

The Future Founders Lab

Can I be an Entrepreneur?



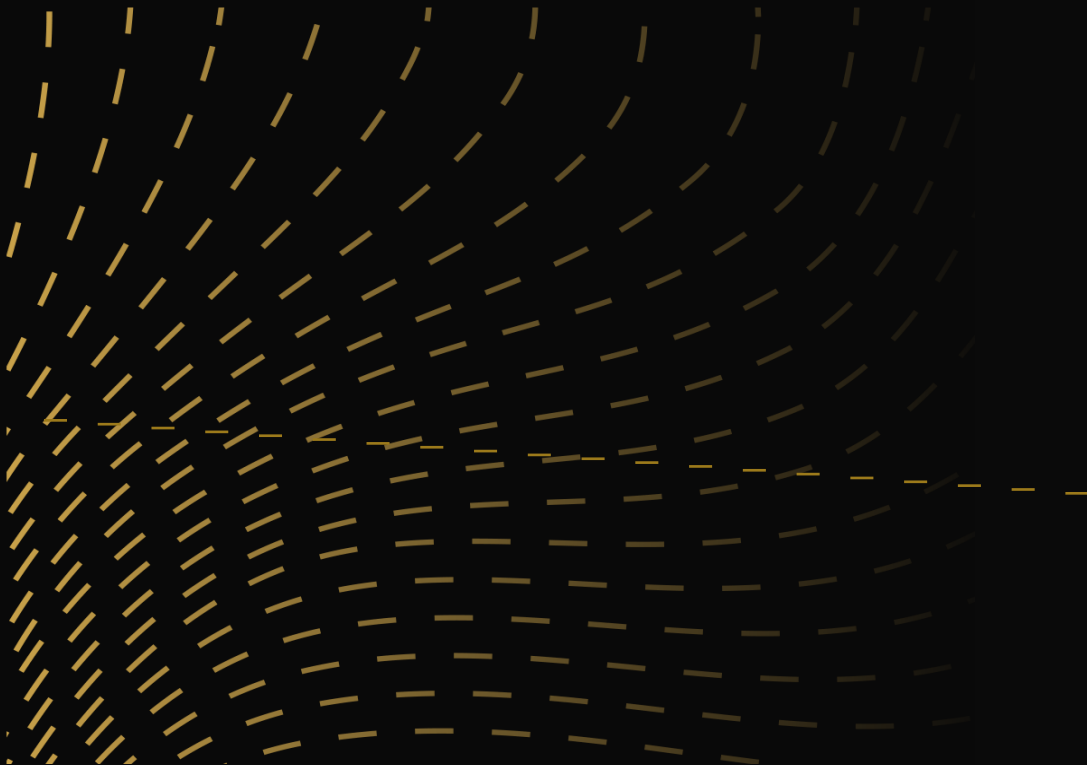
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The logo for Aktivo Labs features the text "Aktivo Labs." in a bold, sans-serif font. The "A" is slightly larger and more prominent than the other letters.

www.aktivolabs.com
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About the Programme

Welcome to ***The Future Founders Lab – Can I Be an entrepreneur?*** This two-day workshop aims to cultivate an entrepreneurial mindset by developing the practical attitudes and skills needed to create value in real-world contexts. The programme is structured around the essential five Cs of entrepreneurship: clarity, cash flow, culture, customer delight, and communication, providing a clear and applied foundation for entrepreneurial learning.

These five themes provide the structure for the workshop and help participants understand that successful entrepreneurship is not based on ideas alone, but also on discipline, awareness of customer needs, financial understanding, and the ability to build trust and influence others.

The workshop also has a strong developmental focus, with learning outcomes that combine entrepreneurial thinking with practical application.

By the end of the two days, participants will understand entrepreneurial behaviour, engage in ideation, explore networking, strengthen creativity, gain exposure to financial basics, and develop a micro-venture that can be presented persuasively through an elevator pitch.

In this sense, the workshop is not only about inspiration, but also about enabling participants to move from concept to communication in a structured and engaging way.



Evolution of an
ENTREPRENEUR

LEARNING OUTCOMES

Module 1: Discovering Entrepreneurship

This module introduces participants to the concept of entrepreneurial DNA by helping them explore personal qualities such as leadership, initiative, creativity, and resilience. Through guided self-assessment and reflective activities, participants identify their entrepreneurial strengths and consider how these can be applied in practical contexts. The module also develops opportunity recognition and problem-solving skills, encouraging participants to turn personal interests, observations, and everyday frustrations into innovative and potentially valuable business ideas

Module 2: Market Research and the Dream Customer

This module focuses on helping participants understand the importance of customer needs, preferences, and behaviour in shaping a viable business idea. Using tools such as customer avatars and discovery interviews, participants learn how to test assumptions and build empathy for their target users. The module also introduces business modelling through the one-page lean canvas and a structured business plan template, enabling participants to begin organising their idea into a more realistic and strategically grounded venture concept.

