



XIV Петербургский международный  
образовательный форум

XIV St. Petersburg International  
Educational Forum

# СЕМИНАР «Медиаобразование. Сделаем вместе: от медиацентра к медиаклассу»

ГБОУ СОШ №80  
с углубленным изучением английского языка  
Петроградского р-на Санкт-Петербурга



Семинар

«МЕДИАОБРАЗОВАНИЕ.  
СДЕЛАЕМ ВМЕСТЕ:  
ОТ МЕДИАЦЕНТРА К МЕДИАКЛАССУ»



## Как выбирать идею для бизнеса? Разработка стартап-проекта

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# Что входит в стартап?

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Само название «стартап» происходит от английского «start up», что в переводе означает «запускать» и подразумевает начало процесса

## Бизнес-идея

Чётко представленная идея, но пока еще не имеющая развития и не реализованная в жизни

## Бизнес-модель

Составление плана развития и подготовка запуска. При необходимости на этом этапе начинают поиск инвесторов

## Прототип

Создание рабочей модели продукта, которая обладает основными функциями. Главное, чтобы эти функции решали проблему или закрывали потребность потенциального клиента

# Vocabulary

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- Startup
  - Propose a solution
    - Target youth audience
      - Contribute to advanced regional development
      - The potential to scale within/outside the region
    - The survey
      - The consortium of participants
      - Design solution
        - Financial plan
          - Action plan (Strategy)
            - Criteria
              - Coworking



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# STARTUP INTRODUCTION

## COMPLETING A PROJECT ASSIGNMENT



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A STARTUP TO IMPROVE LIFE IN REGION N  
THROUGH INNOVATION.  
CREATE A BETTER FUTURE  
FOR PEOPLE IN YOUR REGION!



# An example of completing a project assignment

“Become the designers of your future and propose a solution to create a youth space that will be interesting to you and your friends and will form the future staff of the region.”

Head of the region



## The task

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It is necessary to develop a project to create a youth space in the region according to the following requirements:

### Parameters

#### The object should:

- be based on the personnel available in the region
- have a target youth audience
- take into account the best Russian/international practices and formats for creating youth spaces
- form the staff resources of the region and/or contribute to advanced regional development
- have the potential to scale within/outside the region





# Step 1 The concept of youth space

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## DETERMINATION AND JUSTIFICATION OF THE CHOICE OF THE CENTER'S SPECIALIZATION

Competencies in several areas were assessed in the region:  
art space, centre for Youth Initiatives and sports centre  
according to the same criteria



**ARTSPACE**



**YOUTH SPORTS NATION**



## Step 2 The Survey The target audience and the consortium of participants

- More than 80% of respondents are interested in creating a **Smart Sports Training Centre** and more than 72% of respondents are ready to attend the events **regularly** (1-2 times a month);
- More than 30% of respondents expressed their willingness to become **residents of coworking** and try their hand at creating **technology startups**;
- Among the **key success** factors of the centre were named: **networking** and the opportunity to **communicate with the well-known athletes** in the region (65% of respondents), the opportunity to **participate in research and experiments** of the centre; (Thus a list of the most interesting events for the target audience has been compiled).

### **The target audience:**

- Students studying in the profile of the centre and/or student athletes
- Students aged 13-22 who are interested in sports and medicine

### **Partners**

#### **Consortium**

#### **of participants:**

- Medical university with the Department of Physical Therapy and Sports Medicine
- The “Polet” ski complex with a sports training base
- The “Metel” Ski Club
- Regional company for the production of sports equipment <sup>10</sup>



## Step 3 Format

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Formats	<ul style="list-style-type: none"><li>- Centre for Youth Initiatives</li><li>- Art space</li><li>- Sports facility</li></ul>
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As a result a focus was chosen on the creation of a Smart Sports Ski Training Center (SportNet)

The logo for ARTSPACE features the word "ARTSPACE" in a bold, sans-serif font. Each letter is filled with a different color: 'A' is red, 'R' is orange, 'T' is yellow, 'S' is green, 'P' is blue, 'A' is purple, 'C' is pink, and 'E' is light blue. The letters are set against a white background with a thin blue border.

