



## THE ENTREPRENEURIAL WALL PACK

\* Note to manage waste please print this document in greyscale or black and white rather than in colour. Please print on both sides of the paper (duplex) and if you can print multiple slides or pages on one page.

[www.start-dsp.eu](http://www.start-dsp.eu)

This resource is licensed  
under CC BY 4.0



Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Deutscher Akademischer Austauschdienst e.V., Nationale Agentur für Erasmus+ Hochschulzusammenarbeit. Neither the European Union nor the granting authority can be held responsible for them.



# INTRODUCTION

Welcome to **The Entrepreneurial Wall Pack**, a tool designed to support universities in cultivating a dynamic environment that encourages innovation, creativity, and entrepreneurial culture. In an era where fostering an entrepreneurial mindset is key for shaping the leaders of tomorrow, this tool offers practical resources to inspire and empower students within your institution.

This tool includes ready-to-print templates featuring motivational quotes, practical tips, and action-oriented phrases to enhance university facilities. Additionally, it provides a pool of quotes and a step-by-step guide for utilizing AI tools, such as ChatGPT, to generate customized content aligned with the university's mission and student needs. Blank templates are also included, offering flexibility for institutions to create unique, context-specific materials.

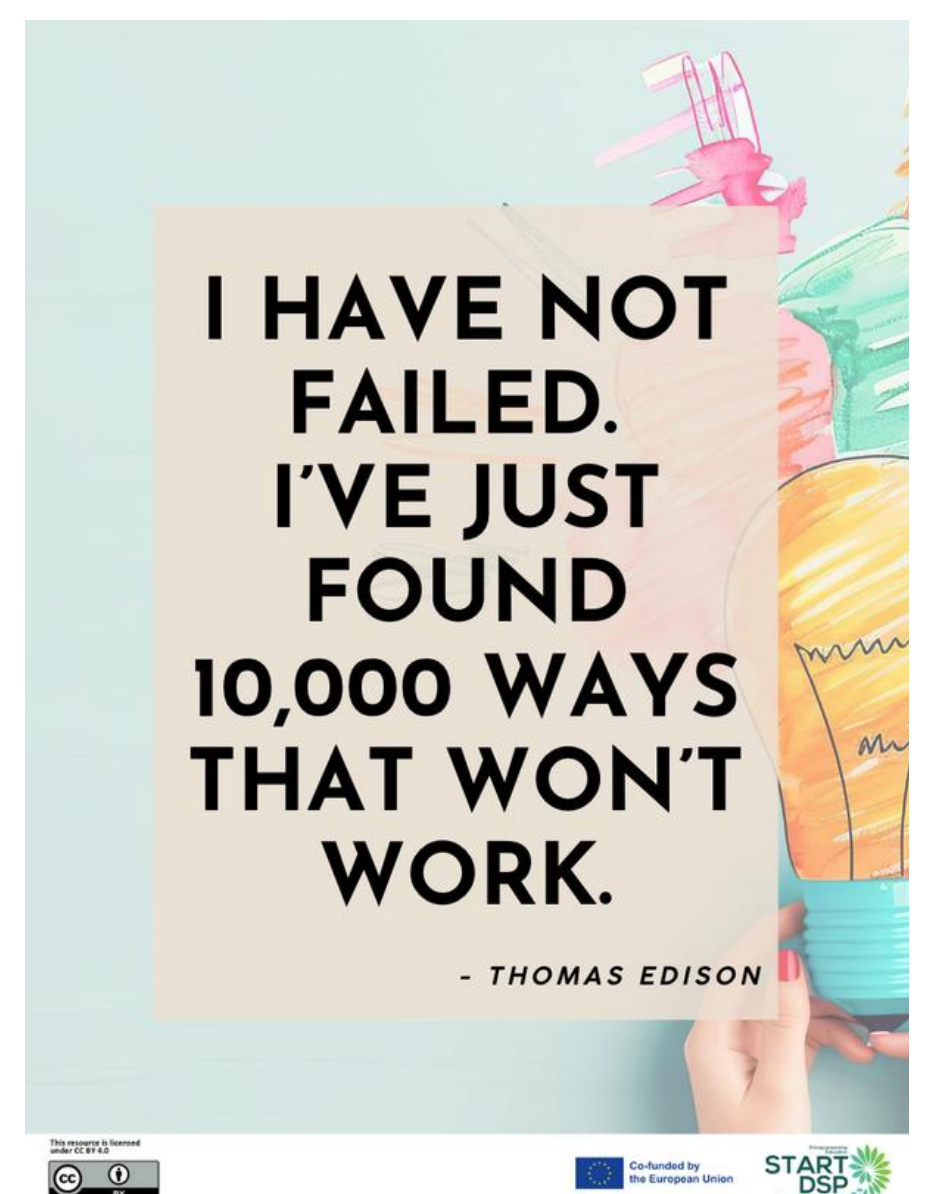
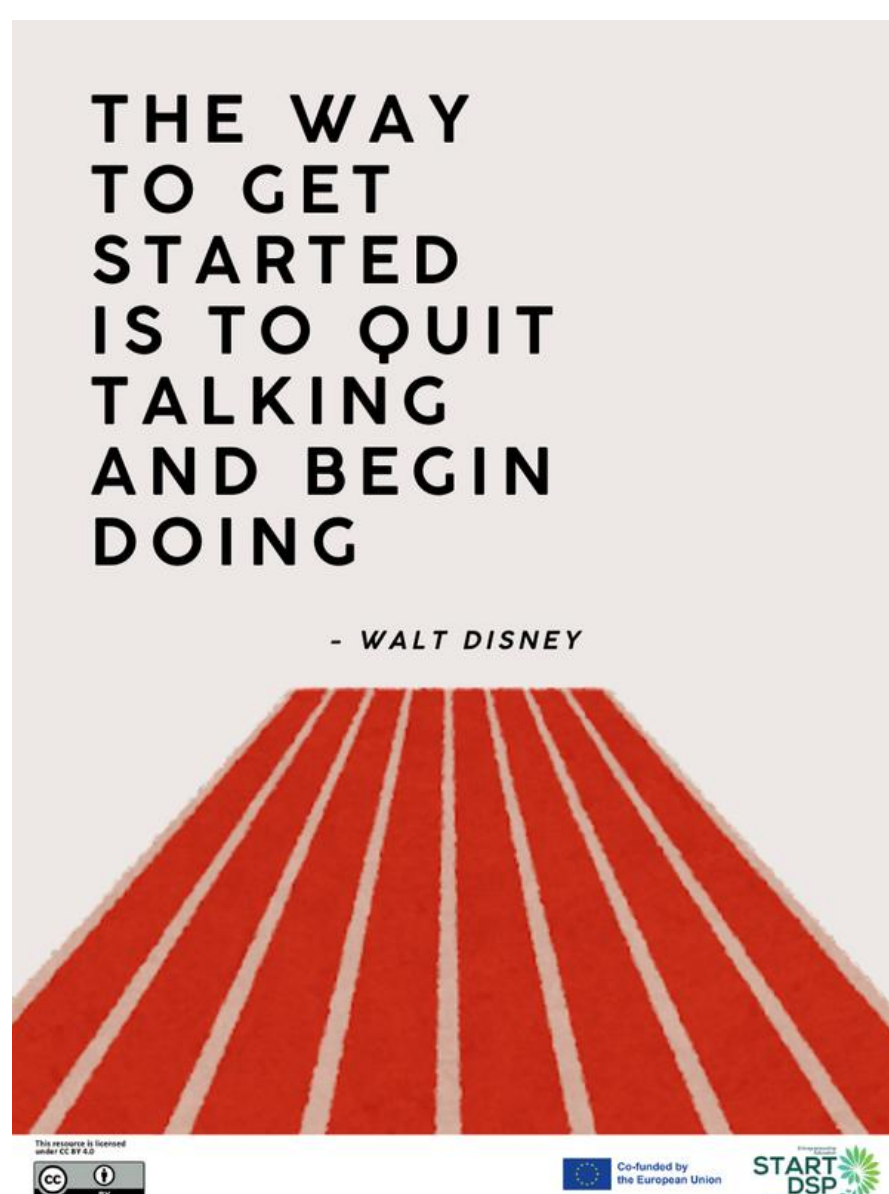
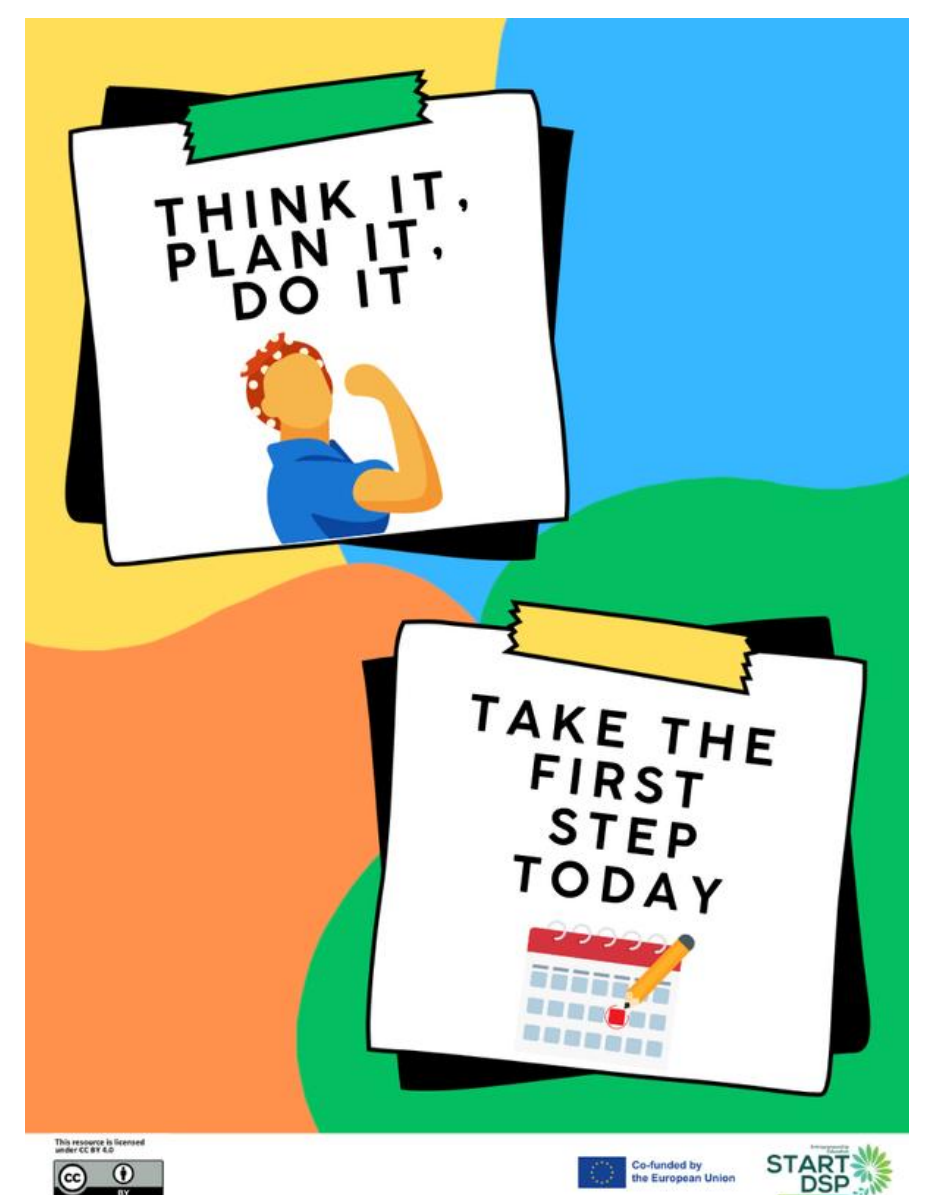
The resources of this tool are designed to be displayed in libraries, cafeterias, and co-working spaces, to foster a culture of entrepreneurship by promoting innovation, collaboration, and resilience. The tool is divided into the following sections:

