https://pestleanalysis.com>
6. Tips For Conducting Focus Group Interviews – <https://thethrivingsmallbusiness.com/advantages-of-focus-group-interviews/>

Templates, which are included across a few modules that can be easily downloaded and completed by the learner (and infographics are available for download across all modules).

Module 2. Business planning & development

9. Other business models for DIT craft – <https://blog.p2pfoundation.net/business-models-for-diy-craft/2011/04/07>

10. Generic business models for the creative industry, including an example of goods-based model for a craft and design company – <https://mycreativeedge.eu/?download=file&file=19392>

Additional resources for project and peer-exchange based learning – templates, reflection and discussion questions

Templates for planning and developing own business

PESTEL analysis template – <https://pestleanalysis.com/pestle-analysis-template/>

Free online survey tool – <https://www.google.com/forms/about/>

Another free online survey tool – <https://www.surveymonkey.com/>

Business Model Canvas – <https://canvanizer.com/new/business-model-canvas#>

Business Planning Canvas in both pdf and excel formats:



[EXCEL](#) [PDF](#)

Post-study quiz

At the end of each module, the learner will be able to evaluate the knowledge learnt through the module. Questions are single choice. Each module includes between 10 and 15 questions per module (depending on the number of topics covered).

By passing the post-study quiz, a learner has the possibility to **download a certificate**.

At least 70% correct answers are required to receive certification.

The certificate will contain the name and surname of the learner entered at registration (or updated in the 'Profile' section). It will download to the desktop and include the date of downloading.

The certificate will include information about the training completed, the learning outcomes and programme covered.

Additional modules

The online training for craft entrepreneurs also includes the following modules:

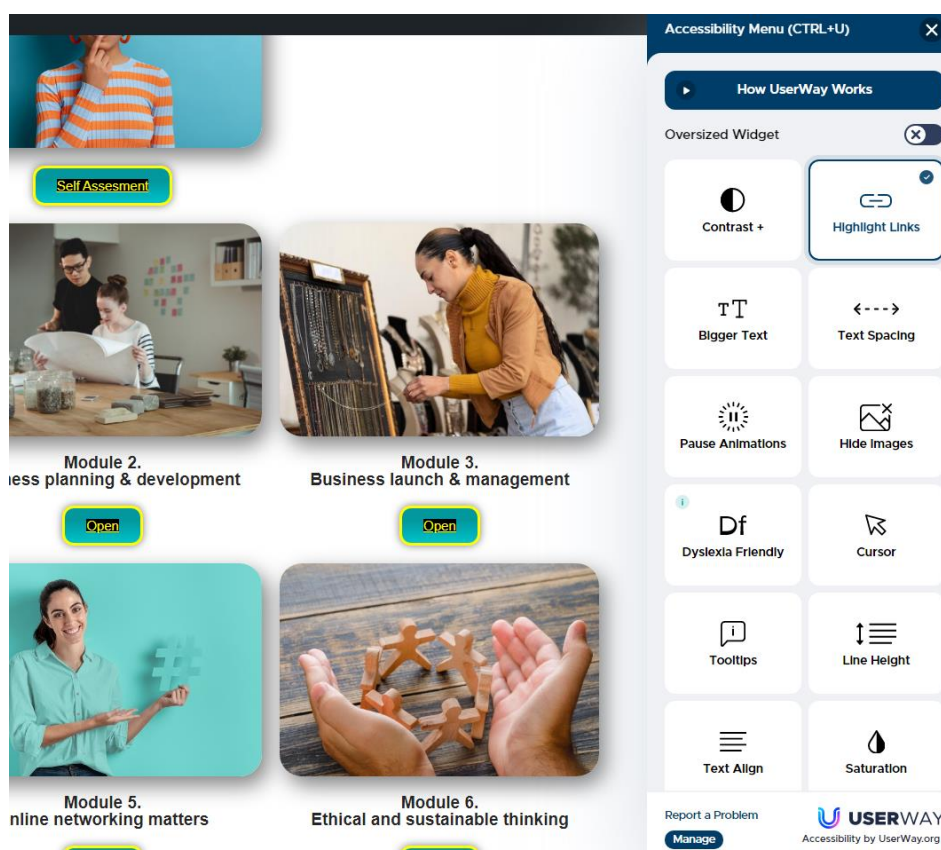
Module 8. Practical case studies, where the learner will come across the practical case studies from all the previous training modules.

Module 9. Additional resources, where the learner will receive links to material to find out more on the 7 core module topics.

Open forum, which is a space for discussion between learners, exchange of professional experience and good practices, networking, motivating each other or sharing useful information and resources. Each learner can contribute to and create their own discussion topics.



