

Why should I take this course?

Berytech, xyz(partners names) have prepared a series of online trainings based on a set of skills and knowledge needed to kick off your entrepreneurial journey.

This course set will help you acknowledge what being an entrepreneur really entails. The sessions will cover every corner of what you need to know to give a chance for your idea or startup to evolve and be sustainable. In these uncertain times, starting from the basics is essential to get prepared mentally and skill wise to undertake the challenge of starting your own business.

This course tackles ten different topics from mindset, going through ideation and business models, to targeting customers, setting your cost and revenue streams and ending with presenting your idea in the best way possible. Make sure you are ready to learn something new that will level you up and open your horizon of thinking. These sessions will help you make sure that every area of your idea is covered to bring you a step further to your goal.

The course is best for entrepreneurs who want to evolve from idea stage to achieving their concept or those who are willing to create something new and have a lifetime experience. You need to be open minded to new ways of doing and put in the work to realize your project. You will be guided throughout the sessions, but your involvement is key to your success.

By the end of all sessions, you will submit a presentation about your idea for a chance to win a cash prize of 1500 USD (1st place), 1000 USD (2nd place) and 500 USD (3rd place) and specialized coaching sessions.

The attendees (70% attendance rate) will receive a Certificate of Completion of the course.

FAQ

How to Register?

You will need to fill the form on this link, and you will receive a confirmation to your participation.

Suggested questions to ask in application form:

- Contact information (Name, email, phone number, country, city, degree, etc)
- Do you have a business idea? If yes, please write a short description
- Have you ever taken entrepreneurship courses?
- What got you interested to follow this course?
- If you have an idea, what is it about?

Program

The course set will be based on the full entrepreneurial journey from ideation to pitching. It will be a 10-session series of 2 hours each. All the session will be held online, and you will receive all the needed login information once your application gets selected.

Schedule

All sessions will be held from 4PM to 6PM Beirut Time (GMT).

1. Monday July 13th, 2020
2. Thursday July 16th, 2020
3. Monday July 20th, 2020
4. Thursday July 23rd, 2020
5. Monday July 27th, 2020
6. Wednesday July 29th, 2020 (Adha on Friday the 31st, so maybe people will take off Thursday)
7. Monday August 3rd, 2020
8. Thursday August 6th, 2020
9. Monday August 10th, 2020
10. Thursday August 13th, 2020

Eligibility Criteria

Are you part of a SPARK Program? Do you have a business idea and not sure where to start? Are you soon graduating or have a degree? Are you interested in entrepreneurship courses? Are you willing to commit to a full entrepreneurship program course?

Spark Online Training Programs

Module 1 Amir Saab	
	2 hours
Entrepreneurial thinking and characteristics of an entrepreneur	
Objective:	Participants will be aware of mindset types and their potential to develop an entrepreneurial mindset. They will be also in touch with the skills they want to acquire to become future entrepreneurs
Outline:	Discover the difference between fixed and growth mindset according to Stanford professor Carol Dweck 5 steps to navigate uncertainty and get comfortable with risk Characteristics of entrepreneurs and what differentiate them / examples Using entrepreneurial skills as a vehicle for the journey of life

Module 2 Amir Saab	
	2 hours
Ideation Session	
Objective:	At the end of this training, participants will be able to come up with a large number of innovative ideas that they can filter down to the best one(s), and get inspired to think out-of-the-box through disruptive cases, and opposite thinking.
Outline:	What is ideation? Are you good innovator? Understand the 5 different types of core innovation & how to apply them Think outside the box; A Tool for Entrepreneurs and Innovators The importance of your skills and passion in the ideation process Understand the value of your ideas and what to focus on first Create business ideas that are not only specific but are complete

Module 3 | Amir
Saab

2 hours

Design Thinking Methodology

Objective: The objectives of this training is to provide an overview of design thinking and help youth understand it as a problem solving approach, as well as find new & relevant solutions that create positive impact

Outline:

- Introduction to Design Thinking
- Design thinking mindset
- Empathize: Develop a deep understanding of the challenge
- Define: Clearly articulate the problem to be solved
- Ideate: Brainstorm potential solutions, select and develop YOUR solution
- Porotype: Design a prototype to test part or all of the solution
- Test: Test your final prototype to improve your design.

