

PROGRAMME X

STRATEGIC MVP

FROM IDEAS TO A WORKING MVP

PROGRAMME X

STRATEGIC MVP

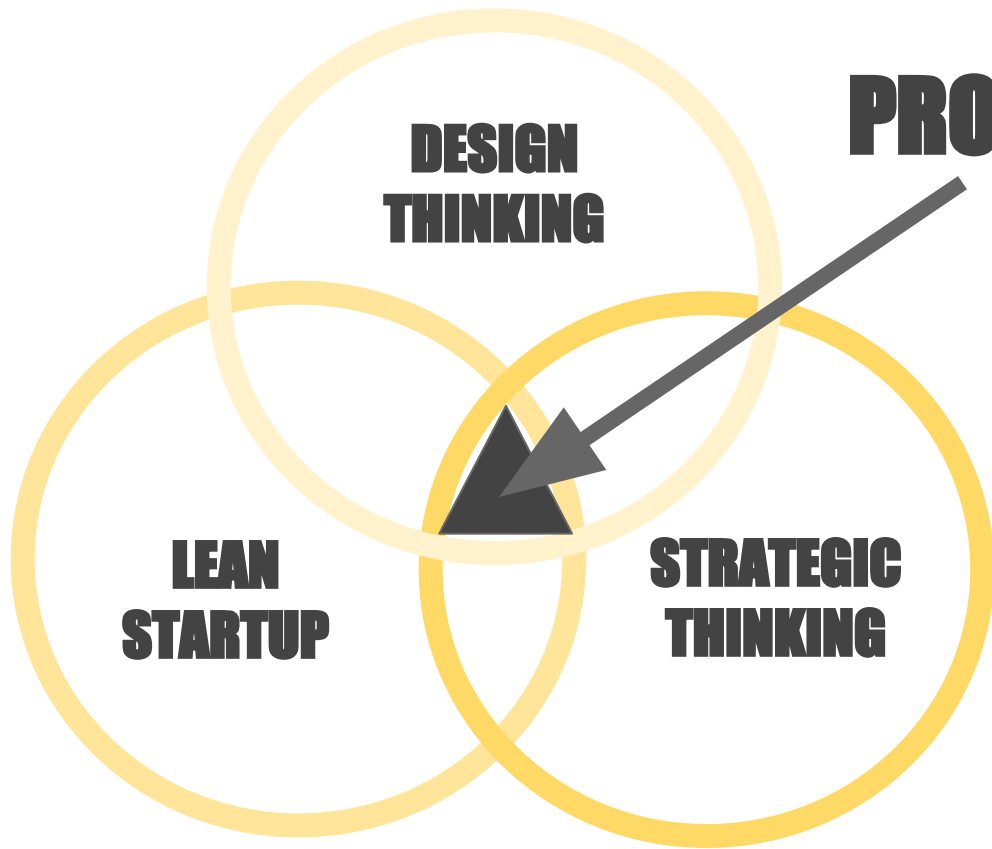
**FROM IDEAS TO A
WORKING MVP**

**PROGRAM X HELPS YOU TO
UNDERSTAND YOUR IDEA AND ITS
FEASIBILITY AS A BUSINESS.**
(IS IT A BUSINESS IDEA?)

**YOU EVALUATE YOUR CONCEPTS
AND CREATE A ROADMAP TO A
WORKING MVP AND STRATEGIC
ENTREPRENEURIAL THINKING**
(HOW TO THINK LIKE AN ENTREPRENEUR?)

LEARNING OBJECTIVES

- Evaluate your ideas and concepts
- Learn about your customers / users / partners
- Create a working MVP
- Learn to pitch and sell your MVP
- Prepare to go to Market with your solution