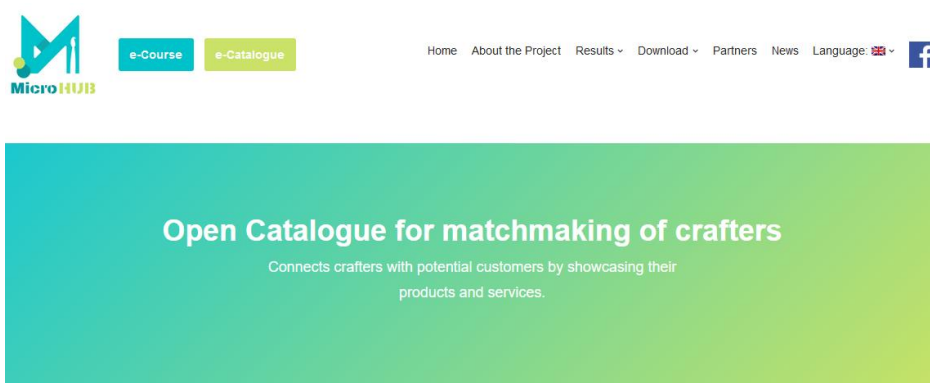
The online training has a **built-in accessibility widget** that makes the online training more accessible for persons with different disabilities, i.e., assisting with contrast changes, increasing text size and spacing, highlighting links (as shown below).



The e-catalogue

The open catalogue for matchmaking of crafters is a space to create your own profile and search for other artisans and crafters that you can exchange ideas with, network and get inspiration from. Moreover, it is a space to showcase your work and find microbusiness opportunities, regardless your location.

To go there, choose the button on the MicroHUB website,



or go there directly: <https://microhub.erasmus.site/catalogue/>.

1. Search the e-catalogue

*There is **no registration to search** through the e-catalogue.*


While searching, you have a choice of two filters to search through the profiles: by type of material they are using and based on their country of origin (or that provided in their profile).

Filters

Type of materials

Country

At first you see the profiles on a list with the pictures of the artisans/crafters, their location and some information about them, as in the example provided below,



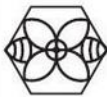
Halina Bartoszek

📍 Sweden, Poland

Textiles, Publishing, Graphic Designing, Organizing Events.

I am the founder of the brand Halina Rosa Design and the art culture magazine DESIGNER. Artist, Textile Pattern Designer, Folk Fashion Designer, organizer of Fashion Shows.

My artistic life story, creativity is based on...




FRANK WRAP

Adriana Frank

📍 Malta



Adriana Frank is the driving force of Frank Wrap - a brand committed with sustainable living practices. It makes a natural and reusable alternative to protect vegetables, fruits & much more. The beeswax food wrap keeps food fresh for longer and replaces the single use of plastic cling film....