Module 4 | Amir
Saab

2 hours

Problem Identification

Objective: Assess the validity and profitability of the problem they are trying to solve
What are the problems that entrepreneurs can solve nowadays / some real life examples

Outline:

- Definition of problem identification
- 6 action steps to identify a problem
- How to write a problem statement
- How design thinking will help in finding a best fit solution for the problem

Module 5 | Amir
Saab

2 hours

Lean Canvas

Objective: In this training topic participants will learn how to organize their business operations, understand their target client, price their products for a profitable business, deliver a added value product/service and understand how all 9 elements come together to form a streamlined business plan that can grow/accelerate their startups

Outline:	<p>Difference between business plan and business model canvas</p> <p>Clearly articulate the problem you are solving</p> <p>The External elements of BM: Customer segments, value proposition, channels, customer relationship, and revenue stream</p> <p>The Internal elements of BM: Key resources, key activities, key partners, and cost structure.</p> <p>Discussion of case studies</p>
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Module 6 Amir Saab	2 hours
Competitive Analysis & Market Research	
Objective:	<p>Have a full understanding of competition and its implication and how to face it</p> <p>Reflect on the importance of market research and how to conduct it properly</p> <p>Define and understand who are your competitors</p> <p>Should you fear from competition</p> <p>SWOT analysis and how to set your strategies</p>
Outline:	<p>7 elements to consider when you are studying competitors</p> <p>When to conduct market research</p> <p>5 ways to perform market research</p> <p>Benefits of a Market research</p>

Module 7 Amir Saab	2 hours
Customer Segmentation & Customer Persona	
Objective:	<p>Participants will learn how to segment their customers based on the value proposition they are offering and understand who are there really customers. In addition to the kind of jobs that customers are looking forward to getting done.</p> <p>What is Customer Segmentation?</p> <p>Types of Customer Segmentation</p>
Outline:	<p>Understand the value the customer wants</p> <p>How to create persona about your customers</p> <p>A Step-by-Step Guide to Constructing a Persona</p>

Module 8 Amir Saab	2 hours
Value Proposition	
Objective:	<p>At the end of this training participants will learn how to build a winning strategy for their business idea, how to shape a unique value proposition, compare their innovation to existing similar solutions, and determine when best to pivot or quit.</p>

Outline:	<p>How to Transform idea into real product or service Idea validation, testing it, and turning it into a profitable and sustainable business.</p> <p>Map your Value Proposition</p> <p>Identify the different between Features Vs Benefits</p> <p>Assess the Competition.</p> <p>Design products and services based on customer needs</p> <p>Communicate and sell innovative product/service successfully</p>
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Module 9 Amir Saab		2 hours
Revenues & Costs Estimation		
Objective:	<p>Participants will be able to figure out how to assess cost and formulate revenue streams that would secure profitability</p> <p>Define classes of business structure</p> <p>Characteristics of cost structure</p>	
Outline:	<p>How to calculate your startup cost</p> <p>The 7 revenue stream modules</p> <p>Minimum survival period and breakeven point</p> <p>How to do a one to three years projections</p> <p>Where to get your seed funding – examples</p>	

Module 10 Amir Saab		2 hours
The Elevator Pitch / Master your communication skills		
Objective:	<p>Mastering communication and pitching techniques in a way that really reflects the need for the solution or the startups idea</p> <p>Being prepared save your life / first impression matters</p> <p>Visual communication and body language</p>	
Outline:	<p>The 3 styles of pitching approach</p> <p>The twelve slides pitch deck model</p> <p>Components of an inspiring presentation</p> <p>Guidelines to master your public speaking skills</p>	