



## PHARMERS ACADEMY

### MASTERCLASS MODULES OUTLINE

Welcome to Pharmers' Pharmapreneurs Club - "The PC"! An exciting first for our beloved industry! As entrepreneurs with an interest in the pharmaceutical industry, we have to be wise about our approach. Jumping blindly into a new business can have devastating consequences. That's why we've curated these masterclasses with relevant topics to let you learn things ahead of time and prevent unnecessary failures. You've all heard that most business start & fail within the first 5 years. This is true but its incomplete. You have to look at how they started, why they started, which sector they started in and what were their objectives or strategy. Bringing a solution to a client, customer, or patient when all these aspects are carefully measured & crafted, should predictably profitable result.

Let's simulate, and dive into these predictions with expertise, and knowledge

#### MASTERCLASSES OUTLINE

The masterclasses available to choose from for the year are:

1. Mindset
2. Time Management
3. Money Matters
4. Business Scaling & Expansion
5. Compliance Matters
6. Sales
7. Marketing
8. Women in Leadership
9. Market (Research & Analysis)
10. Risk, Uncertainty, Loss & Failure
11. Customers, Clients & Patients
12. Power Dynamics

These masterclasses modules are summarised as follows:

#### **MINDSET FOR BEGINNERS PC101:**

Start right. Start with the correct perspective. You may be surprised at what your current mindset is conditioning you to. Your subconscious limitations and daily patterns keep you stuck in the realm and life you are in now. To break free, learn how to think new things that will lead you to new actions and habits.

#### **TIME MANAGEMENT SECRETS PC102:**

Time is money, but if we all have 24h in a day, why are some people more productive and wealthier than others? Do they work more or smarter? Maybe they know a secret about time and pricing models that others don't? Learn how to turn this finite commodity into an infinite harvest of outcomes around the clock.

#### **MONEY MATTERS PC103:**

How you view money is how you handle money. The spirit behind your money transactions will reveal the relationships you have with it. Scarcity mentality will have you hoarding or wasting it, while an abundant mentality will have you investing and multiplying it. Money is a POWERFUL TOOL. Use it to your advantage.

#### **BUSINESS SCALING & EXPANSION PC104:**

Have a business acquisition focus to prevent backsliding. Entrepreneurs who have an aggressive approach towards growth, have the safest outcomes during financial storms. Never stop at one business (entity)

when possible. If you have one, how can you leverage it to have more and expand your portfolio? Learn about the advantages of having multiple sources of income. Leverage and scale or stagnate and regress.

### **COMPLIANCE MATTERS PC105:**

With business comes compliance requirements. You have to know what to look out for and how to set yourself up for success. Know which authorities to please to remain on the right side of the law. Learn ways of leveraging acts and policies in your favour (for your tax, insurance, loans, and licences).

### **SALES PC106:**

How can you sell, without being too “salesy”? no one likes a salesman, but everyone like shopping! Know the real reason people buy and how to influence their choice without manipulating them. Learn how to show the value of your solutions by appealing to the subconscious mind of the buyer. (Emotions involved!)

### **MARKETING PC107:**

This is the engine of your business. Marketing is not just one thing. Often people mistaken it with advertisement or sales, but both of those are mere components of marketing. You still have products or services to brand, position, price, and a few other elements to add for the “perfect” marketing equation.

### **WOMEN IN LEADERSHIP PC108:**

Sorry gents, you’ll have to stand back here. The traditional leadership role has been attributed to men since the beginning of time. Now, modern businesses with modern teams find more women leading from the top. Learn how to be a confident, firm, leading lady, in the midst of other women or men.

### **MARKETS (RESEARCH & ANALYSIS) PC109:**

The product or service you commercialise, requires a favourable market to circulate in. From international trade laws to local distribution channels, each enterprise has a make-or-break decision to take with unique challenges and opportunities depending on the times & trends. Learn to capitalize on great markets.

