



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

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