**Заявка на ярмарку проектов**

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| **Type of project** / Тип проекта | Practical |
| **The name of project** / Название проекта | **International school of developing startup models “COMMON WORLD”** |
| **Department of university** /Подразделение инициатор проекта | St.Petersburg Center of Innovative Entrepreneurship |
| **Project supervisor** / Руководитель проекта | Maxim Evanesco |
| **Project summary** /Подробное описание содержания проектной работы | **“COMMON WORLD”** is a rapidly developing startup, which embodies an international online school which guides students to master the necessary skills and knowledge, to enrich social networking, and to develop a successful business model in one particular country. Every few months the school chooses a new region for studying international business; invites specialists, gathers students from chosen countries together and unites them into teams.  To launch this startup into reality, the students who join during Project Fair will be engaged in creating the design for social networks and our website; they will look for necessary specialists and find useful materials for the school; they will help optimal ways to operate and be advertised in the foreign market; students will also help to shoot and edit videos for the school’s platform.  **Therefore, this project combines both releasing “COMMON WORLD”’s business model and developing students’ own hard and soft skills.** |
| **The goals and objectives of the project** /Цель и задачи проекта | To launch the “COMMON WORLD” startup and provide its successful development. |
| **Project’s tasks** /Проектные здания | **Roles distribution among students**  International students are highly welcomed!  *The project invites 18 students who can join any of the roles described below.*  **1.** **Translators (2 students)**  Translators are Russian and non-Russian students **who speak Chinese**.  These students help to translate all information and advertisements into Chinese;  Highly desirable: they have a basic understanding of the Chinese social network “WeChat” and are ready to help to navigate in it.  **2.** **Designer (1 student)**  The main task of the designer is a visual representation of the project values, development of the logo, website interface, and social media accounts, and so on.  **3. Lawyer (1 student)**  In the early stages, the person is responsible for drawing up standard contracts (in English) with teachers, students, and foreign partners. Then, the lawyer helps “COMMON WORLD” with the legal registration of the company according to the juridical standards of a certain country.  The lawyer is also in charge of reducing costs and taxes using legal methods as well as providing an expert opinion on the company's documentation. Moreover, this person is responsible for consulting “COMMON WORLD” on managerial decisions (whether they don’t contradict the legislation of a particular country).  **4. Accountant (1 student)**  The accountant's tasks are to maintain important financial reports, prepare tax returns, and evaluate financial transactions to recommend best practices. Also, a person has to identify the problems of a company and develop a strategy for solving them. As well as assisting with effective work by giving recommendations for reducing costs and conducting analytical risk assessments.   **5. Speakers (4 students)**  Speakers are those students who participate in creating video content in front of the camera: they are the face of the project.  The videos will be uploaded on the platform of “COMMON WORLD” online-school. All necessary materials and support will be provided in advance so that a speakers’ role is to present them in front of the camera.  *Special requirements:*  - Level of English: C1 or C2  -Developed speaking skills  -Charisma  -No “fear” of the camera  **6. Specialists on China (2 students)**  China specialists are people who can speak Chinese at least on the basic level and are familiar with the cultural aspect of the country, as well as those who are interested in the development of businesses and startups in China.  They look for specialists in the country’s labor market; find companies-competitors; look for ways to advertise the school in the country.  They are also aware of the cultural peculiarities of this country and can suggest some ideas for our designers and marketers.  **7.** **Video editor (1 student)**  The tasks of the video editor include editing videos and podcasts for further usage of these materials. Moreover, his duties include creating subtitles for publishing research on the Youtube video hosting service.  **8.** **Market analysts (2 students)**  The search for clients and potential participants.  Students research different aspects of the Chinese market and find optimal and effective ways to find clients and lead “Common World”’s business.  Participants work with data that is available on the Net or got from the computations or negotiations.  **9. HR manager (1 student)**  The search for specialists and other human resources.  Students analyze the labor market, find the required specialists and volunteers who will join the project in the future.  Students make human resources analysis: what specialists are available in the country, how high is the level of their competitiveness, how much does it cost to hire them to estimate the approximate cost of a startup.  Students look for foreign entrepreneurs in the chosen countries, negotiate and find out important aspects of conducting business in a particular country.  **10. Content-manager (1 student)**  The participant creates “COMMON WORLD”s website and accounts in various social networks (WeChat, Instagram, Telegram, etc)  This person also creates necessary content for the school’s platform (interesting materials from the Net and YouTube in particular).  **11.** **SMM-managers (1 student)**  The main task of SMM managers is to maintain the official Facebook, Instagram, VK, and YouTube accounts of the Common World project.  As well as providing up-to-date information about the school's activities in various ways. For example, present through video content, various surveys, photos, and notes.  **12.** **PR-specialist (1 student)**  The PR specialist is responsible for the successful implementation of the project's external communications.  The list of responsibilities, first, includes searching for media platforms where information about the project can be posted (and constantly updating these sources).  Secondly, this person is in charge of creating a list of potential partners, as well as writing the necessary letters to them. |
| **Project implementation period** / Сроки реализации проекта | *1.11.2020-5.04.2020* |
| **Labor intensity (hours per week) per participant**/  Трудоемкость (часы в неделю) на одного участника | 8 hours a week depending on the role; |
| **The number of credits** / Количество зачетных единиц | 5 |
| **The form of the final control (exam or test)** /Форма итогового контроля | Exam |
| **Entry requirements for student** /Требования к студентам-участникам проекта | Personal requirements for a student are:   * Proficiency in English; * Desire to develop the world around them; * Communication skills; * Ability to work in a team; * Hard work and punctuality.   Moreover, the students should have the examples of their work according to the chosen roles (portfolio, formal or informal experience, **or any other factors that can confirm the basic competency in the chosen area**); |
| **The results of the project** /Планируемые результаты проекта | **Useful skills from the participation in the project:**  **1.** To cooperate with members of different cultural groups and countries.  **2.** To be able to conduct marketing research, competitors’ and potential customers’ analysis; to practice implementing your skills and knowledge to solve real company’s tasks.  **3.** The experience of developing a startup in the early stages. |
| **The presentation of the project’s results to estimate** / Формат представления результатов, который подлежит оцениванию | **PowerPoint presentation or a report on the work done.**  Students make a report of their work in the format of PowerPoint presentation or the written format in the text document.  They make a summary of the results of their cooperation with foreign students, share the experience of conducting real marketing research, and demonstrate what kind of their help was crucial for the project to succeed. |
| **Assessment criteria** / Критерии оценивания результатов проекта | At the end of the project, we evaluate the quality of multimedia materials that were presented. Also, the wide list of sources used. One of the crucial factors is successful team building and the absence of conflicts.  **We evaluate how much the contribution of each particular student helped the project to be realized:**   * Did the student meet all deadlines? * Was he engaged and motivated? * Did he make a valuable contribution to the overall project’s success? * Was he open to communication and feedback? |
| **The number of vacancies** / Количество вакантных мест на проекте | *18* |
| **Selection criteria of students** /Критерии отбора студентов | Candidates should pass an oral interview (offline/online) and explain the motivation to participate in the project.  Candidates should speak English and share “COMMON WORLD”’S vision and ideals. |
| **Educational programs**/Рекомендуемые образовательные программы | All HSE programs |
| **Location** /Территория | Internet/ HSE St. Petersburg |