Module 3: Financial Mastery and Brand Storytelling

This module introduces the essential financial concepts that support entrepreneurial decision making, including budgeting, pricing, cash flow management, and break-even analysis. Participants develop an understanding of how money moves through a venture and why financial awareness is critical to sustainability. Alongside this, the module explores branding, marketing, and persuasive storytelling, allowing participants to create a clear business identity through logo design, promotional messaging, and short-form social media communication.

Module 4: Prototyping, MVP, and the Big Pitch

This final module introduces participants to prototyping and the concept of the minimum viable product as practical ways to test ideas quickly and refine them through feedback. Participants create a simple physical or digital version of their concept and learn how experimentation can strengthen entrepreneurial thinking. The workshop concludes with a final pitch, where participants present their micro-business idea and deliver an elevator pitch to a panel, building confidence in communication and presentation skills.

THE LEARNING JOURNEY

Comprehensive understanding of The Future Founders Lab

Journey to Expertise

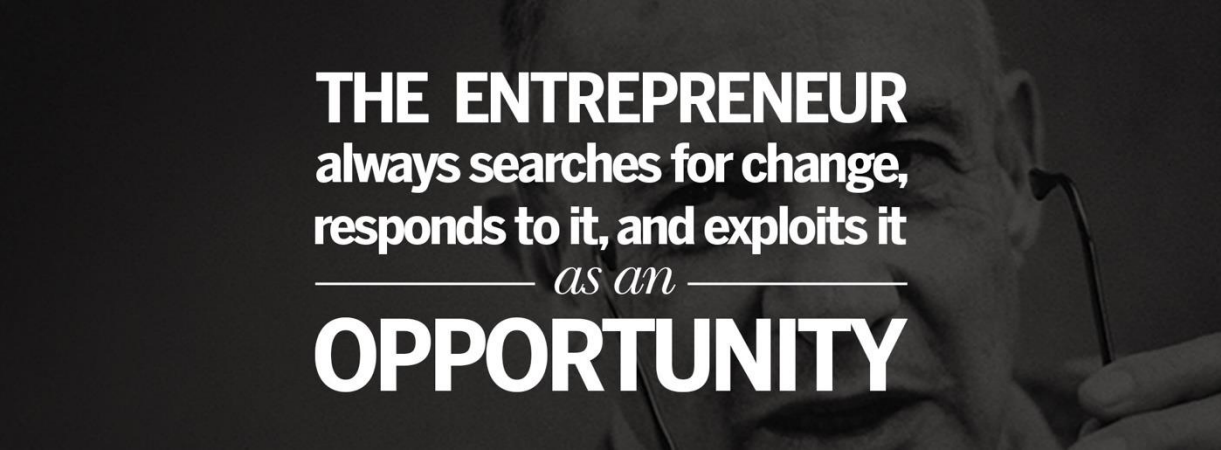
This programme guides participants through a structured learning journey, combining face-to-face instruction, online modules, and practical assessments to ensure comprehensive understanding and real-world application of Design Thinking principles tailored for business leaders.

FACE-TO-FACE	ONLINE LEARNING	CERTIFICATION	TOTAL HOURS
15 hours over 3 days	21 hours directed learning	Joint certification from GIM, AKTIVOLABS and GPEC-X	36 hours of combined education

- Engaging and interactive face-to-face sessions with experts
- Flexible online courses for comprehensive understanding
- Certification enhances professional credibility and skills
- Continuous support and resources for all participants



WHO SHOULD ATTEND



THE ENTREPRENEUR
always searches for change,
responds to it, and exploits it
— *as an* —
OPPORTUNITY

This course is designed for executives, aspiring entrepreneurs, and professionals who want to develop a more entrepreneurial mindset and turn ideas into action. It is especially relevant for people who are curious about starting a small venture, improving their innovation skills, or learning how to spot and shape business opportunities in practical ways.

It also suits managers, team leaders, and early-stage founders who want to strengthen their understanding of customer needs, business modelling, financial basics, and pitching. The workshop is a good fit for participants who may not yet see themselves as entrepreneurs but are open to exploring their own potential through self-assessment, creativity, and hands-on experimentation.

In addition, the course can benefit students, educators, and community-based innovators who want a structured introduction to entrepreneurship. Because it combines idea generation, market research, branding, prototyping, and presentation skills, it is useful for anyone who wants to build confidence in developing and communicating a micro-business concept.

FOR MORE INFORMATION CONTACT US



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