



Generate, validate and communicate a new venture concept.

Week	Topic	Focus	Learning Activities	Learning Outcomes
One May 10	Program Orientation	Program Overview	Introductions, schedule and program.	Understand the class outline and schedule.
	Entrepreneurial Thinking	Entrepreneurship helps prepare students for the workforce of tomorrow.	Explanation and examples of leveraging entrepreneurship to create personal revenue and improve career path.	Learn that entrepreneurship is a career path and a career builder.
	Venture Team Development	Entrepreneurial thinking solves problems. The concept can be applied to improve day-to-day life, career building and business ventures. Venture teams include individuals with diverse skills, experiences and ideas.	Sample Idea development: Business plan on a big sheet of paper activity. (use found items to devise a new product idea and communicate it) Break students into teams using archetypes: visionary, relationship builder and doer. RBC Foundation Survey	Learn how to identify problems that products solve for a customer. Learn the types of personalities and skill sets needed to form a successful venture team.
One May 10	Ideation	Idea or Opportunity	Team ideation of a venture concept to pursue.	Learn how to collaborate, negotiate and settle on a common goal.

		<p>Ideation is a means of generating and developing new ideas.</p> <p>Feedback is integral to developing an idea.</p>	<p>Team ideation (brainstorm) plus dot consensus activity to arrive at a venture idea to pursue.</p> <p>Communicate the idea to peers and mentor/coach for initial feedback or questions.</p>	<p>Write initial concept statement and communicate it.</p> <p>Learn about leadership and followership and apply concepts to ideation process.</p>
<p>Two May 17</p>	Target Customer	Customer is what makes a venture successful.	<p>Customer's role in ventures and business modelling.</p> <p>Learn what role customers play in business model design and venture startups.</p> <p>Identify potential target customer segments.</p> <p>Communicate to peers and mentor/coach for feedback or questions.</p>	<p>Learn how to identify potential customer segments.</p> <p>Learn how and why customers find value in products, services and companies.</p> <p>Learn to think critically about the reasons why people buy into products, leaders and big ideas.</p>
<p>Two May 17</p>	Venture Concept Validation	Validate the concept through primary and secondary market research.	<p>Independent research – stats and demographics.</p> <p>Observation and customer empathy activities.</p> <p>Email/focus group survey development</p>	Learn what questions are important to ask to gauge demand, profit margin and customer needs.

<p>Three May 24</p>	<p>Business Model Generation</p>	<p>Understand the components and purpose of a business model and then develop a BMC as a team.</p> <p>Understand the components, use and purpose of a business model and then develop a BMC as a team.</p>	<p>Begin Business Model Canvas: Customer, VP, Customer Relationships, Channels, Key Partners</p> <p>Complete Business Model Canvas Key Resources, Key Activities, Cost Structure, Revenue Streams</p>	<p>Learn how to work through venture planning components and validate a business concept using BMC.</p> <p>Learn how to work through venture planning components and validate a business concept using BMC.</p> <p>Learn what leadership and followership is and how apply it to venture building and teamwork.</p>
Day	Topic	Focus	Learning Activities	Learning Outcomes
<p>Four May 31</p>	<p>Product Development</p>	<p>Understanding the steps involved in bringing a product to fruition through the product development journey.</p>	<p>Build an MVP - prototype or illustration(s) or designs or video that actualizes the product or service.</p>	<p>Learn the steps to bring a product concept to market.</p>
<p>Five June 7</p>	<p>Making Money</p>	<p>Identify startup costs for a venture.</p> <p>Understanding types of startup costs and how they affect a venture's profitability.</p>	<p>Prepare a simplified startup budget in excel.</p>	<p>Learn financial terms and experiment with financial planning tools for entrepreneurs.</p> <p>Learn the difference between costs (expenses) and revenues (income).</p>
<p>Five June 14</p>	<p>Develop a venture presentation</p>	<p>Learn to communicate a venture concept plan using visual aids and technology.</p>	<p>Build an audiovisual representation of a venture or product that can be presented to potential customers and investors. Use any of the following formats:</p>	<p>Learn to communicate a venture idea in a clear, concise and engaging format.</p>

			<ul style="list-style-type: none"> ● Video pitch ● Infographic/Poster ● Digital Presentation ● or another option (approved by program facilitator). 	
<p>Six</p> <p>June 21</p>	Venture Presentation	Apply the week of learning into a presentation to peers, volunteers, mentors and coaches.	<p>Practice and refine presentation.</p> <p>Virtual presentations and concept encouragement/mentorship input.</p> <p>Virtual Marketplace Opportunity (?)</p> <p>RBC Foundation Survey</p>	<p>Improve confidence, showcase new skills, engage with peers and mentors.</p> <p>Collaborate and support other teams.</p> <p>Gain new leadership skills from taking risks, creating networks and communication.</p>