ARTSPACE

The logo for YOUTH SPORTS NATION features a row of colorful silhouettes of people in various athletic poses: a runner, a tennis player, a basketball player, a soccer player, and a skier. Below the silhouettes, the words "YOUTH SPORTS NATION" are written in a bold, sans-serif font. "YOUTH" is blue, "SPORTS" is red, and "NATION" is green. The entire logo is set against a white background with a thin blue border.

YOUTH SPORTS NATION



# Step 3 Design solution

## SELECTION OF AN OBJECT/TERRITORY FOR PLACEMENT

### Criteria

- The state of the object
- Accessibility for the audience
- Sufficiency of space



A former cinema






An industrial zone



Sports and recreation complex

## Step 3 Design solution

### SELECTION OF AN OBJECT/TERRITORY FOR PLACEMENT

	The state of the object	Accessibility for the audience	Sufficiency of space
 former cinema	bad	good	bad
 industrial zone	bad	bad	good
 sports complex	good	good	good

As a result of the comparison, the sports complex "Sozvedie" was selected

## Step 3 Design solution

### SELECTION OF AN OBJECT/TERRITORY FOR PLACEMENT



#### The state of the object

The facility is in good condition and does not require major repairs

#### Accessibility for the target audience

The object is located within walking distance (less than 15 minutes) from the university.

The distance to the ski complex is less than 30 minutes by car

#### Sufficiency of space

The area is 500 sq.m with high ceilings is sufficient and allows the redevelopment of the room



## Step 3 Design solution

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### Plan of the Smart Centre

Total area: 500 sq.m

- Experimental training zone: exercise equipment 5-6 sq.m per person (15 items), aerobics 2 sq.m per person (20 people) +10%
- Cinema/ Lectorium 1,5 sq.m per person +30% (50 people)
- Coworking 4.5 – 6 sq.m per person + 20% (15 people + mentor)
- Laboratory
- Utility room about 15% of total area



Training  
zone

Cinema/  
Lectorium

Coworking

Laboratory

Utility  
room



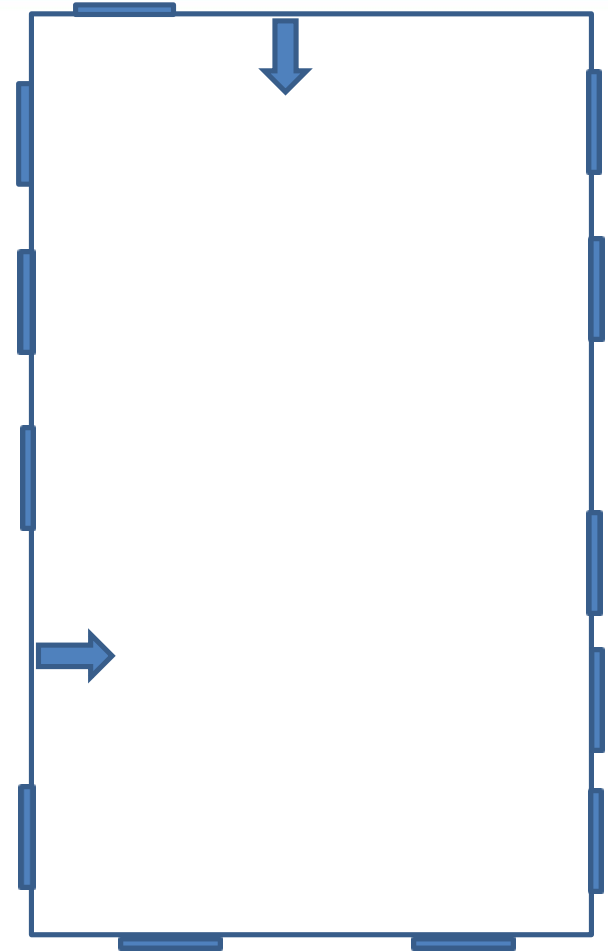
## Step 3 Design solution

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### Plan of the Smart Centre

Total area: 500 sq.m

- Experimental training zone: 150 sq.m
- Cinema/ Lectorium: 100 sq.m
- Coworking: 120 sq.m
- Laboratory: 60 sq.m
- Utility room: 70 sq.m





