

Agenda

ENTREPRENEURSHIP ONLINE PROFESSIONAL DEVELOPMENT PROGRAM

Week 1: January 15 & 16 9:00 AM - 12:00 PM EST

Basics of Entrepreneurship

- What is Entrepreneurship; Creativity; Innovation
- Problem Solution Problem Cycle
- Entrepreneurship Process
- Entrepreneurship Models
- Exercises, projects, presentations

Week 2: January 22 & 23 9:00 AM - 12:00 PM EST

Business Model Breakdown

- Business model, Canvas and basic building blocks
- Value proposition canvas

Business Model Development

- Lean Launchpad
- Hypothesis Testing and experiment designs
- Minimal Viable Product
- Design Thinking Process
- Customer Interview Process
- Class Exercise and Videos

Business Model Evolution

- Fatal mistakes in Business model development
- Diversity of Business models
- Blue Ocean -- New value Curve

Class Exercise and Videos

Week 3: January 29 & 30 9:00 AM - 12:00 PM EST

Customer Discovery, Market Research, Competition

- Customer Discovery; interviewing and surveying
- Customer Persona
- Defining Opportunity & Market Sustainability
- Competition: Understanding and Analyzing

Exercises, Presentations

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Week 4: February 5 & 6 9:00 AM - 12:00 PM EST

Financing a Venture

- Basics of Accounting and Finance
- Financial Projections
- Valuation Techniques
- Funding Sources and Stages
- Founding Team Equity and Compensation
- Class Exercises, Assignments

Week 5: February 12 & 13 9:00 AM - 12:00 PM EST

Venture Implementation: Team; Resources; Investment

- The Planning Process -- Business & Implementation Plans
- Building a Team
- Operational Funding Concepts
- Venture Pitch

Entrepreneurship Leadership Development

- Business Ethics
- Leadership Development & Unifying a Team
- Advisory Board & Board of Directors

Venture Harvesting/Sustainability

- Growth Strategy Options: Product/Market Development

Entrepreneurship Ecosystem

- Venture Idea Contest
- Center, Incubator, and Accelerator
- Venture Investments
- Leveraging the Ecosystem