



ACADEMY OF  
ENTREPRENEURS®

# How to Turn Any Idea into a **Business**

Powered by  
Academy of Entrepreneurs

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# ***Entrepreneurship is the #1 skill needed for 2021.***

*According to Forbes, **50% of the working population will be business owners and freelancers.***

*This is the perfect moment to empower students with the **#BossYourFuture** skills*





# Entrepreneurship is the most powerful tool to make students successful in life and in their careers.

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The Academy of Entrepreneurs® is **the bridge between classrooms and the workforce** – giving students the interdisciplinary skills to solve global problems with teams, mentors and industry professionals in innovative ways.

The Social Impact Certificate gives students the opportunity to use **21st-century skills, technological tools and collaborative techniques** that **turn global challenges into ideas** that result into business solutions.

Our 16 week program enables entrepreneurial and innovative action towards the achievement of the United Nations Sustainable Development Goals. It also builds capacity and empowers students with job-ready and lifelong learning skills. **Entrepreneurship is the most powerful tool to make students successful in life and in their careers.**

| **Paula Mills**  
*CEO of Academy of Entrepreneurs*

## **A** Future

Students coming out of schools & universities are expected to solve 21st-century problems and enter into occupations that haven't even been imagined yet.

## **Our Vision**

is to accelerate social impact by empowering students with entrepreneurial skills and network that bring positive impact. We invite you to join us.



# The Journey



Self-paced online course.

Certificate of achievement is issued upon successful completion of the program.

Weekly motivational live webinars delivered via our Facebook Page by leaders from companies such as:

- Google
- Marriott
- WIX
- United Nations
- Grameen
- Microsoft for Startups (Tech & Sales) etc.

Participants will be given a challenge.

The participant/team will submit the pitch to a panel of judges at the Pitch Day event and/or via the Facebook Page.

The winning participant/team will receive a voucher which can be redeemed against bootcamps or mentoring sessions delivered by Academy of Entrepreneurs.



# How to turn an idea into a successful business

<b>Module 1</b>	<b>What makes a great idea</b>
	Emotional Intelligence
	What is entrepreneurship
	The Entrepreneur Stereotype
	Entrepreneurship vs Innovation
<b>Module 2</b>	<b>Business Models</b>
	What makes a great business?
	Problem / Solution / Insight
<b>Module 3</b>	<b>Lean Business Model Canvas</b>
	Introduction to Lean Business Model Canvas
	Assumptions
<b>Module 4</b>	<b>Design Thinking + Lean Methodology</b>
	Introduction to Design Thinking
	How to Apply Lean Methodology and Why is it important
	Customer Segments + Personas

<b>Module 5</b>	<b>Getting it done</b>
	Business Name
	Proof of Concept
	Logo
	Websites
<b>Module 6</b>	<b>Marketing</b>
	Marketing Mix
	Social Media
<b>Module 7</b>	<b>Finance</b>
	Bootstrapping
	Revenue Streams
	Pricing
	Budget
<b>Module 8</b>	<b>Pitching for success</b>
	Negotiations
	Storytelling
	How to find your first customers

Students from **65+ countries** have successfully completed this course and are now living and working for themselves doing what they love. ✨

We have developed this program with **leading entrepreneurs & future-focused startups** to give your students **the skills and tools to become a successful entrepreneur.**



**A Certificate of Achievement is given upon successful completion of the program**



## This course is for:

- First-time entrepreneurs
- People interested in new sources of revenue
- People who want to start a business
- Corporates who want to start a side business
- Students who don't want to get into the corporate world
- Teachers who want to get the entrepreneurial skills for Industry 4.0 and beyond

"A unique program which brought me real-life knowledge of running a business, from startup finances to scaling and improving processes. Love it!"

– **Ronaldo Keng, Founder, SydneyHacks**

"All the content was great. I loved all the videos shared and case studies. This was really helpful, like the tools given to knowing the importance of processes in building a company."

– **Phillip Low, Former President, Fiji Cancer Society**

"Academy of Entrepreneurs has my favourite courses. It gave me the opportunity to learn so much about the entrepreneurial world. I super super recommend it!"

– **Isabella Callegari, Co-Founder, ELISA Jewellery**



## What you will learn

**Emotional Intelligence:** Becoming an entrepreneur is a life-changing decision and it takes the right mindset to work hard and achieve a dream. We believe that an introduction to emotional intelligence is the first step to endeavoring in this new life-changing adventure.

**Business Opportunities:** Learn how to evaluate your idea and transform it into a great business.

**Design Thinking, MVP & Agile:** Learn the art of problem-solving in a strategic and practical process to create a Minimum Valuable Product (MVP) to get you unstuck and build a product/service that your customers want.

**Lean Canvas:** Start your business model to ensure profitability in just a few minutes.

**Proof of Concept:** You have the bases covered, now we need to make sure that your idea and project has a market fit.

**Your First Website:** If you don't have a website, you don't exist. Learn how to create the perfect launch website in a few minutes for your new business - from UX (User Experience) to how to measure the conversion rates. Learn all you need to set up your first promotional window to the world – in 1hr without spending a cent.

**Finance for Startups:** We all have great ideas but not all of us were trained in finance. Financial intelligence it's a key part of making your business a success. Learn the basics you need to get your company up and running – and make it profitable.

**How to Pitch:** The art of pitching and negotiating will help you succeed faster, whether you need it to lock in a big sale or convince the perfect investor.

**How to Find Investors:** Many times, an idea is not enough to start a big business and there are costs with producing, distributing, and promoting and that is where the question comes: Do we need an investor? And How do we get them?

**Launch Strategy:** Once the idea has become a reality comes the big moment where you launch it into the world. Learn everything you need to know for a successful launch that will be the right first step towards your new business's success.

**Finding your First Customer:** You have created, revised, worked tireless hours, and launched your idea into a business. Now how do we turn that idea into a business with paying customers?

**Is it working? And how do I keep my business growing?** Learn to define your KPIs (Key Performance Indicators) and make an analysis of what is and is not working – so you can consistently boost your business' progress, competitiveness, and profit!





# #BOSS YOUR FUTURE

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**ACADEMY OF  
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