PROGRAMME X

STRATEGIC
MVP

3

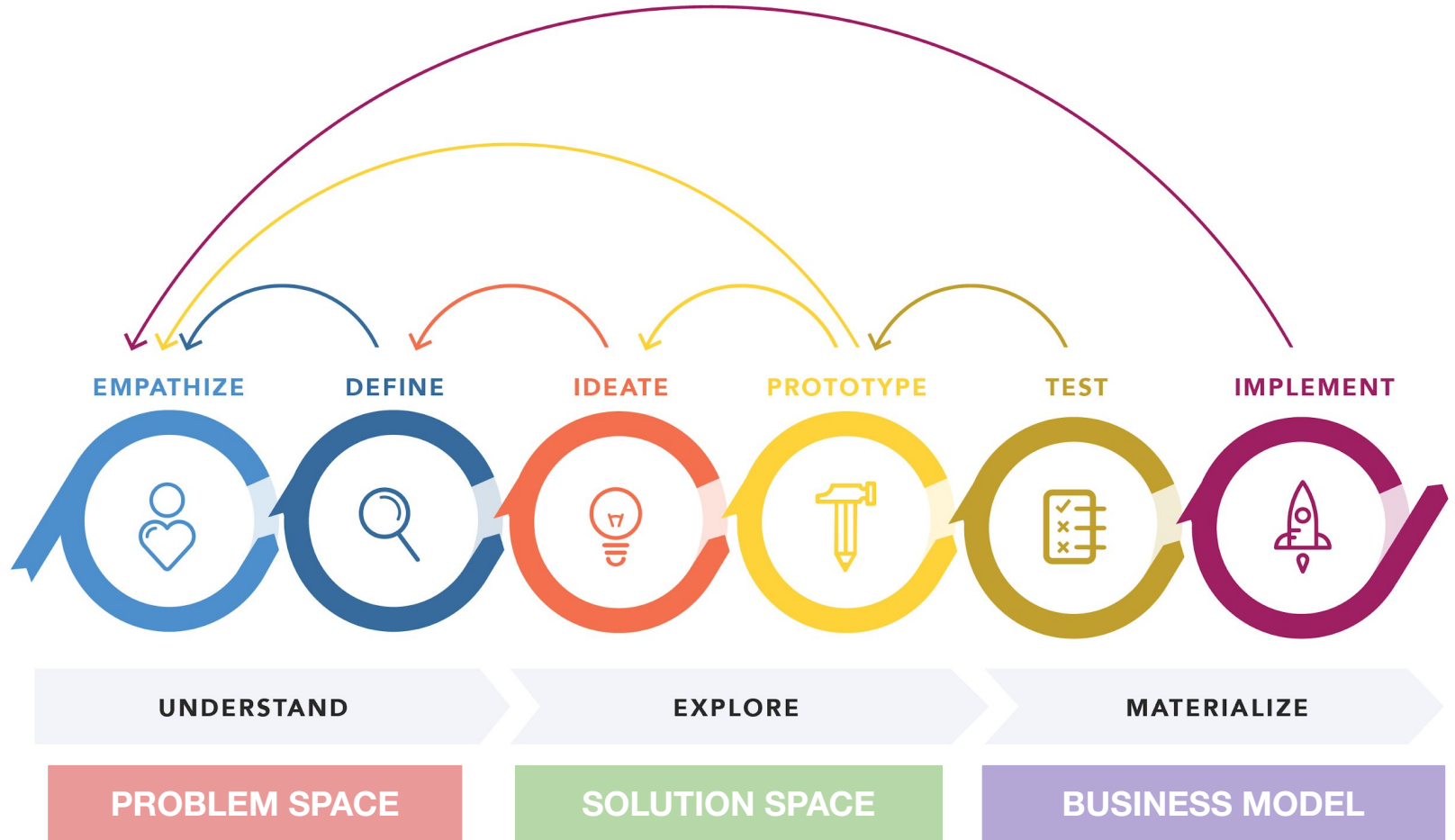
**PRODUCT
DEVELOPMENT
DISCIPLINES**

1

**OUTCOME
CREATE / DEVELOP
AN MVP**

**FROM IDEAS
TO STRATEGIC
MVPs**

DESIGN THINKING PROCESS



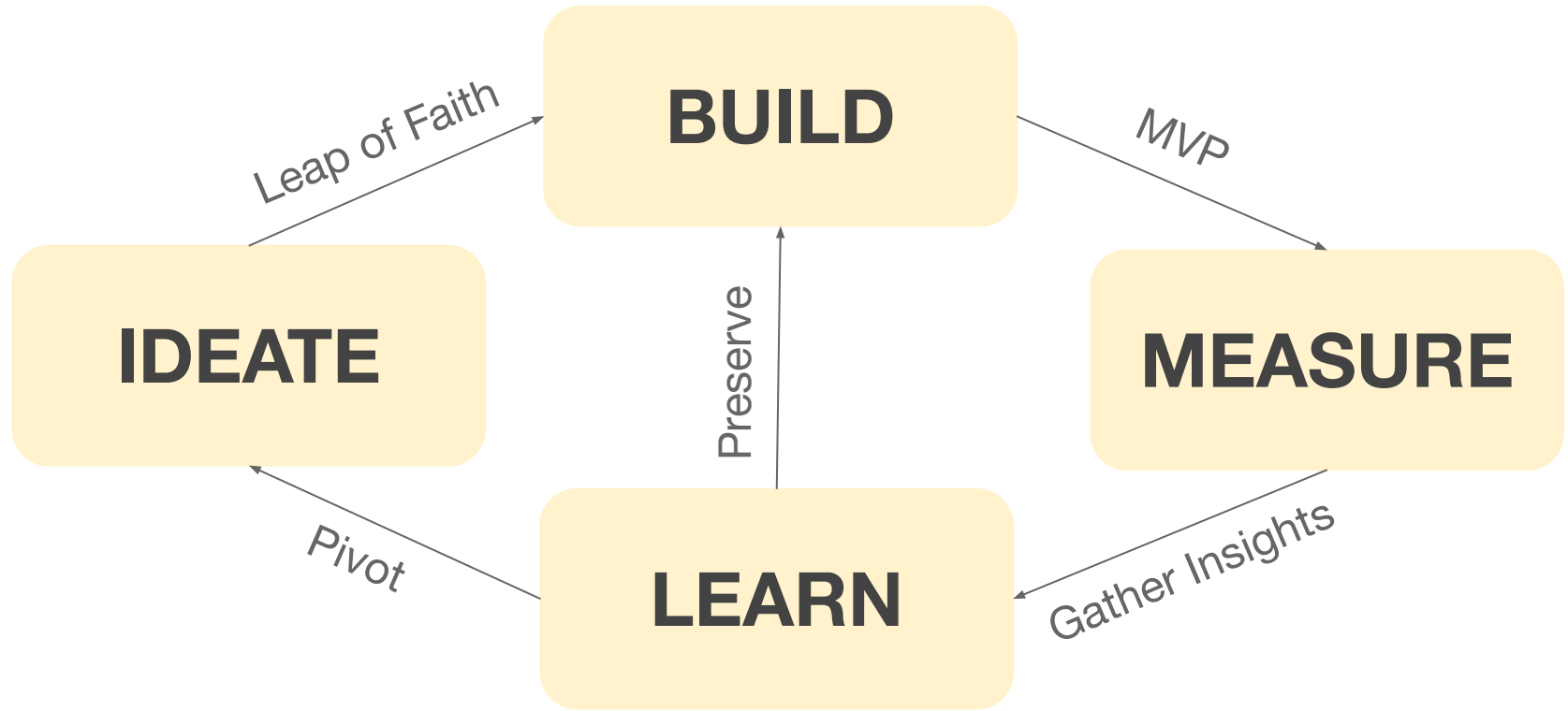
DESIGN THINKING

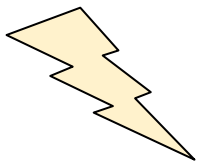
Ideation

**Problem-
Solution Fit**

**Tech-Design
Prototyping**

LEAN STARTUP

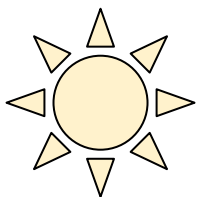




PROBLEM FIT:
NEED / PAIN

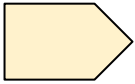


SOLUTION FIT:
VALUE / GAIN



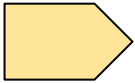
MARKET FIT:
ACCESS / SCALABILITY

**PROBLEM
SOLUTION
(MARKET)
FIT**



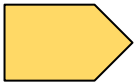
MINDSET

HOW TO THINK LIKE AN
ENTREPRENEUR?



STRATEGIES

PRODUCT / SALES / BRAND /
RESOURCES / FUNDING



LEADERSHIP

LEADING SELF AND OTHERS
TEAMS AND PERFORMANCE

**STRATEGIC
ENTREPRENEURIAL
THINKING**

LEARNING METHODS

- Online lectures (2h/week) (5 sessions)
- Group work & discussions (4h/week)
- Self-learning & tasks (2h/week) (17 Tasks)
- Mentoring sessions (2h/week) (50+ Mentors)

NB: Each team has one mentoring session per week, 4 in total.

Teams can attend all 40 mentoring session if they wish.

