

Curriculum Overview



Topic		Date and Time	Description
From Idea to Action	Part 1	July 29, 2025 5 PM - 7 PM	<p>Participants explore creative brainstorming techniques to generate business ideas rooted in their personal experiences, skills, and interests. They use guided tools to compare ideas, receive peer feedback, and select a concept that feels both meaningful and doable. The session emphasizes aligning the business idea with personal motivation, values, and early insight into the customer's needs – setting the stage for a purpose-driven plan.</p> <p>Key Skills:</p> <ul style="list-style-type: none"> • Creative thinking • Self-awareness & reflection • Idea evaluation & comparison • Early-stage customer empathy • Vision articulation (via vision board or similar)
	Part 2	July 30, 2025 5 PM - 7 PM	
Show Me The Money	Part 1	August 4, 2025 5 PM - 7 PM	<p>This module introduces participants to business financial basics in a clear, accessible way. They'll explore how to assess whether their idea can realistically make money by understanding income, expenses, and profit. Hands-on activities cover pricing strategies, simple budget planning, cash flow sketching, and recognizing common hidden costs – all without requiring advanced math or financial background.</p> <p>Key Skills:</p> <ul style="list-style-type: none"> • Financial literacy for entrepreneurs • Budgeting and cash flow basics • Pricing and profitability analysis • Funding awareness (in Part 2)
	Part 2	August 5, 2025 5 PM - 7 PM	
High Key Action	Part 1	August 6, 2025 5 PM - 7 PM	<p>Participants move from planning to action by building practical systems that support their business day-to-day. They explore how to deliver their product or service efficiently, choose the right legal structure, and identify areas where delegation, automation, or outside support can reduce overwhelm. The module emphasizes building operational resilience early, designing for sustainability, and aligning business decisions with long-term personal and professional goals.</p> <p>Key Skills:</p> <ul style="list-style-type: none"> • Workflow design & operational mapping • Choosing a legal structure • Delegation & time management • Resilience planning • Delivery readiness (technical & logistical)
	Part 2	August 11, 2025 5 PM - 7 PM	
Who is My Customer and Where Are They?	Part 1	August 12, 2025 5 PM - 7 PM	<p>This two-part module focuses on understanding your customer and building a simple, effective marketing plan. Participants define their ideal customer, explore what motivates them, and learn how to craft messages that speak to real needs, desires, and identities. They'll identify where their audience spends time (online and offline), choose outreach channels that fit their strengths, and begin shaping a brand that feels both authentic and strategic. The module ends with participants completing Section 4 of their business plan and identifying any final skill gaps to address.</p> <p>Key Skills:</p> <ul style="list-style-type: none"> • Customer empathy & segmentation • Messaging & brand voice • Outreach channel selection (digital & in-person) • Basic marketing strategy • Product-market alignment awareness
	Part 2	August 13, 2025 5 PM - 7 PM	