## Step 3 Design solution

### Plan of the Smart Centre

Total area: 500 sq.m

- Experimental training zone: 150 sq.m
- Cinema/ Lectorium: 100 sq.m
- Coworking: 120 sq.m
- Laboratory: 60 sq.m
- Utility room: 70 sq.m

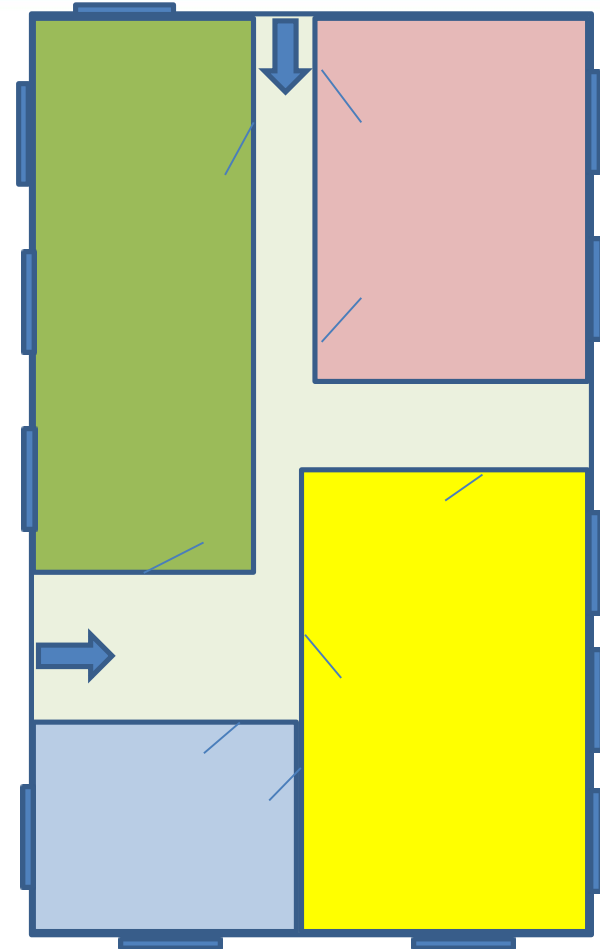
Training zone

Coworking

Laboratory

Lectorium

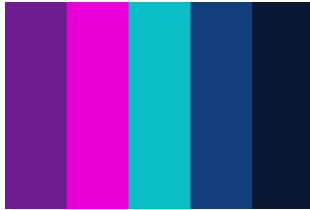
Utility room



# Step 3 Design solution

## The colour scheme

1



2



3



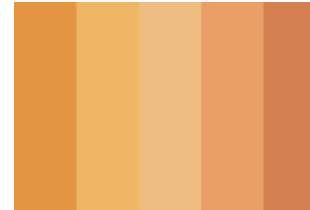
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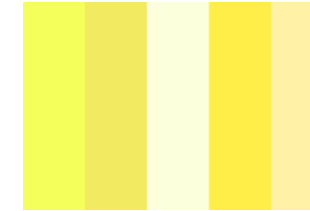
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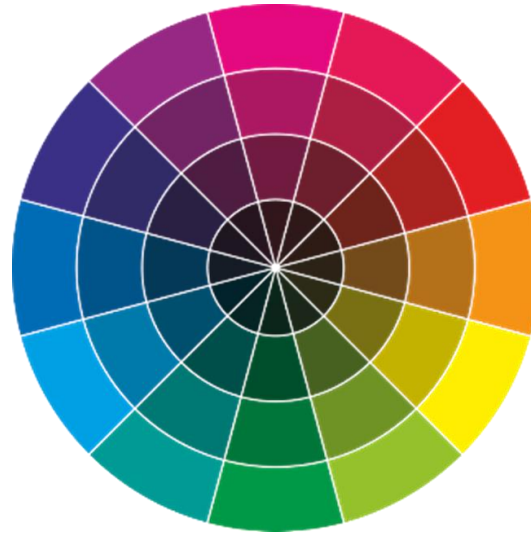
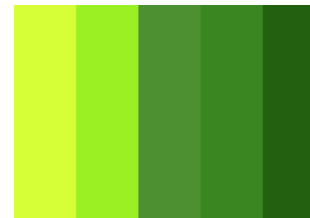
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8



