

# **Enterprise in the Community - Entrepreneurs**

**2-day Program**

**Day 1: 0900-1600**

**Day 2: 0900-1730**

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# **SEVENmile**

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## **Essence of Innovation**

# 2-day Entrepreneurs Program

#	Title/Duration	
1	<b>Day 1: 0900</b> <b>Kick-off</b> <b>2-hours</b>	<ol style="list-style-type: none"><li>1. introduction to the EitC - Entrepreneurs program and 6-stage Minimum Viable Canvas</li><li>2. Entrepreneurs share their concept or problem to be solved</li><li>3. Mentors are allocated to each student entrepreneur</li><li>4. Mentors and students decide what work is needed to validate Problem-Solution fit before the end of this session</li><li>5. How entrepreneurs will use the Minimum Viable Canvas</li></ol>
2	<b>Day 1: 11:30</b> <b>Validate Problem</b> <b>1.5-hours</b>	<ol style="list-style-type: none"><li>1. Focus on the Problem - refer to Minimum Viable Canvas instructions</li></ol>
3	<b>Day 1: 13:30</b> <b>Identify the Customer</b> <b>2-hours</b>	<ol style="list-style-type: none"><li>1. Focus on the Customer - refer to Minimum Viable Canvas instructions</li></ol>
4	<b>Day 1: 15:00</b> <b>Test the Solution Concept</b>	<ol style="list-style-type: none"><li>1. Focus on the Solution Test - refer to Minimum Viable Canvas instructions</li></ol>
5	<b>Day 2: 0900</b> <b>Define the Business Model</b> <b>1.5-hours</b>	<ol style="list-style-type: none"><li>1. Focus on the Business Model - refer to Minimum Viable Canvas instructions</li></ol>
6	<b>Day 2: 11:00</b> <b>Early Adopters</b> <b>2-hours</b>	<ol style="list-style-type: none"><li>1. Focus on the Early Adopters - refer to Minimum Viable Canvas instructions</li></ol>
7	<b>Day 2: 14:00</b> <b>Draft Sales presentation</b> <b>1-hour</b>	<ol style="list-style-type: none"><li>1. Focus on the Sales Test - refer to Minimum Viable Canvas instructions</li></ol>
8	<b>Day 2: 15:30</b> <b>Investor Presentation Event</b> <b>2-hours</b>	<ol style="list-style-type: none"><li>1. Investor Pitch using Minimum Viable Canvas structure</li></ol>