



Innovation Ambassador Training Series: Entrepreneurship and Startup Management 6-7th March 2020

No	Duration	Topic and Themes Covered and Classroom Exercises
1	11:30 - 1:30 (Day 1)	Basics of Entrepreneurship The foundational concepts of entrepreneurship, including the definition of entrepreneurship, the profile of the entrepreneur. It also focuses on the interconnection between entrepreneurial thinking and innovation. The sub topics to be covered are: <ul style="list-style-type: none">• Idea to Business Idea• Introduction to Concept of Innovation Identifying Business Opportunities How does a good idea become a viable business opportunity? What is entrepreneurship and who fits the profile of an entrepreneur? Techniques for identifying the opportunity and assessing the opportunity. The sub topics to be covered are: <ul style="list-style-type: none">• Individual Profiling• Pattern Recognition• Patent Search
Lunch Break (13:30 – 14:30)		
2	14:30 - 16:00 (Day 1)	Project Feasibility Understanding markets and managing finance are one of the key ingredients for successful startups. This session focuses on basic financial knowledge needed in starting and operating startups to entrepreneurs. It will also involve financial planning of a startup and seeking funding from outside investors. The sub topics to be covered are: <ul style="list-style-type: none">• Basics of Business Plan Components• Identifying Market• Project Cost• Sources of Financing the Business
Short Break (16:00 – 16:30)		
3	16:30 - 17:30 (Day 1)	Understanding Business Plan Components through Case Study Discussion on the business plan case of Crystal Water Solutions.
End of Day		
4	09:00 – 11:00 (Day 2)	Entrepreneurship Myths, Facts, Its Science & Art
Short Break (11:00 – 11:30)		



5	11:30 – 13:00 (Day 2)	Effectuation and Causal Difference
Lunch Break (13:00-14:00)		
6	14:00 - 16:30 (Day 2)	Effectual Process, Principal, Logic
Short Break (16:30 – 17:00)		
7	17:00 - 17:30 (Day 2)	Redefining Entrepreneurship
End of Program		