

Your Learning Journey Week 1 to 6



The Lean Startup Canvas

In this week, we will guide you through the Lean Startup Canvas and start to prepare your business for pitching to the outside world



Introduction and understanding how entrepreneurs see the world

In this week, you will learn about what it takes to be an entrepreneur and look at case studies from various successful entrepreneurs from all over the world



First Principle thinking - how to evaluate problems

In this week, you will learn about First Principle thinking and how to apply this to your everyday thinking



Your Unique Value Proposition

In this week, you will learn how to identify your company's Unique Value Proposition and how to position this in the market



Understanding what your entrepreneurial approach is

In this week, you will be guided to understand your own approach to entrepreneurship and how to leverage this to grow your idea



Set the Sales

In week 5, you will be taken through the sales process and how to measure success in your sales process



End of Launchpad program, Lift-off program to continue in week 7



Your Learning Journey week 7 to 12



Time to scale up

In the final week, you will learn about growth strategies and how to measure if your business is ready to scale up



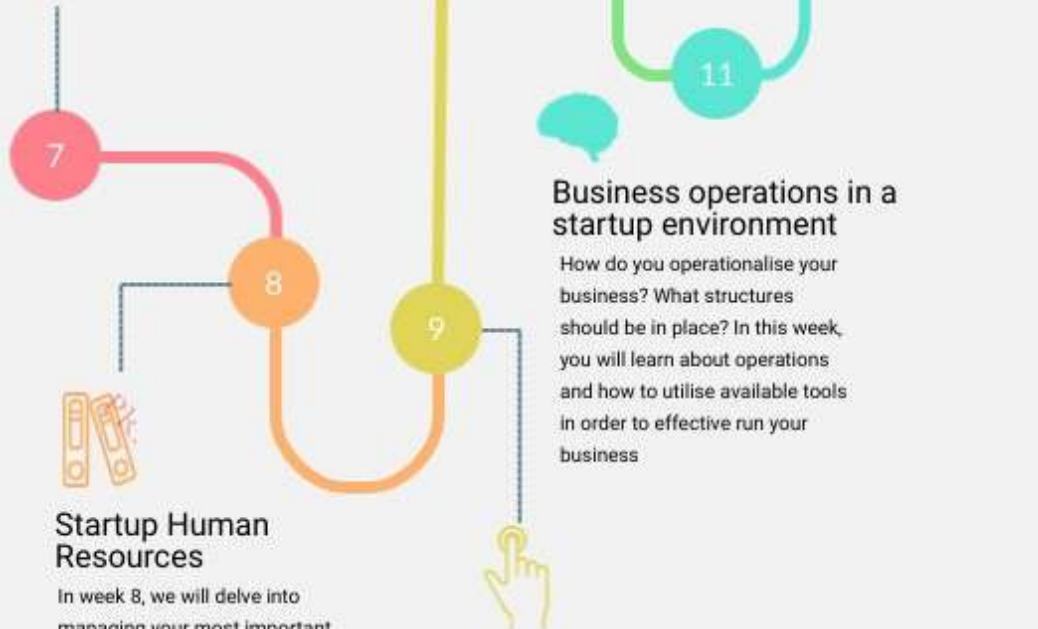
How to pitch your idea

Knowing how to pitch your business idea to potential investors and stakeholders is a fine art. In this week, we will help you create your business pitch and share some insights on what investors are looking for when investing in a business



Entrepreneurial Finances

In the first week of the second half of the course, you will learn about the fundamentals of finances, how to manage it and which reports to track



Business operations in a startup environment

How do you operationalise your business? What structures should be in place? In this week, you will learn about operations and how to utilise available tools in order to effectively run your business

Startup Human Resources

In week 8, we will delve into managing your most important asset: Your staff.

Founders communication

As a founder, you have to know how to communicate clearly and how to manage communication in your business to optimise the potential of your startup