

## Overview

In a world undergoing continuous change, the ability to think “like an entrepreneur” has become a core skill of the managerial mind and the leadership ethos in virtually every sphere of human activity, and “entrepreneurial management” has become the quintessence of good management practice. Entrepreneurial Thinking will push you to develop heuristics suited to dealing with a future that is not only unknown, but is actually *unknowable*, and a creative, proactive stance toward the society we live in

## Learning Objectives:

- Understand entrepreneurship as *method*.
- Build heuristics derived from expert entrepreneurs.
- Understand the main steps in framing business value chain, assessing market opportunities, customer pains and marketing strategies. Understand funding options and the art of Pitching for investors.

## Learning Outcomes

In this course you will develop a mind-set, attitude and skills that are the necessary hallmark of successful value creators. At the very least it will change the way you think about entrepreneurs and entrepreneurship and help you deal more effectively with a world in which entrepreneurship is a key driver of change.

## Teaching Methods

The course will be taught as a combination of lectures, case studies and activities:

#1 Activity – Form Groups of 2, and come up with at least 3 viable business ideas – Discussion.

#2 Activity – Choose any existing product/service and create consumer journey roadmap.

## Company Visits:

- [Inebe.ge/MicroGreen/Mindoori/](http://Inebe.ge/MicroGreen/Mindoori/)
- GITA - Techpark

## Program Outline

### Day 1

- Top Trends in business and Marketing
- Review of Top Entrepreneurs
- How digitalization changed the business
- How to find and Assess ideas
- Design thinking for finding Solution

### Day 2

- Segmentation and Positioning
- Customer Discovery
- Consumer Personas
- Consumer Journey and Touchpoints
- User Experience
- Service Blueprint

### Day 3

- Product Development
- Prototyping (paper, digital)
- Business Model Canvas
- Revenue Models
- Market Entrance Strategy
- Competition

### Day 4

- Branding
- Marketing Strategy
- Customer Engagement Strategies
- Influencer Marketing
- Digital Marketing
- Landing Pages, Collecting Leads, Remarketing

### Day 5

- Funding 101
- Content of the Pitch Deck
- The Art of Pitching