



Entrepreneurds[®] Foundation

Creating 1 million teen
entrepreneurs by 2050

Entreprenerds Foundation *Highlights*



Programme Overview

This is the 10 Gates introduction to entrepreneurship. It presents key concepts to students and allows them to practice various steps in different applications. Throughout the programme, students can experiment with multiple business ideas and work with different teams.

They are not required to stick to a single idea or team. This path lays the foundation for students to progress to the Entreprenerds Challenge, where they will work in a single team on one project

The Programme Structure

The Entreprenerds Foundation has 6 exciting tracks that include 10 key stages, called Gates. In total, there are 36 fun and challenging tasks, each focusing on different entrepreneurship themes. The tracks are designed to fit perfectly within your school terms, and each track includes one or two of these Gates

Key Themes

- Track I :: Starting up – Create, Team Up and Target
- Track II : Customer – Reach and Serve Customers
- Track III: Business Model – Monetise Your Product
- Track IV: Product and Scaling – Design, Build and Grow
- Track V: Financials– Navigate the Financials of a Startup
- Track VI : Marketing and Launch – Developing And Executing the Launch

Applications and Assessments

The programs emphasize the practical application of each concept through various exercises to be performed both independently and in groups. These activities provide students with opportunities to grasp the concepts and develop their skills

Embark on an Entrepreneurial path, Enhance Your Skills, and Stand Out in Uni Applications

What do you get from it

- Grasp Fundamental Entrepreneurship Concepts: Gain a thorough understanding of key phases and concepts involved in launching a business venture.
- Enhance Entrepreneurial Skills: Develop essential entrepreneurial skills that are crucial for career advancement in any field.
- Support Educational and Career Goals: Strengthen your future education or university application with practical entrepreneurial experience.
- Access Mentorship and Coaching: Benefit from personalized mentorship and expert coaching to guide your entrepreneurial journey.
- Join a Global Entrepreneurial Network: Become part of a growing international community of aspiring entrepreneurs, offering valuable networking opportunities.
- Cultivate Resilience and a Growth Mindset: Build resilience and adopt a growth mindset to overcome challenges and achieve long-term success.
- Students are thoroughly equipped to participate in the Entreprenerds Challenge, collaborating with a team to launch a business venture.

This Programme for Innovation Driven Enterprise: Join and Ignite your inner innovator

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Delivery System

- Concept Notes
- Applications Exercises of each Theme
- Videos Explaining Each Concept by Experts and Entrepreneurs
- Webinars to discuss the themes with students
- Thematic Interactive Discussion with the Learners
- Peer Evaluation
- Mentorship Session
- Virtual Class
- Assessments

Certificate and Badges

- Students are awarded certificate upon completion of the gates . They also receive badges upon completing application related to specific skill set

Delivery Platform

The Gate is delivered through our online platform, Entrepreneurds Space. Students can access the platform via their mobile app, allowing them to participate in the program on the go, even offline.

What is Required from you

- To get the most out of the Entrepreneurds Foundation, we recommend that students first complete the Introduction to Entrepreneurship. This foundation will set you up for success in our more advanced program.
- Programme Commitment:
- Weekly Time Requirement: Students are expected to dedicate at least 3 hours per week to the program.
- Hands-On Learning: The program is highly practical. Some tasks will need to be performed outside of the online platform, requiring you to apply what you've learned in real-world scenarios.
- Step Outside Your Comfort Zone: Be ready to challenge yourself and step outside your comfort zone. This is key to progressing in the program and achieving your goals. We believe that with dedication and effort, you'll gain invaluable skills and experiences that will set you on the path to becoming a successful entrepreneur.

How we support you

We will provide support throughout your learning experience. Your learning Success manager will be available to support you if you have any questions or need any help. You can also schedule one session with a mentor to discuss entrepreneurship questions related to this gate.

