

ENTREGAMER

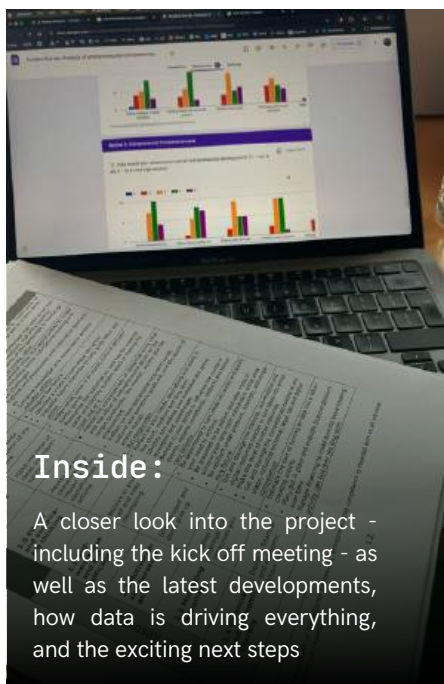
Erasmus+ Project 

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ENTREGAMER
NEWSLETTER



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Inside:

A closer look into the project - including the kick off meeting - as well as the latest developments, how data is driving everything, and the exciting next steps

Introducing

EntreGamer

EntreGamer is an innovative Erasmus+ initiative empowering university students to develop entrepreneurial capacities through AI-based gamified learning environments.

Our mission is to make entrepreneurial education more engaging and personalized, aligning with the EntreComp framework to equip the next generation with the skills they need to thrive as entrepreneurs in a digital-first world.

EntreGamer Kick-Off Meeting

The EntreGamer consortium kicked off with its first official meeting at Krakow University of Economics on March 16-17. Six partners from across Europe came together to begin work on creating the project's gamified learning platform, EntrePlay.

Beyond the working sessions, the meeting gave partners a valuable chance to connect face-to-face, build working relationships, and align on EntreGamer's vision. Teams worked through key areas including results from a student needs analysis, gamification design, platform development, and quality assurance, establishing a shared direction for the months ahead.

The meeting also offered partners a chance to experience Polish hospitality and explore the historic city of Krakow. The team toured the campus, and shared meals together, tasting and learning a lot about Polish cuisine.

With solid groundwork laid in Krakow, the consortium is ready to move forward. Partners will continue collaborating remotely before meeting again in Germany in January 2027.





Needs Analysis Among Students

To better guide the development of EntrePlay, the project's online learning platform, a preliminary survey was completed by 448 university students in Europe. This analysis asked them about their entrepreneurial competencies. Most respondents were aged 20-25, and genders were relatively balanced. Through the analysis, several implications became clear.

The biggest opportunity lies in turning entrepreneurial intent into structured execution. Respondents already showed a strong current understanding of idea generation. However, there are gaps in strategic thinking and value framing, and participants need support in using resources, influencing others, and acting under constraints. Based on the insights from the analysis, the platform design will focus on competence-building with project-based learning formats, as well as addressing uncertainty, complexity, and responsibility.

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Development of Training Modules to Begin Soon

Within EntrePlay, the project's open-access learning platform for students, there are several training modules - based on EntreComp, the EU's Entrepreneurship Competence Framework. Six training module topics were chosen based on results from an international Student Needs analysis.

Each partner is responsible for further development of a module, based on the partner's area of expertise. Development of the modules will begin in June, with prototyping and testing to kick-off in October.

EntreGamer Partners



THE HAGUE
UNIVERSITY OF
APPLIED SCIENCES

JUSTUS-LIEBIG-
 UNIVERSITÄT
GIESSEN



KRAKOW
UNIVERSITY
OF ECONOMICS



Universidad
Internacional
de Valencia



Learning Outcomes Developed for Training Modules

Looking ahead, the consortium will enter an exciting new phase: the development of training modules for EntrePlay, the project's flagship open-access learning platform. This work will draw on the findings from the ongoing needs analysis to ensure relevance, quality, and accessibility.

In addition to incorporating the insights from the needs analysis - the training modules will be based on EU's EntreComp: The Entrepreneurship Competence Framework. From this framework, core principles were identified during a co-creation and alignment session with all partners. These competencies were then synthesized into main Learning Outcomes - which will become the objectives for each educational unit within EntrePlay.

Each partner will be responsible for further developing the Learning Outcomes and incorporating them into the specified training modules. The Learning Outcomes and competencies were distributed according to each partner's area of expertise, ensuring a strong course development process.

Updates will be shared through the project website and social media channels.



For EntreGamer Updates

Want to know even more? EntreGamer is also on LinkedIn and Facebook, where we share more up-to-date announcements, as well as interesting articles connected to the topics. You can find us by clicking the icon below or searching EntreGamer on LinkedIn or Facebook.



Ready for Development:

EntrePlay - the Digital Gamified Education Platform

EntrePlay's gamification design is finalized, and the development of the AI-based digital education platform and entrepreneurial content will kick off in June.

The platform will feature five independent study modules - each represented as a flower with three petals. As learners complete activities within the module, the flower gradually blooms, creating a clear sense of progress. A bee avatar guides users through the journey, and allows them to move freely between modules in whatever order suits them best.

The learning experience is built around flexibility, as there is no fixed path - so learners can study in the way that they prefer. Users will earn points by completing quizzes, analyzing case studies, and submitting reflections. There will also be space for feedback and discussion to encourage engagement and co-collaboration.

Motivation will be inspired by several gamification design elements: such as experience levels, leaderboards, and personalized dashboards. Once a learner has successfully completed all the learning activities, they will earn a digital micro-credential that formally recognizes their new entrepreneurial competencies.

After the platform is ready and working, testing and evaluation will be the next step.

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