10
HOURS
PER WEEK

SCHEDULE

Weekly
schedule

SATURDAYS: WORKSHOPS (2h)

TUESDAYS: SELF-LEARNING & TASKS (2)

MON-WED-THU: MENTORING SESSIONS (2h)

SAT & THU: INTRO/OUTRO & DISCUSSIONS(4h)



WALID O. EL CHEIKH (PROGRAM X DIRECTOR)

I am a pitching coach, startup mentor, university lecturer, programs director for entrepreneurship programs in incubators/accelerators, the author of “Pitching For Life”, and the creator of 8 seconds pitching.

My background is in hospitality, sales, and entrepreneurship. I have founded 3 companies and worked with thousands of startup founders, executives, and students.

My focus is on developing entrepreneurial mindset, selling skills (inc. pitching, funding, growth strategies, and networking), and human experiences: multicultural/multidisciplinary teams, and leadership.

I am passionate about: education, people (cultures), and food.

Linkedin Profile: <https://www.linkedin.com/in/walidoelcheikh/>

I CAN HELP YOU WITH:

- Growth Strategies
- Pitching Techniques
- Business Development
- Entrepreneurial Mindset

EXAMPLE OF MENTORS

(50+ top experts joining Program X)



PROGRAMME X IS IMPLEMENTED BY



**Ministry of
Industrialisation
& Trade**