# Step 3 Design solution



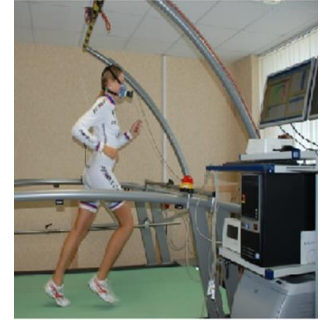
**coworking**



**cinema**

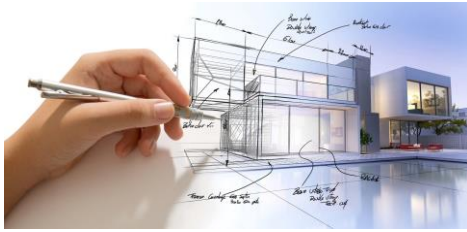


**laboratory**



# Step 4 Financial plan

- The project budget is 250 million rubles
- Sponsors

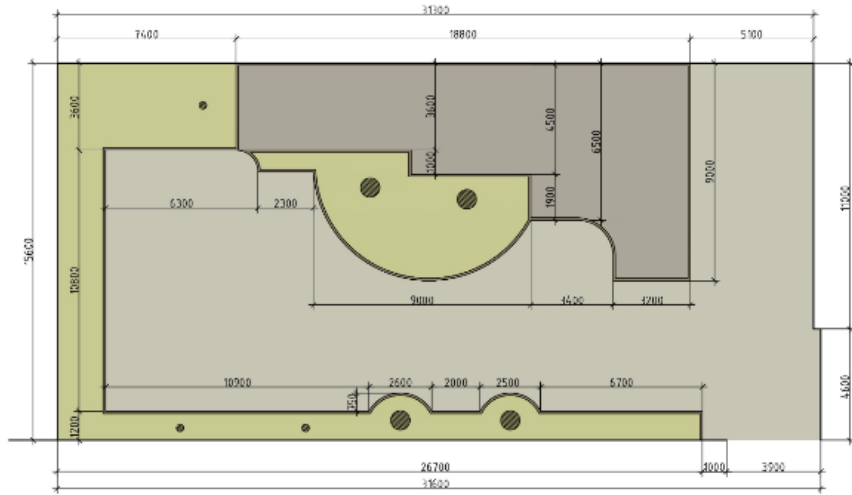


## Step 5 Action plan (strategy)

	I / II term	II term	III term	IV term
Laboratory	I term  Signing of the consortium agreement -Formation of the center team (search, selection) -Development of a design project and repair work	- Research plan	-Conducting research Conducting popular science events and publications	
		-Recruitment of research interns	Conducting popular science events and publications	
Coworking		-Search for residents -Signing contracts with residents -Selection and training of mentors	-Operational support for residents -Holding regular meetings with mentors	
			Holding regular pitch sessions	
Lecture Hall	II term  -Selection and purchase of equipment - Installation of equipment	- Website creation - Preparation of an action plan - Announcement of events	Holding regular events and meetings according to the approved schedule Films about sports /competition analysis	
			- Lecture on sports technologies - Meeting with athletes	-Lecture on healthy lifestyle -Laboratory lectures
Experimental training zone		Current training sessions Continuous coaching support		

# The project assignment

To come up with a startup for the development of the school territory - the square in front of the sports ground (The budget is 4.5 million rubles)



## Criteria for evaluating the startup

- Idea: unique
- A constructive reasoned solution was proposed
- Details: the design solution is described in detail

# The format of the final presentation

## RECOMMENDED PRESENTATION STRUCTURE

-The title page	1 slide
-Presentation of the team participants	1 slide with photos, experience, roles of participants
Executive Summary of the project	1 slide that briefly reflects the project, as well as what value the client will receive from the implementation of this project
Project solution	9-10 slides project sections
Conclusion	Achievements/diplomas
Applications	Data sources for the solution: interviews (for example, with potential partners/ youth/consortium members), detailed financial calculations, open data and analytics (including from online sources)