

XProjects

Bring out the entrepreneur in you!

Entrepreneurs are everywhere. They run micro-businesses that surround us every day and some of them create billion-dollar companies and life-changing products. Large employers want to hire entrepreneurs too, those self-driven leaders who will create products, wow customers, and win the future for them.

Entrepreneurship is a mindset. It requires discipline, which can be mastered. And it would elevated you to a different level of career, in which you will see things that ought to be and ask, 'why not?' You will become, in short, the kind of leader our world needs.

Who should do XProjects?

Entrepreneurship is for everyone. If you have the aspiration to create and innovate, find a team of four other people who can complement your skills and are ready to achieve your goals no matter what, start an XProject. This will help you refine your ideas, teach you the method and road-test your team. After this, whether you raise money and start your business or go for a job, you will be a leader for life – one that can shape one's own future!



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Ideation (Developing a business idea)

In this short project, a team of founders will come together to develop a business idea under the guidance of an experienced mentor. They would use different idea generation techniques and use rational methods to identify the idea that best suits the team and their intended market. They would design appropriate user research plan to validate the selected idea. A detailed plan (report) for user research will be the deliverable for this XProject.

Design thinking (Understanding user requirement)

In this short project, a team of founders will plan and conduct a user research project for a business they want to develop. This will involve identifying and deploying appropriate techniques and identifying the intended users' jobs, pains and gains. This would involve using tools such as Value Proposition Canvas to create a deeper understanding of how the business may work. A value proposition canvas will be the deliverable of this XProject.

Business pitch (Pitching the idea to investors)

In this short project, a team of founders will come together to develop an initial pitch for their Friends and Family round. They would assess the feasibility of the business idea, create a revenue and cost plan and create an initial pitch deck. A completed pitch deck, to be presented to a potential investor, would be the deliverable of this XProject.

Usability assessment (Building websites that impress)

In this short project, a team will come together to do usability assessment of a start-up website. Using standard techniques and tools, they would look at the features and the content of the website against the stated goals and look to map the user journey. A short usability report will be the deliverable of this XProject.

Systems thinking (Measuring impact)

In this short project, a team of founders will look at the environmental and societal impact of a proposed business idea by applying systems thinking techniques and creating an impact map. An impact report will be the deliverable of this XProject.

Duration: Four weeks

The XProjects Advantage

Employability.life XProjects advantage is designed to **help you to take the first step** in entrepreneurship. These short projects will give you the taste of entrepreneurship, as you form founder teams with people you want to work with and learn the how of entrepreneurship. One problem at a time, over four weeks, **you will develop ideas, test them, and create the pitch deck**. You will work with an experienced entrepreneur as your project guide and mentor and test your ideas and products with senior executives and angel investors.

How to apply?

Email us at hello@employability.life or visit www.employability.life/XProjects

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