



**“From Idea To Venture: Navigating Your Entrepreneurship
Journey”**

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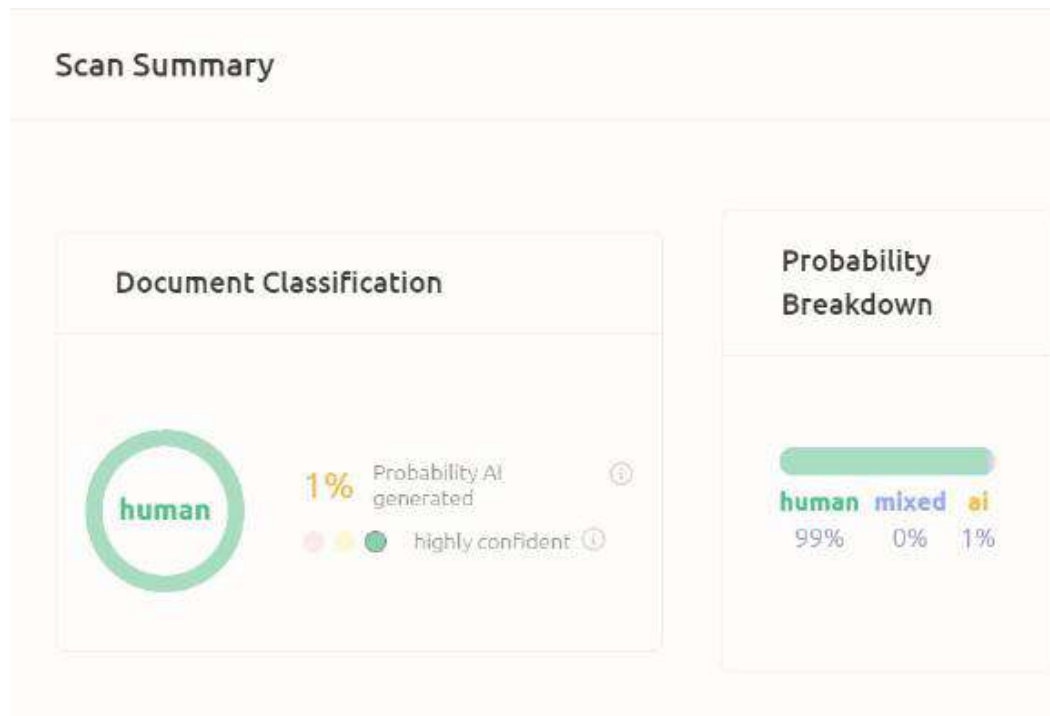
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**Sincerely,
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ABSTRACT

Entrepreneurship education is essential for the younger generation, as it encourages innovation, problem-solving and creativity, which are essential in today's competitive global economy. Integrating entrepreneurship into the school curriculum provides practical experience in planning, implementing and managing a business, leading to job creation and reducing unemployment. The project at SMK Kasih Ananda, "From Idea to Venture: Navigating Your Entrepreneurship Journey," aims to offer a comprehensive guide to starting a business, with a focus on the Business Model Canvas (BMC). Students have a comprehensive understanding of producing and extracting business value from these exercises, which also help them build and polish business concepts. This project is in line with the Sustainable Development Goals (SDGs), especially pillar 4 on Quality Education, which promotes national economic growth and personal development by giving learners important knowledge and thinking. Among the techniques applied in this project are BMC presentations, Focus Group Discussions (FGDs), and questions and answers on the subjects addressed. As they are interested in this subject, students learn entrepreneurship well, particularly when it comes to implementing BMC. This is proven by the results of student satisfaction and feedback given by one of SMK Kasih Ananda's teachers who stated that this seminar provided insight and a deep understanding of various important aspects of business.

Keywords: *Entrepreneurship, Business Model Canvas, Focus Group Discussion, Sustainable Development Goals, SMK Kasih Ananda*

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ABSTRAK

Pendidikan kewirausahaan sangat penting bagi generasi muda, karena mendorong inovasi, pemecahan masalah, dan kreativitas, yang penting dalam perekonomian global yang kompetitif saat ini. Mengintegrasikan kewirausahaan ke dalam kurikulum sekolah memberikan pengalaman praktis dalam perencanaan, pelaksanaan, dan pengelolaan bisnis, yang mengarah pada penciptaan lapangan kerja dan mengurangi pengangguran. Proyek di SMK Kasih Ananda, "*From Idea to Venture: Navigating Your Entrepreneurship Journey*," bertujuan untuk menawarkan panduan komprehensif dalam memulai bisnis, dengan fokus pada *Business Model Canvas* (BMC). Kegiatan ini membantu siswa memahami, mengembangkan, dan menyempurnakan konsep bisnis, memberikan pandangan yang menyeluruh dalam menciptakan dan menangkap nilai-nilai bisnis. Dengan membekali siswa dengan pengetahuan dan pola pikir penting, proyek ini sejalan dengan Tujuan Pembangunan Berkelanjutan (SDGs) khususnya pilar 4 tentang Pendidikan Berkualitas, yang berkontribusi terhadap pengembangan pribadi dan pertumbuhan ekonomi nasional. Proyek ini menggunakan berbagai metode, antara lain *Focus Group Discussion* (FGD), presentasi BMC, dan tanya jawab seputar topik yang dibahas. Ketertarikan siswa pada topik ini membawa siswa pada pemahaman yang baik terkait kewirausahaan khususnya pada implementasi BMC. Hal ini dibuktikan dari hasil kepuasan siswa dan umpan balik yang diberikan oleh salah satu guru SMK Kasih Ananda yang menyatakan bahwa seminar ini memberikan wawasan serta pemahaman yang mendalam mengenai berbagai aspek penting dalam bisnis.

Kata Kunci: *Kewirausahaan, Business Model Canvas, Focus Group Discussion, Tujuan Pembangunan Berkelanjutan, SMK Kasih Ananda*