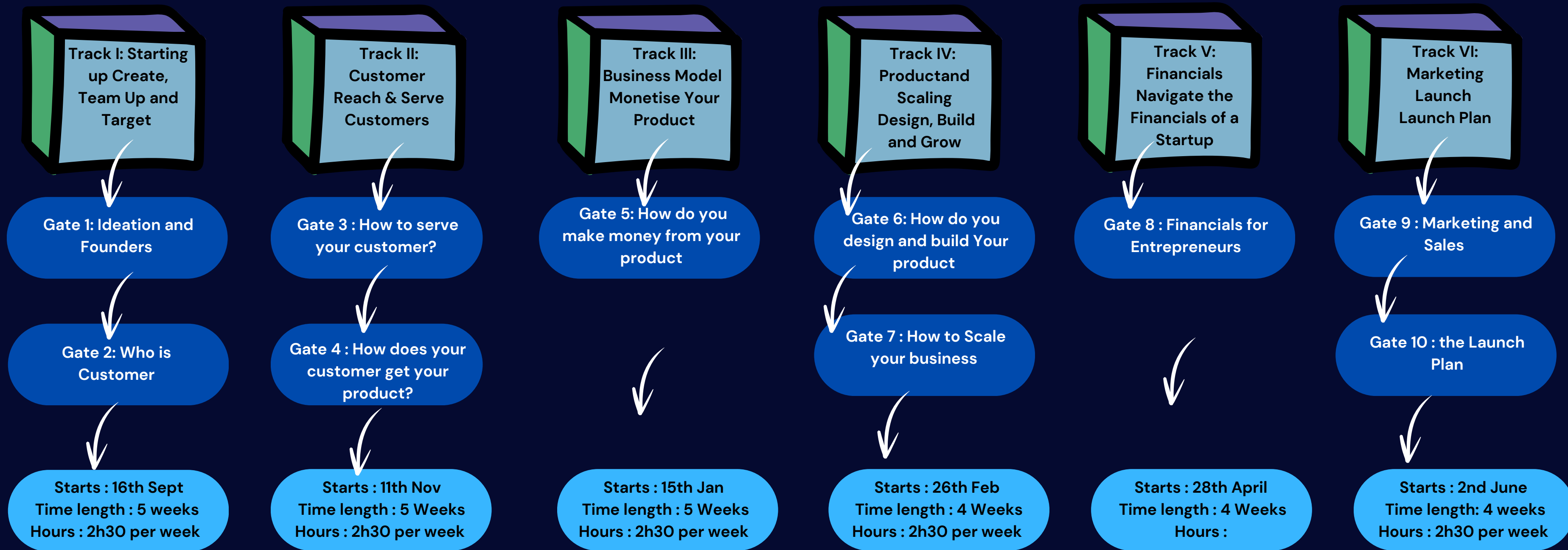
If You Aspire to Drive Innovation and Put in the Effort,
This is Your Path!

Don't Miss Out Step into the World of
Entrepreneurship – Register Now

Entrepreneur's Foundation *Programmes*



Each track is designed to provide you with practical knowledge and hands-on experience, equipping you with the essential skills to thrive as a young entrepreneur. Join us and start your journey towards creating impactful and innovative businesses.



Track 1 *Starting Up:*

Create
Team up
Target



Gate 1: Ideation and Founders

Sift Out Good Ideas from Bad

Build the Founders Team

Brainstorm Problems to Solve

Define the Raison d'Etre of your Business

Gate 2: Who is Your Customer

Perform Market Segmentation

Conduct Market Primary Research

Select Beachhead Market

Build End User Profile and Persona

Calculate Beach Head Market Size

Solve Problems, Not Just Ideas: Team Up for Success

Kickstart your entrepreneurial journey by learning how to form a solid team and identifying your target market. This track covers the essentials of ideation, team dynamics, and the importance of a Beachhead Market, setting the foundation for your startup's success.

The single necessary and sufficient condition to have a business is a paying customer

- Starts : 16th Sept
- Time length : 5 weeks
- Hours : 2h30 per week

Track 2 *Your Customer*

Reach and Serve
Customers



Gate 3: How to serve your customer?

Full Life Cycle

Outline High Level Product Spec

Quantify Value Proposition

Define your Core

Chart your Competitive Position

Gate 4: How does your customer get your product

Determine the Customer's Decision Making Unit (DMU)

Map the Process of Acquiring a Paying Customer

Set the Sales Process to Acquire a Customer

Deliver Superior Value: Win Your Customers

Gain deep insights into understanding, reaching, and serving your customers. Learn the essentials of primary market research, customer profiling, and the intricacies of the customer decision-making process to ensure your product aligns with market demands.

