

Young Entrepreneurs



Days	Topic	Details
Day1	<ol style="list-style-type: none"> 1. Why it's important to "Make" Money? (Money is not a given, it has to be earned) 2. How to "Make" Money? 3. The BIG IDEA! 	<ol style="list-style-type: none"> 1. Income and expense, profit and loss, basic principles of economics 2. Monetization - turn an IDEA into MONEY 3. Activity: Coming up with an idea for a business, defining the market and building a product / service prototype
Day2	<ol style="list-style-type: none"> 1. All in the Numbers 2. How to keep track? 	<ol style="list-style-type: none"> 1. Understanding costs and developing product pricing (cost + margin) 2. Activity: Basic Accounting explained through a game of Monopoly
Day 3	<ol style="list-style-type: none"> 1. Where the rubber hits the road? (Sales and Marketing) 2. How it all comes together? 	<ol style="list-style-type: none"> 1. Market research, product marketing, revenue planning, impact to pricing and measuring outcomes 2. Activity: Creating Marketing Material / Collateral
Day 4	<ol style="list-style-type: none"> 1. Execution 	<ol style="list-style-type: none"> 1. Organization / Business Structure, operational costs and impact to pricing 2. Setting up the business, registration, trademarks, patents, licenses 3. Activity: Writing a patent & business plan
Day 5	<ol style="list-style-type: none"> 1. What can go wrong? 2. Leadership & Ethics 3. Meet the Sharks 	<ol style="list-style-type: none"> 1. Reviewing the plan and course correction 2. The Right Reasons to Build a Business, Leadership & Ethics 3. Activity: Business plan presentation