

Mini CEOs Program

Course Name: Mini CEOs Program

Course Duration: 5 hours

Course Overview:

The **Mini CEOs Program** is an introductory course designed for aspiring young entrepreneurs to understand the basics of entrepreneurship. The course covers essential concepts like ideation, building a business plan, understanding basic finance, and crafting a creative pitch presentation. It equips participants with the foundational skills needed to start a business and gives them the confidence to present their ideas effectively.

Pre-requisites:

- Basic understanding of business concepts
- Enthusiasm for entrepreneurship
- No prior experience required

Who Can Take This Course:

- Aspiring entrepreneurs
- College students interested in starting their own businesses
- High school students with a passion for business
- Individuals looking to learn the fundamentals of building a startup

Applicable Careers Include:

- Startup founder
- Business consultant
- Product manager
- Entrepreneurial roles in established companies
- Investor relations

Course Syllabus:

1. Introduction to Entrepreneurship (1 hour)

- a. What is entrepreneurship?
- b. Key qualities of an entrepreneur

- c. Overview of the entrepreneurial journey

2. Ideation and Market Research (1 hour)

- a. How to generate business ideas
- b. Identifying market gaps
- c. Tools for market research and validation

3. Building a Business Plan (1.5 hours)

- a. Key components of a business plan
- b. Writing a business plan step-by-step
- c. Understanding business models

4. Basic Finance for Entrepreneurs (1 hour)

- a. Overview of financial terms and concepts
- b. Managing startup finances
- c. Budgeting and financial forecasting

5. Pitching Your Idea (30 minutes)

- a. How to create an engaging pitch
- b. Presenting your business plan effectively
- c. Tips for engaging potential investors or partners

Further Opportunities after Completing the Course:

- **Mini CEOs Program Advanced Workshops:** Dive deeper into business models, funding, and scaling your startup.
- **Mentorship Opportunities:** Connect with industry experts for one-on-one guidance on your entrepreneurial journey.
- **Access to Networking Events:** Exclusive invitations to pitch events and startup competitions.
- **Mini CEOs Business Incubator:** Access a platform for refining and launching your startup with resources and support.