- [Ready-To-Use templates.](#)
- [Pool of phrases and resources.](#)
- [How to create my own phrases with AI?](#)
- [Editable templates.](#)

# READY-TO-USE TEMPLATES

The START-DSP team has created a collection of printable templates featuring motivational quotes, practical tips, and action-oriented phrases for you to utilize throughout your institution. You can print these designs and display them around your campus. Below are six distinct designs for you to explore:

Link: [Canva to download the designs](#)



# POOL OF PHRASES AND RESOURCES

This section offers a mix of motivational phrases and quotes, categorized into themes like innovation, resilience, and collaboration. The aim is to provide you with phrases that resonate with diverse audiences. Use these phrases to design spaces that spark motivation, encourage teamwork, and foster entrepreneurial thinking in your university. You can use them on the blank templates and modify them as you wish. We have also collected a couple of resources that you can use to:

## INNOVATION

- “The best way to predict the future is to create it.” – Peter Drucker
- “Innovation is the art of turning ideas into solutions.”
- “If you always do what you always did, you will always get what you always got.” – Albert Einstein
- “Innovation is not about ideas; it’s about implementing them.”
- “Creativity is thinking up new things. Innovation is doing new things.” – Theodore Levitt

## RESILIENCE

- “Success is stumbling from failure to failure with no loss of enthusiasm.” – Winston Churchill
- “Resilience is your ability to transform setbacks into comebacks.”
- “Do not judge me by my success, judge me by how many times I fell down and got back up again.” – Nelson Mandela
- “Obstacles are not the end of the road; they are detours to greatness.”
- “It’s not whether you get knocked down, it’s whether you get up.” – Vince Lombardi

## COLLABORATION

- “Alone we can do so little; together we can do so much.” – Helen Keller
- “Collaboration turns great ideas into reality.”
- “If everyone is moving forward together, then success takes care of itself.” – Henry Ford
- “Teamwork is the foundation of innovation and progress.”
- “The strength of the team is each individual member. The strength of each member is the team.” – Phil Jackson

## ENTREPRENEURIAL MINDSET

- “Your time is limited, so don’t waste it living someone else’s life.” – Steve Jobs
- “Dream big, start small, and act now.”
- “Opportunities don't happen. You create them.” – Chris Grosser
- “Entrepreneurship is the pursuit of turning passion into action.”
- “Do one thing every day that scares you.” – Eleanor Roosevelt

## PRACTICAL TIPS

- “Your time is limited, so don’t waste it living someone else’s life.” – Steve Jobs
- “Dream big, start small, and act now.”
- “Opportunities don't happen. You create them.” – Chris Grosser
- “Entrepreneurship is the pursuit of turning passion into action.”
- “Do one thing every day that scares you.” – Eleanor Roosevelt

# POOL OF PHRASES AND RESOURCES

## FOR FINDING QUOTES

- BrainyQuote: Comprehensive library of quotes. [brainyquote.com](https://brainyquote.com)
- Goodreads Quotes: Motivational quotes from literature. [goodreads.com/quotes](https://goodreads.com/quotes)
- Quotefancy: Beautifully designed inspirational quotes. [quotefancy.com](https://quotefancy.com)

## FOR DESIGNING POSTERS

- Canva: Easy-to-use platform for customizable templates. [canva.com](https://canva.com)
- Adobe Express: Professional design tool with ready-made options. [adobe.com/express](https://adobe.com/express)
- Piktochart: Ideal for visual infographics and posters. [piktochart.com](https://piktochart.com)

## FOR FREE IMAGES

- Unsplash: Free stock photos for any context. [unsplash.com](https://unsplash.com)
- Pexels: Beautiful free stock images and videos. [pexels.com](https://pexels.com)
- Pixabay: Royalty-free images, videos, and illustrations. [pixabay.com](https://pixabay.com)

## FOR AI-GENERATED CONTENT

- ChatGPT (OpenAI): Generate personalized phrases and prompts. [chat.openai.com](https://chat.openai.com)
- Jasper AI: AI writing assistant for custom copy. [jasper.ai](https://jasper.ai)
- DALL-E: Create AI-generated visuals for posters. [openai.com/dall-e](https://openai.com/dall-e)

# HOW TO CREATE MY OWN PHRASES WITH AI?

Creating personalized motivational phrases for your university has never been easier with the help of AI tools like ChatGPT. By providing a few key details about your institution's focus, mission, and audience, you can generate unique content tailored to your specific needs. AI can help craft messages that resonate deeply with your community. Use the sample prompts provided below to get started and unlock the power of creativity for your spaces.

## GENERAL UNIVERSITY MISSION AND FOCUS

### Prompt:

"My university, [name], specializes in [type of focus, e.g., technology, arts, sustainability]. Our mission is [state mission, e.g., to inspire innovative solutions for global challenges]. Our students are primarily [type of students, e.g., engineering undergraduates, socially driven entrepreneurs, creative thinkers]. Can you generate 5 motivational phrases that align with our mission and promote entrepreneurship among our students?"

## INSPIRING INNOVATION IN SPECIFIC DISCIPLINES

### Prompt:

"Our university is focused on [discipline, e.g., engineering, design, or healthcare innovation]. We want to encourage our students to think outside the box and pursue bold ideas. Can you suggest 3 short motivational quotes or phrases tailored to [specific discipline, e.g., engineering students tackling real-world problems]?"

