



HARNESS THE POWER
OF KNOWLEDGE

Start-up Mindset

TRAIN



Course Overview:

The Start-up Mindset course is designed for aspiring entrepreneurs, early-stage start-up founders, and individuals interested in launching their own businesses. Over five days, participants will explore the essential elements of starting and running a successful start-up, including idea validation, business planning, funding, marketing, and growth strategies.

Course Goals:

Upon completing this course, participants will be able to:

- 1- Understand the key principles and concepts of entrepreneurship and start-up development
- 2- Validate their business ideas and assess market potential
- 3- Create a comprehensive start-up business plan
- 4- Explore various funding options and develop a funding strategy
- 5- Implement effective marketing and growth strategies for their start-ups

Course Structure:**Day 1: Introduction to Entrepreneurship and Idea Validation**

- The Entrepreneurial Mindset and Characteristics
- Generating and Evaluating Business Ideas
- Idea Validation and Market Research
- Aligning Entrepreneurial Goals with Market Needs

Day 2: Business Planning and Strategy

- The Importance of a Business Plan
- Key Components of a Business Plan
- Creating a Value Proposition and Competitive Advantage
- Practical Exercises: Developing a Business Model

Day 3: Funding and Finance for Start-ups

- Funding Stages and Sources (Bootstrapping, Angel Investors, Venture Capital, Crowdfunding, etc)
- Financial Projections and Budgeting
- Developing a Funding Strategy
- Case Studies: Funding Success Stories

Day 4: Marketing and Growth Strategies

- Building a Strong Brand and Online Presence
- Digital Marketing and Social Media Strategies
- Customer Acquisition and Retention
- Group Discussion: Effective Marketing Strategies for Start-ups

Day 5: Scaling and Growth

- Strategies for Scaling a Start-up
- Managing Growth and Scaling Challenges
- Continuous Improvement and Adaptation
- Course Recap, Q&A