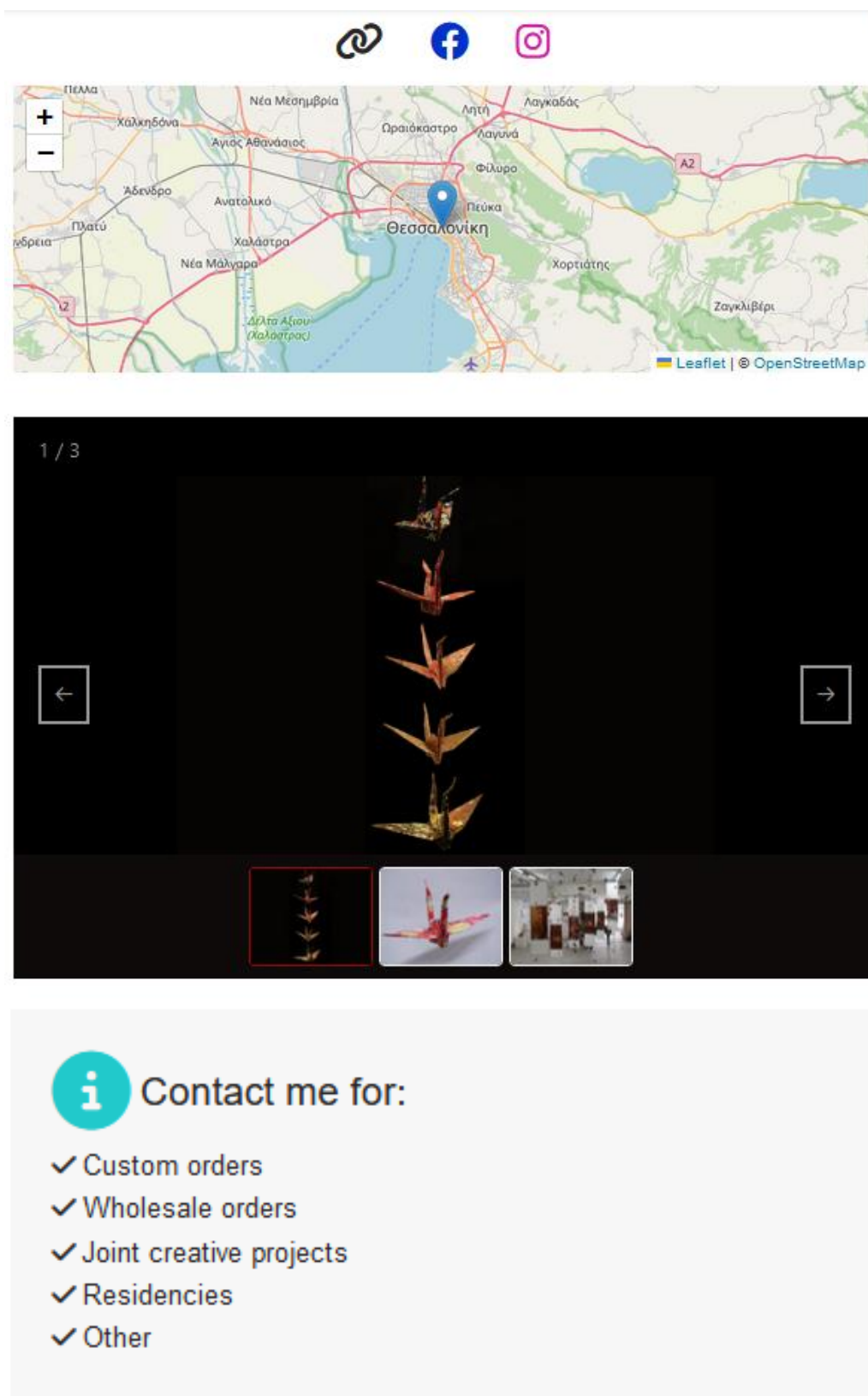
Francesco Sultana

📍 Malta

I'm a local craftsman and musician from the Mediterranean island of Malta. My craft focuses on the preservation of the ancient craft of rural folk woodwind instruments and their sound. I craft primitive ancient reeds and whistles that make up Malta's traditional flutes, reedpipes and bagpipe. I f...

and once you select (click on) a profile, you will see more details, including a map with the location of the artisan/crafter, pictures of their works, matchmaking interests, etc.:



If a profile you are interested in is not in your language, check the *automatic translation function* on that opened profile page. The panel will look as follows:

← Back

Wybierz język ▼ Technologia Google Tłumacz

Wybierz język

- polski
- bułgarski
- grecki
- maltański
- słowacki
- szwedzki

2. Create your own profile

*You need to **register to create your profile** in the e-catalogue.*

There is one and the same registration for both the e-course and e-catalogue. At registration you will be asked to provide some basic information, and an activation link will be sent to the email address provided at registration.

The 'Create Profile' button is under the filter panel:

https://microhub.erasmus.site/catalogue/ Szukaj

Open Catalogue for matchmaking of crafters

Connects crafters with potential customers by showcasing their products and services.

Filters

Type of materials

All

Country

All

Search Reset

Create profile

Once you click on it (and after you have logged in), you can start sharing your information, including:

Craftsperson Profile

Name

Country

Select country ▼

City/Address

Location helps businesses target customers

Profile image

Image that will be displayed on top of your card.

Przeglądaj...

Nie wybrano pliku.

Other information in your profile:

What's your vibe?

Short description: who are you, what you work with, what is unique about your work or what excites you.

Where do you derive your inspiration from?

Optional field

Photographs of your work

Photos provides potential customers with a visual representation of your work, showcases your skills and creativity.

Materials/Techniques you work with

Choose from the list of options.

How to reach me

Provide contact information for better communication with clients.

And at the end, your contact details:

Contact me for:

Choose from the list of options.

- ☐ Custom orders
- ☐ Wholesale orders
- ☐ Joint creative projects
- ☐ Residencies
- ☐ Other

Social media

Social media links can help you reach potential customers. To make this happen make sure to provide the link to your profile.

Website

Facebook

Instagram

Other

Submit

Your profile can be **updated** at any time, especially when you want to add new pictures of your work, add more materials you start working with or if you have changed your location, among others.

Good luck!

That is all you need to know to dive into the online tool and make the most out of it, to upskill, share your work or be a digital craft entrepreneur.

If you have any additional questions, [contact the MicroHUB project Partners.](#)

E-COURSE



E-CATALOGUE