### **RISK, UNCERTAINTY, LOSS & FAILURE PC110:**

No one likes to talk about negative aspects of life or business; but as an entrepreneur you have to sooner or later. Deal with risk head-on. Forecast failure and approach uncertainties with likelihood x impact equations. Learn the keys to preparation & mitigation without fear of failure (which is a legitimate step toward success btw). As painful as it is, learn to deal with negative outcomes while in the valleys.

### **CUSTOMERS, CLIENTS & PATIENTS PC111:**

These are the sustenance of your business. No matter how well designed and strategic your enterprise is, if you don’t have customers, clients or patients who order, share to friends and family and repeatedly order again; then you wont last. You then have an expensive hobby and not a business. Learn to attract & retain customers, give them more than they expect and let their satisfaction be your free promo.

### **POWER DYNAMICS PC112:**

What it all comes down to is who’s got the last word! In society, power struggles can manifest as racism, discrimination or marginalisation... in healthcare and business it shows up as the client/ patient is king, payment denials from medical aids/ insurance companies, medical malpractice or even as pharmaceutical giant bullying. How you position yourself and your business in the eyes of the public (your potential markets and customers) will determine how they view you and relate or interact with your brand. Learn the tools to play the game!

The Entrepreneurship Short Course comprises the following modules:

1. Becoming an Entrepreneur
2. Technology Entrepreneurship
3. Marketing for Entrepreneurs
4. Innovation Management
5. E-commerce
6. Project Management

They are described as follows:

### **Becoming an entrepreneur PC201**

Are you born entrepreneurial, or do you become it? The age-old debate is put to rest in this introductory lesson. Learn how to develop the right reflexes, copy what works and use business tools to your advantage in spite of your strengths and weaknesses to better act on your business needs.

### **Technology PC202**

In 2023, technology is at an all time high, and opportunities are plenty. How to find gaps, solve problems using technology, package and present your offer will get you to a place of success. Learn how to trend tech and catch the tides that come like a pro surfer.

### **Marketing for entrepreneurs PC203**

Marketing is a mix of activities one does in order to make profit on a product or service. The commercialisation, and sustenance of a business largely depends on its marketing strategies and progressive actions. Learn some of the best ones out there!

### **Innovation management PC204**

Innovations can be incremental or radical. Either way they need to happen in order for businesses to remain relevant and among the memorable leaders. Learn how to use your creativity to innovate almost any product or service. Audit yourself according to 5 international innovation factors.

### **e-Commerce PC205**

The biggest industry in the world is currently worth almost 3 Trillion \$US. Learn how to carve your slice of the pie by learning how to trade relevant products and services ONLINE. Being the middle man has often proven to be easier than manufacturing any products or services. Learn about drop shipping, online courses and other lucrative strategies available to almost anyone on the world wide web.

### **Project management PC206**

When you set a goal, do you know how to achieve it? Its one thing to encourage people to have dreams and objectives but often times, the route to getting to your destination is not clear, filled with obstacles and quite discouraging. Learn how to navigate any goal or project like a pro. No Gants chart needed!

<b>Benefit</b>	<b>Junior Membership</b>	<b>Senior membership</b>	<b>Premium membership</b>
<b>Workshops</b> (from the monthly listed ones)	1	3	11
<b>Pharma Business info</b> (social posts and emails)	Yes	Yes	Yes
<b>Coaching and practical aid</b> (Project / idea assistance)	No	Limited (one session)	Unlimited
<b>Pharmapreneurs Short course</b> (Pharmers Academy gift)	No	No	Yes
<b>Online events</b> (lives, polls, videos, chats showings)	Yes	Yes	Yes
<b>Exclusive networks and contacts</b> (private business group – opportunities chats)	No	No	Yes
<b>Closing function</b> (award dinner)	Yes	Yes	Yes
<b>Stokvel option</b> (contributions to be determined collectively)	No	Yes	Yes
<b>Pitching / brainstorming</b> (constructive criticism with refining aims)	Yes	Yes	Yes
<b>Funding / investment</b> (part of the private group discussions)	No	No	Yes
<b>Fee (monthly )</b> Annual discount	<b>R19.99 monthly fee</b> R200 once off	<b>R99.99 monthly fee</b> R1000 once off	<b>R499.99 monthly fee</b> R5000 once off