

**AUDIO 1 – Presentation of MOOC Structure**

Welcome to CRAYON's project!

My name is Professor Creative and I am going to guide you through the CRAYON's on-line course.

The course is designed to have interaction between the tutor or facilitator and you in different ways.

The aim of this course is to guide you through the process of becoming a real entrepreneur: from knowing the real motivation within you to the design and start of your project or idea, going through the development of your entrepreneur skills.

CRAYON's course is structured in three parts:

1. The first section is about Motivation 3.0, a new approach to motivation based on three pillars: autonomy, mastery and purpose.
2. The second section is about Entrepreneur Skills, where you will be able to develop them.
3. The third and last section is about the Development of your idea or project using LEGO.

You can follow this itinerary either fully on-line or in a blended way.

- If you follow the on-line option, your tutor/facilitator will guide you through the on-line course and will arrange a Skype call with you and other participants.
- In case you intend to take the blended itinerary, a face-to-face meeting with other participants following the blended option will be organised.

You don't have to take the decision now, as the first and second sections are designed to be developed fully on-line.

In any case, and in order to follow the course, you will get a small set of LEGO® pieces (mini-figure included) and a Business Model You CANVAS shipped to your home. In order to receive it, please, contact your tutor or facilitator.

Cooperation is essential in this process, so don't be shy and share, ask and comment without limits!

**WELCOME TO CRAYON'S COURSE!**

