



Venture Development Essentials **Syllabus**

The Venture Development Essentials seven-week program is designed to help you build a viable business venture. Learn how to validate a concept through business modelling, refine a business strategy, and attain the capital necessary to create value and grow a business.

Modules	Takeaways	Key exercises
Developing your idea	<ul style="list-style-type: none">– Learn how to use designing thinking to grow a business– Identify how successful products solve problems for customers	<ul style="list-style-type: none">– Explore entrepreneurial spirit concepts for business– Refine a new product or expansion idea
Validating new product ideas	<ul style="list-style-type: none">– Gain clarity on your product/service or expansion idea– Explore components of a powerful value proposition– Gain knowledge on tools for data driven decision making	<ul style="list-style-type: none">– Develop a business model for a new product or expansion– Develop a compelling value proposition statement
Value Proposition & Hypothesis Statement Crafting	<ul style="list-style-type: none">– Understand how to write, test and confirm a value proposition and hypothesis statement for your venture	<ul style="list-style-type: none">– Write a value proposition and hypothesis statement– Test assumptions
Customer development for growth	<ul style="list-style-type: none">– Determine how to address customer needs and the journey they take to a purchase	<ul style="list-style-type: none">– Develop target customer personas– Explore primary and secondary market research– Develop a customer journey map
Finances and Pricing	<ul style="list-style-type: none">– Understand how to price new products or services– Gain knowledge on financial tools and apply to a business expansion model	<ul style="list-style-type: none">– Develop a pricing strategy– Prepare a budget and cash flow statement
Business Basics	<ul style="list-style-type: none">– Gain knowledge on local, municipal, national and global business regulations and human resource considerations for scaleups	<ul style="list-style-type: none">– Develop a checklist for operational scale up tasks
Building Awareness and Selling	<ul style="list-style-type: none">– Understand how to communicate new products or expansion plans simply and powerfully to customers– Explore modes of communication and promotion	<ul style="list-style-type: none">– Prepare and present a sales presentation– Develop a promotions checklist