



## Week 1: Introduction to Entrepreneurship

Read the case study of a successful entrepreneur and answer the following questions:

1. What motivated the entrepreneur to start their business?

2. What challenges did they face, and how did they overcome them?

3. What opportunities did they capitalize on, and how did they leverage them to grow their business?

### Case Study:

Read the story of Steve Jobs and Apple

## Entrepreneurship Quiz

Take the following quiz to test your understanding of entrepreneurship:

1. What is entrepreneurship?

Page of 10

2. What are the key characteristics of a successful entrepreneur?

3. What is the importance of innovation in entrepreneurship?

**Answers:**

1. Entrepreneurship is the process of designing, launching, and running a new business or enterprise.
2. The key characteristics of a successful entrepreneur include a strong work ethic, a willingness to take risks, and a passion for innovation and creativity.
3. Innovation is essential in entrepreneurship as it allows businesses to differentiate themselves and create new products, services, or processes that meet the needs of customers.

## Week 2: Business Ideation

*Brainstorm and generate a list of potential business ideas using the following prompts:*

1. What problems do you face in your daily life, and how could you solve them?

2. What are your hobbies or interests, and how could you monetize them?

3. What are the latest trends in your industry, and how could you capitalize on them?

### **Business Model Canvas:**

Use the business model canvas to develop a business idea:

1. Identify your customer segments
2. Describe your value proposition
3. Outline your revenue streams
4. Identify your key resources and activities

## Business Idea Generation

*Work in groups to generate and discuss business ideas:*

## Week 3: Market Research and Analysis

*Conduct market research to gather data on your target market:*

1. Identify your target audience

2. Gather data on their needs, preferences, and behaviors

3. Analyze the data to identify trends and patterns

### **Competitive Analysis:**

Analyze your competitors:

1. Identify your main competitors
2. Analyze their strengths and weaknesses
3. Identify areas for differentiation

## Market Research Report

*Write a report on your market research findings:*

## Week 4: Pitching and Presenting

*Develop a pitch for your business idea:*

1. Craft a clear and concise problem statement

2. Describe your solution and its benefits

3. Outline your ask and what you need to move forward

### **Pitch Practice:**

Practice your pitch with a partner or in a group:

1. Deliver your pitch and receive feedback
2. Revise and refine your pitch based on the feedback
3. Practice your pitch until you feel confident and comfortable

## Pitch Feedback

*Provide feedback on your peers' pitches:*

## Conclusion

*Reflect on what you have learned throughout the course:*

1. What were the most important takeaways from the course?

2. How will you apply what you have learned to your future endeavors?

3. What additional resources or support do you need to continue learning and growing as an entrepreneur?

### Individual Reflection:

1. What was the most surprising thing you learned throughout the course?

2. How will this learning change your actions in the future?

3. What questions do you still have about entrepreneurship and business ideation?

## Additional Resources

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*Explore the following resources to continue learning and growing as an entrepreneur:*

- Entrepreneurship books and articles
- Online courses and tutorials
- Business plan templates and examples
- Pitching and presenting guides and tips



