

Be Entrepreneurial

Overview





STEM & Technology



Entrepreneurship



High School



9 sessions

ABOUT

“Be Entrepreneurial” equips you with innovative problem-solving skills and strategic business planning techniques. Learn to view problems as opportunities, master brainstorming and Design Thinking, and apply these concepts to real-world scenarios. The course enhances your understanding of empathy in problem-solving, introduces rapid ideation methods, and guides you in developing and testing prototypes. It also fosters an entrepreneurial mindset, covers lean business planning, financial insights, and teaches you to craft compelling value propositions.

SESSION STRUCTURE

- 1 Identifying The Problem:** Participants will learn creative problem-solving through divergent and convergent thinking in brainstorming, and Design Thinking's empathy-focused, iterative approach. They'll use tools like empathy maps to understand user needs, such as a commuter's challenges, turning problem-solving into an opportunity for innovation.
- 2 Exploring, Prototyping, And Testing the Solution:** Participants will master empathizing with public transport challenges, forming concise problem statements and ideating solutions using techniques like Crazy 8s, leading to innovative, user-centric solutions in the Prototype and Testing stages.
- 3 Developing A Mindset:** Participants will grasp the shift from a fixed to a growth mindset in entrepreneurship, focusing on resilience, adaptability, and learning from failure. Key elements like attitude, creativity, and organization underline the importance of this mindset in business success and everyday life.
- 4 Assessing Entrepreneurial Potential and Creating An Entrepreneurial Actual Plan:** Participants can utilize a 10-minute entrepreneurial potential self-assessment on the BDC website, featuring a 4-point scale and comparative results against average entrepreneur scores. This tool, along with resources like the Entrepreneurial Mindset Action Plan, helps identify areas for improvement, emphasizing the importance of continuous development in entrepreneurial skills.
- 5 Planning With The Customer In Mind And Summarizing The Customer Elements:** Participants will learn to create lean business plans focusing on customer needs and effective marketing strategies, using tools like the Lean Canvas to guide business goals and engage stakeholders.
- 6 Formulating The Finances:** Participants will learn to navigate business finance by identifying revenue opportunities and managing costs, with a focus on differentiating between fixed and variable expenses, and setting effective prices that balance expenditure with earnings for profitability.
- 7 Conveying The Business's Value:** Participants will explore the significance of a Unique Value Proposition in differentiating products in competitive markets, focusing on crafting messages that highlight distinct features and advantages, vital for sustaining business innovation and competitiveness in lean business planning.
- 8 Completing and Testing The Lean Business Plan:** Participants will examine key Marketing Elements of a lean business plan, including cost analysis, revenue streams, and unique value propositions, emphasizing the importance of testing assumptions for strategic, reality-based planning and decision-making in dynamic business environments.
- 9 Developing The Lean Business Plan:** Participants will reflect on their expanded problem-solving and business planning skills, utilizing tools like the Lean Canvas to turn innovative ideas into actionable plans, enhancing their strategic thinking and entrepreneurial journey.

OUTCOMES

Participants will:

- Describe the Design Thinking model and the steps involved in the process.
- Demonstrate how to write a short, clear problem statement that reflects the problem to be solved.
- Construct a prototype based on a problem statement and a brainstormed solution to the problem.
- Develop a testing plan for a given product and target audience.

SKILLS

Analyzing Information - Creative Thinking - Decision Making - Listening and Responding - Calculating - Recognizing and Interpreting Symbols - Verbal Communication - Recognizing and Interpreting Symbols, Map Reading.