



## Start Up Essentials

## Syllabus

The Start Up eight-week program is designed to help you turn an idea into 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
Thinking like an Entrepreneur	Gain knowledge on entrepreneurship and design thinking Identify how successful products solve problems for customers	Define your entrepreneurial archetype Explore 'the why' of your venture
Developing your idea	Gain clarity on your business idea Explore the components and purpose of a business model	Refine the idea Define the business model
Validating your idea	Understand how to test and confirm a value proposition	Develop target customer persona Explore primary and secondary market research
Understanding your customer	Determine how to address customer needs and the journey they take to a purchase	Develop a customer journey map
Pricing and Positioning	Understand how to price products or services Apply learnings from business model creation to refine a value proposition	Develop a pricing strategy Explore how the value proposition is best positioned
Business Basics	Gain knowledge on local, municipal, national and global regulations, permits and licensing considerations for startups	Develop a checklist for administrative business startup tasks
Making and Managing Money	Gain knowledge on startup financial management and the role financial tools play in venture success	Prepare a startup budget and cash forecast statement
Building Awareness and Investment	Understand how to communicate your venture idea and value proposition simply and powerfully to customers and potential investors	Prepare and deliver a venture and/ product presentation

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