Know Your Audience: Understand Customers and Influencers

- Starts : 11th Nov
- Time length : 5 Weeks
- Hours : 2h30 per week

Track 3 *Business Model*

Monetise your product



Gate 5: Making Money From Product

Design Business Model

Set the Pricing Framework

Calculate the Lifetime Value Acquired Customer

Calculate the Cost of Customer Acquisition (COCA)

Revenue Streams: How You Will Make Money

Your Journey So Far

Unlock the secrets to monetizing your product with a solid business model. This track guides you through designing a profitable business model, setting strategic pricing, and calculating crucial metrics like Customer Lifetime Value (LTV) and Cost of Customer Acquisition (COCA).

- Starts : 15th Jan
- Time length : 5 Weeks
- Hours : 2h30 per week

Track 4 *Product & Scaling*

Design, Build
and Grow



Gate 6: Design and Build Your Product

Identify Key Product Assumptions

Test Key Product Assumptions

Define the Minimum Viable Business Product

Gate 7: Scaling Your Business

Establish Secondary Market

Calculate the TAM for the Follow on Markets

Compile the Product Road Map

Build Smart: Avoid Assumptions, Create What Matters

Bring your ideas to life and prepare for expansion. Focus on product design, development, and scaling strategies to strengthen your market presence and effectively grow your business.

Expand and Enhance: Enter New Markets and Enrich Products

- Starts : 26th Feb
- Time length : 4 Weeks
- Hours : 2h30 per week

Track 5: *Financials*

Navigate the
Financials
of a Startup



Gate 8: Making Money From Product

Formulate the Basic Finances to Run your Business

Create a Financial Model to Generate Projections of Your Business

Develop fundraising plan and Investment Pitch

Grasp Finances: Master Financial Management of a Startup

Master the financial aspects of running a startup. Learn to manage your finances, create robust financial models, and develop a strategic fundraising plan, ensuring a solid financial foundation to support your startup's growth

The single necessary and sufficient condition to have a business is a paying customer

- Starts : 28th April
- Time length : 4 Weeks
- Hours : 3. hours a week

Track 6 *Sales & Marketing*

Developing And
Executing
the Launch Plan



Gate 9: Sales and Marketing Plan

Devise the Marketing Plan

Craft the Sales plan

Validate Product- Market Fit

Gate 10: The Launch Plan

Create Legal and Hiring Plan

Review 100-Essentials Checklist

Prepare for DEMO Day

Inspire and Attract: Be Creative and Win Customers

Craft and implement a powerful marketing and launch strategy. Acquire the skills to develop compelling marketing campaigns, plan a successful product launch, and attract your target audience, ensuring a strong market entry.

Launch Your Venture: Combine All Elements
and Go to Market

- Starts : 2nd June
- Time length: 4 weeks
- Hours : 2h30 per week

Enhancing the Prospect *for Young Students*



The Programme help tackling the barriers that young people face when attempting to move into education or employment

Introducing
Entrepreneurship as
a Viable Career
Option:

Enhancing
Employability :

Improving career
prospects :

Guidance from
Mentors and role
models :

Expanding Contacts
and Networking
Opportunities:

Confidence to
express their
potential:

Opening doors to entrepreneurship as a viable career path. Enhancing opportunities for individuals to pursue entrepreneurship as a career. Democratizing entrepreneurship by providing accessible pathways.

Participants will acquire and develop more than 80 essential skills and competencies throughout the programme

The program encompasses all Gatsby benchmarks and offers a year-long work experience, totaling over 270 hours, on real projects

Students will have access to mentors and the opportunity to connect with accomplished professionals throughout the programme

Students cultivate a broad network of contacts by engaging with various stakeholders throughout the programme, including peers from other schools

Students will tackle challenge tasks within an environment mirroring real-world work settings. This familiarity and achievement will enhance students' resilience in confronting challenges throughout their career and life journeys