## RESILIENCE AND GROWTH MINDSET

### Prompt:

"Our university places a strong emphasis on resilience and personal growth among students. Can you create 5 motivational phrases that encourage students to embrace failure as part of the learning process and inspire them to persist in their entrepreneurial journeys?"

## COLLABORATION AND TEAMWORK

### Prompt:

"At [university name], collaboration is at the heart of what we do. Our goal is to inspire students to work together to achieve innovative solutions. Could you provide 3 motivational quotes about the importance of teamwork in entrepreneurship?"

## CUSTOM PHRASES FOR A SPECIFIC EVENT

### Prompt:

"Our university is hosting an Entrepreneurship Week for [type of students, e.g., first-year students or graduating seniors]. The theme is [event theme, e.g., 'Building Bold Futures']. Can you craft 5 unique phrases or taglines to promote the event and encourage participation?"

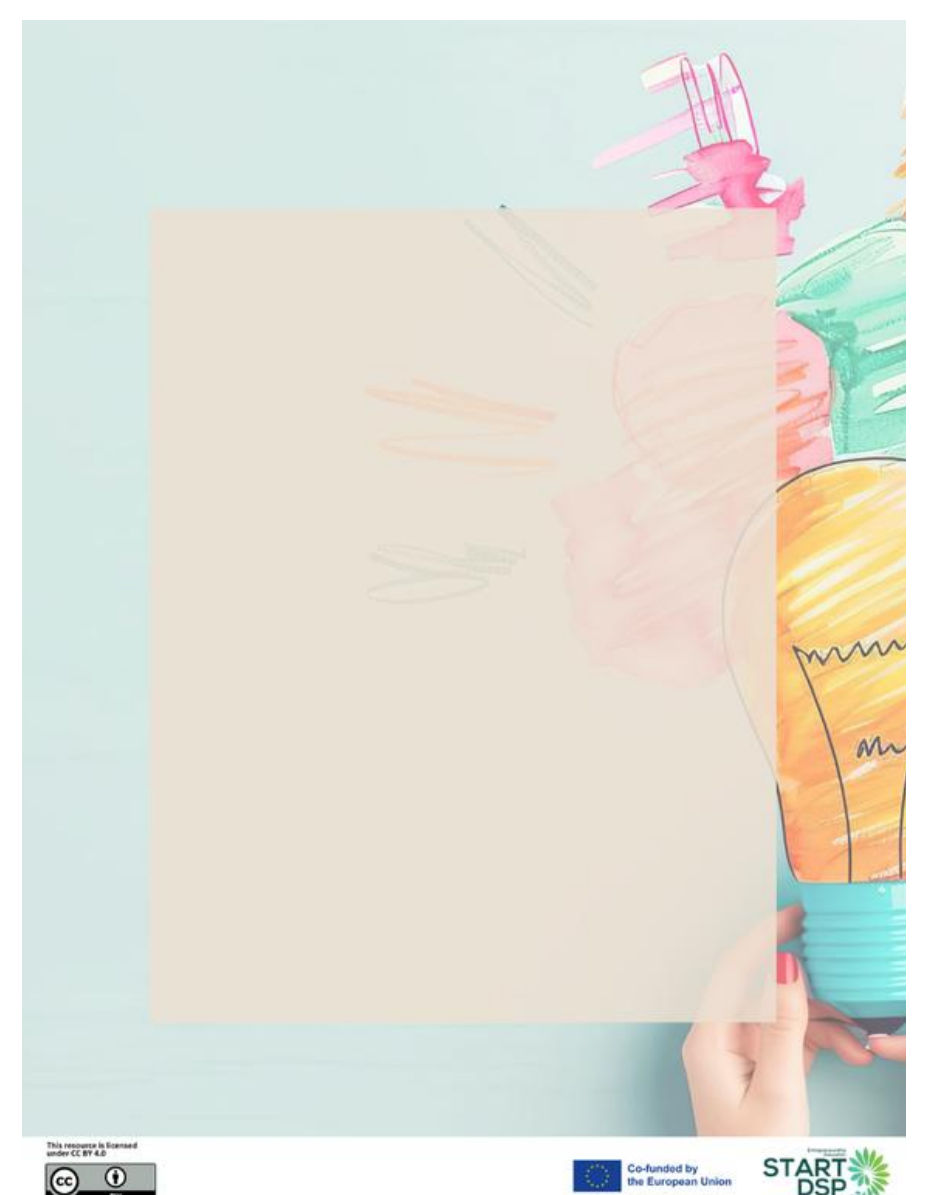
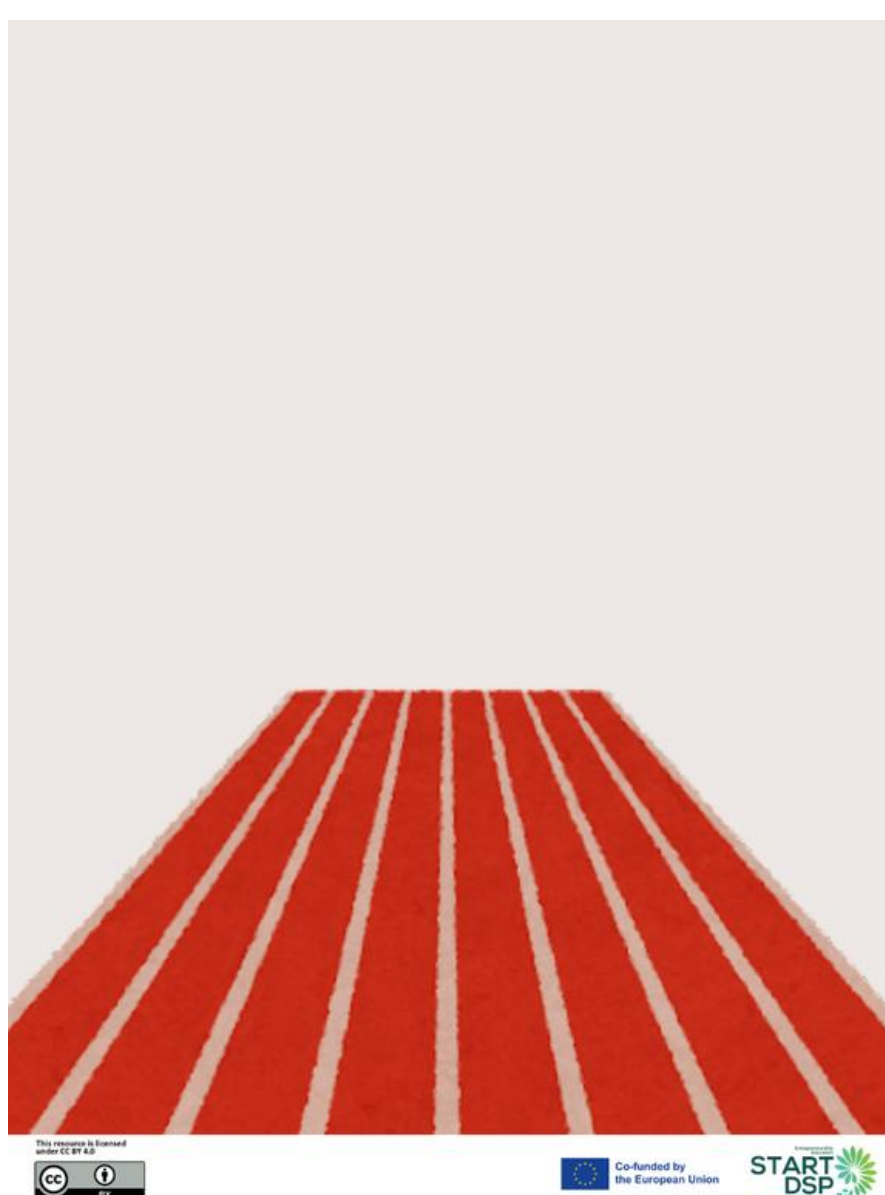
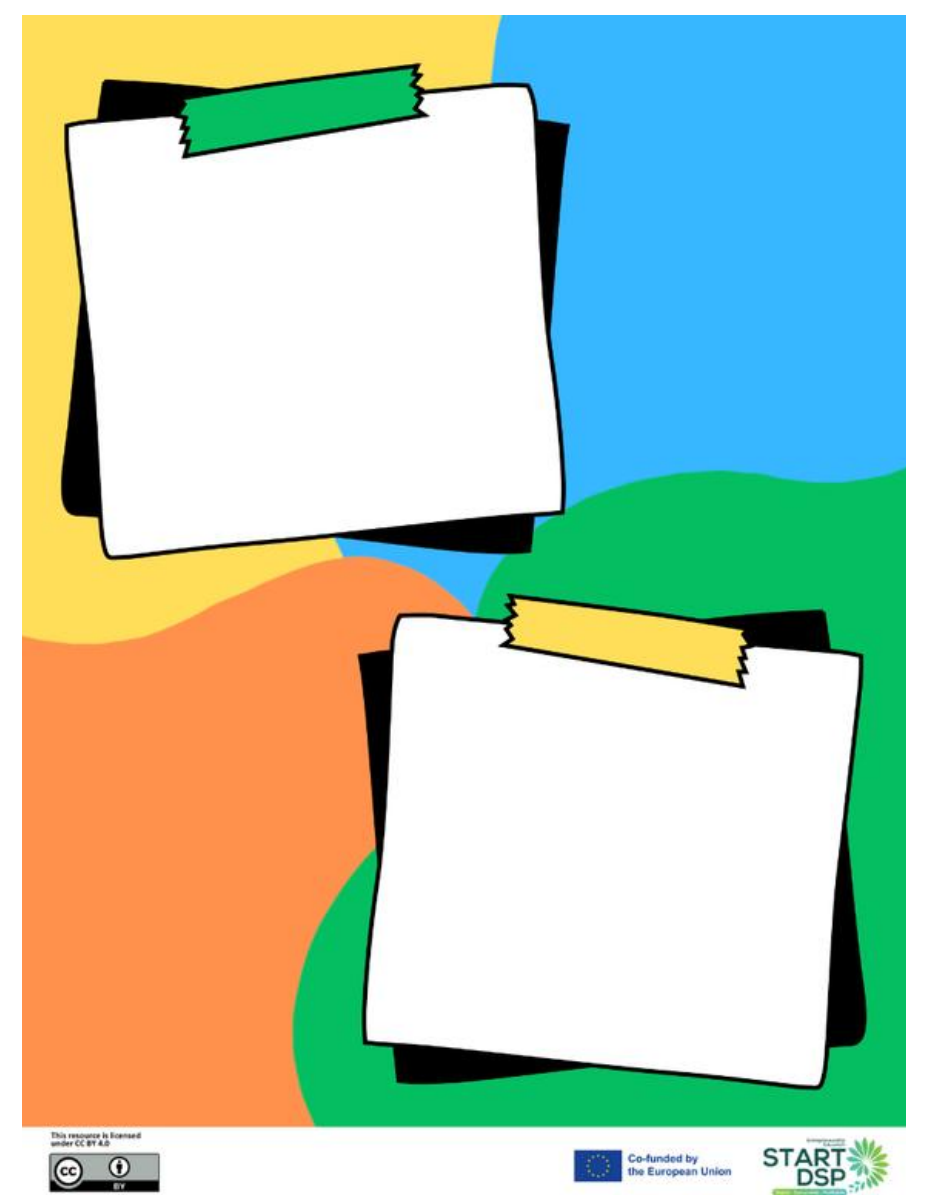
## ADDITIONAL PROMPTS

- "Our university actively supports women in entrepreneurship. Can you provide 5 motivational quotes or phrases that empower female students to take the lead in innovation and business creation?"
- "We want to emphasize the importance of taking calculated risks and stepping out of one's comfort zone. Could you generate 3 motivational quotes that highlight risk-taking as a key part of innovation and entrepreneurship?"
- "Our university encourages social entrepreneurship to address community challenges. Can you suggest 5 phrases or quotes that inspire students to create ventures with a positive social impact?"

# EDITABLE TEMPLATES

The START-DSP team has created a collection of editable templates for you to utilize throughout your institution. You can edit these designs by adding your own phrases, images, changing colors, your logo, etc.

Link: [Canva to edit the designs](#)





\* Note to manage waste please print this document in greyscale or black and white rather than in colour. Please print on both sides of the paper (duplex) and if you can print multiple slides or pages on one page.

[www.start-dsp.eu](http://www.start-dsp.eu)

Follow our Journey



This resource is licensed  
under CC BY 4.0



Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Deutscher Akademischer Austauschdienst e.V., Nationale Agentur für Erasmus+ Hochschulzusammenarbeit. Neither the European Union nor the granting authority can be held responsible for them.