



Universidade do Minho SPINOFF

PASSION FOR EDUCATION, ENTREPRENEURSHIP AND INNOVATION



## BETWEIEN - CHALLENGE AND SUCCESS, LDA

Between – Challenge and Success is a Portuguese enterprise that provides services and develops educative content. With specialized technicians we always guarantee the best services focused on specific needs and targets.

Possessing the title of Spinoff of the University of Minho, this enterprise sustains all its work in the result of accomplished and scientifically validated investigation, mostly at the level of its methodologies, in this University and also in the aftermath of the acquired and integrated practical experience gathered with the activities it develops and implements along with different kinds of audience.

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## SERVICES AND DEPARTMENTS

Between provides its services in two complementary areas:

### II. Entrepreneurship Academy (Academia de Empreendedorismo®)

Entrepreneurship Academy is a registered trademark that develops and implements educative programs and contents with the objective of developing professional and personal skills. These kind of skills promote a more proactive, innovative and entrepreneurial attitude.

We have many educational programs and content available about entrepreneurship for the intervention with different entities and audiences, for example public and private schools, municipalities, among others. As a consequence of these different targets, Entrepreneurship Academy was divided in two lines of activities:

#### 1. Local Activities

Implemented activities examples:

- Entrepreneurial Project for the Unemployed People
- Associative Entrepreneurial Project
- Women's Entrepreneurial Project
- Workshop: "Entrepreneurship and Good Practices in the management of social and professional insertion structures."

#### 2. School Activities

Implemented activities examples:

- Multidisciplinary Project (Annual Integrated Project)
- Challenge of Ideas (Complementary Project)
- Teacher's formation towards entrepreneurial education (Complementary Project)
- Entrepreneurial Stories (Awareness-raising Activities)

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Entrepreneurship Academy

### II. Products' Development

Between's work is also focused in the development, evaluation, selling and promotion of different educational products for all ages.

All our work is developed with the best assured quality, based on the professionalism and know-how of our employees and strategic partnerships made in each specific project.

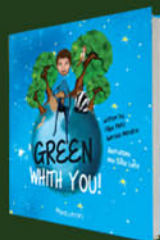
#### 1. Children's Books



Title: "Mr. Entrepreneurship"  
Target Audience: children from 6 to 9 years old  
Subject: Entrepreneurship  
Introduction  
Goals: Present children entrepreneurship's thematic in a very simple way, helped by practical and emphatic examples.



Title: "Half a Lemon and One Project"  
Target Audience: children from 10 to 12 years old  
Subject: Projects Development Skills  
Goals: Introduce children to the different project phases. After reading it, children will be able to develop them own project.



Title: "Green with you"  
Target Audience: children from 7 to 12 years old  
Subject: Environmental Education  
Goals: "Green with you" is a journey, your journey, filled with adventures in the imaginary planet created by the history main character! Through his hand the young reader will have the opportunity of discovering all the charms and delights of the forest, meeting their friendly inhabitants, the different creatures of nature, and during this journey he will understand the negative impact that our bad actions have on all living beings. Other products associated: CD, DVD, and Videogame.



Title: "Mr. Entrepreneurship"  
Target Audience: children from 6 to 9 years old  
Subject: Entrepreneurial Education  
Technical features: Interactive book with many and funny animations, that includes the storytelling and original background music. Its Portuguese and English versions are available on App Store.



Title: "Half a Lemon and One Project"  
Target Audience: children from 9 to 12 years old  
Subject Public: Projects Development Skills  
Technical features: Interactive book with many and funny animations, that includes challenges, the storytelling and an original background music. Its Portuguese and English versions are available on App Store.

#### 2. E-books



Title: "Green with you"  
Target Audience: children from 7 to 12 years old  
Subject: Environmental Education  
Technical features: Interactive book with many and funny animations, that includes challenges, the storytelling and an original background music. Currently under development.



Title: "I'm a leader! I'm a leader!"  
Target Audience: children from 10 to 12 years old  
Subject: Entrepreneurial Education  
Goals: Present to the young readers the Leadership as an entrepreneurial skill by simplifying his name and mission. Technical features: Currently under development.



Title: "Creativity"  
Target Audience: children from 10 to 12 years old  
Subject: Entrepreneurial Education  
Goals: Present to the young readers the Creativity as an entrepreneurial skill by simplifying his name and mission. Technical features: Currently under development.



### 3. Board Games:



Title: "Little Entrepreneurs"  
Target Audience: Young people from 8 till 18 years old.  
Subject: Entrepreneurial Education  
Goals: Teach entrepreneurial concepts in a playful and at the same time educational way, relying on practical and empathetic examples from the young player's reality.



Title: "Entrepreneurial Citizenship"  
Target Audience: More than 15 years old.  
Subject: Entrepreneurial Citizenship  
Goals: Test players' knowledge about themes such as the European Year of Citizens (2013).

### 4. Digital Games:



Title: "Mr. Entrepreneurship"  
Target Public: children from 6 to 9 years old  
Subject: Entrepreneurial Education  
Technical features: "Mr. Entrepreneurship" has 15 games with different levels of difficulty, which allows children to develop their entrepreneurial skills and learn in a funny and pedagogic way. Its Portuguese and English versions are available on AppStore.



Title: "Green with you"  
Target Public: children from 7 to 12 years old  
Subject: Environmental Education  
Technical features: This game is divided in four worlds, with four games and different levels of difficulty. Its Portuguese version is available on AppStore. English version currently under development.



Title: Brain Zone – Cognitive Spa  
Target: more than 18 years old.  
Subject: Cognitive stimulation  
Goals: Exercise players' cognitive functions: Attention, Observation, Concentration, Learning, Abstraction and Perception; Stimulate memory: Sensorial memory, Short-term Memory, Work Memory and Long-term Memory; Provide an unique and completely innovative experience.  
Technical features: currently under development.

## OFFICES

Our offices are located in three strategic places in Portugal.

#### **Between - Lisboa**

Centro de Escritórios Panoramic  
Av. do Atlântico, lote 1.19.02 A  
Escritório 14.07  
1990-019 Lisboa

#### **Between - Braga**

Centro de Negócios Ideia Atlântico  
Variante do Fojo, CX 074  
4719-005 Braga

#### **Between - Aveiro**

Rua Nascimento Leitão, nº6  
3810-108 Aveiro