

ENTREPRENEURIAL MINDSET FOR INTRAPRENEURS

CLZKS-EMI

Duration: 2 days; Instructor-led | Virtual Instructor-led

OVERVIEW

Many companies start a project without an end in mind, only to find out that the project is not profitable or does not have any scalability after investing significant time and money in their venture. Although there is no way to 100% guarantee the success of a new innovative project, the lean startup methodology strips away the complexity of a traditional business plan and enhances the probability of success by using the “Build and Test Fast” principle.

However, having a good business model alone is just one part of the equation in the competitive global economy of the 21st century. Entrepreneurs are also expected to pitch their ideas on a daily basis to all stakeholders (employees, management, customers, suppliers etc) to ensure survivability and scalability of the project. The course is designed to equip intrapreneurs with the mindset and skills necessary to drive innovation within an organization. Through this course, participants will learn the principles of entrepreneurship and how to apply them within a corporate context.

OBJECTIVES

Upon completing the workshop, participant will be able to:

- Identify the differences between entrepreneurship, intrapreneurship, and traditional corporate management, and understand the role of corporate structure in housing intrapreneurs.
- Recognize different types of entrepreneurial personalities and evaluate their own entrepreneurial potential.
- Identify suitable entrepreneurial opportunities both outside and within the organization using a problem-centric approach and use the Value Proposition framework to identify a Unique Selling Point of their solution.
- Evaluate market size and opportunities using various tools, such as PESTEL analysis, Porter’s 5 Forces, and SWOT analysis.
- Develop a minimum viable product (MVP) and apply the lean startup methodology and customer discovery process to refine their solutions.
- Develop and test sales strategies, measure customer demand, validate the problem and proposed solution using techniques such as the Mom’s Test, and determine if product-market fit has been achieved.
- Create financial projections, prepare a budget, evaluate market traction using non-financial key metrics, and develop a financial plan to determine the scalability of a business venture.
- Create a business plan, identify the required resources and strategic partnerships, and map out the major milestones with expected due dates.

- Source and create supplementary materials to support and present both their elevator pitch and main pitch deck, and understand what kind of innovative projects are most likely to receive funding and the key factors that drive the decision-making process of management in selecting innovative projects.

PREREQUISITES

- No prerequisites

AUDIENCE

- New hires or existing employees who are assigned to lead or manage a new business operations segment or pursue any entrepreneurial venture.

ASSESSMENT CRITERIA

- Participants can demonstrate an understanding of the differences between entrepreneurship, intrapreneurship, and traditional corporate management and identify the role of corporate structure in housing intrapreneurs.
- Participants can evaluate their own entrepreneurial potential and identify different types of entrepreneurial personalities.
- Participants can identify suitable entrepreneurial opportunities both outside and within the organization using a problem-centric approach and use the Value Proposition framework to identify a Unique Selling Point of their solution.
- Participants can evaluate market size and opportunities using various tools, such as PESTEL analysis, Porter’s 5 Forces, and SWOT analysis, and summarize their findings with recommendations on market positioning.
- Participants can develop a minimum viable product (MVP) and apply the lean startup methodology and customer discovery process to refine their solutions.
- Participants can develop and test sales strategies, measure customer demand, validate the problem and proposed solution using techniques such as the Mom’s Test, and determine if product-market fit has been achieved.
- Participants can create financial projections, prepare a budget, evaluate market traction using non-financial key metrics, and develop a financial plan to determine the scalability of a business venture.
- Participants can create a business plan, identify the required resources and strategic partnerships, and map out the major milestones with expected due dates.
- Participants can source and create supplementary materials to support and present both their elevator pitch and main pitch deck, and understand what kind of innovative projects are most likely to receive funding and the key factors that

drive the decision-making process of management in selecting innovative projects.

techniques such as the Mom's Test, and use that information to determine if product market-fit have been achieved or if a pivot is required.

COURSE CONTENTS

Module 1: Introduction to Entrepreneurship and Intrapreneurship

- In this module, participants will learn about the differences between entrepreneurship vs. entrepreneurship vs. traditional corporate management. They will also explore the role of corporate structure and the importance of housing intrapreneurs which functions independently outside of the Business-as-Usual activities. They will also explore the different type of entrepreneur personalities as well as their own entrepreneurial potential. Finally, they will learn how to select and form the right team containing people from diverse background and skillsets.

Module 2: Identifying Innovative Opportunities

- In this module, participants will learn how to identify suitable entrepreneurial opportunities from both outside and within the organization using a problem-centric approach. After identifying the problem and pain points, customer segment and corresponding solutions for each of the idea, they will learn how to funnel out their ideas by using the Value Proposition framework to identify a Unique Selling Point of their solution and how they could solve the problems 10X better than existing solutions in the market.

Module 3: Building a Business Case

- In this module, participants will learn how to evaluate the market size in terms of TAM, SAM and SOM by using both primary and secondary approach. Then, they will evaluate the opportunities using a variety of tools such as PESTEL analysis to evaluate the macroeconomy factors, Porter's 5 Forces and VRIO framework to evaluate the existing competition landscape and summarised their findings using a SWOT analysis and come out with recommendations on their market positioning.

Module 4: Minimum Viable Product (MVP) and the Lean Startup Methodology

- Participants will explore how entrepreneurs use the lean startup methodology and customer discovery process to build and refine their solutions by developing a MVP. Participants will go through a series of simulation game to develop their own MVP to the problem identified earlier.

Module 5: Test-Selling

- Participants will learn to create customer profiles and different sales roadmap to understand their sales environment. After that, they will be exposed to the 4Ps of marketing and learn to measure customer demand by developing, testing and optimizing a sales strategy. They will also validate their problem and proposed solution using

Module 6: Financial Projections

- Participants will learn how to create financial projections. They will also learn how to prepare a budget using common project financing terms such as CAPEX, OPEX and measure the ROI of the project. Finally, they will learn how to evaluate market traction using non-financial key metrics and use the figures to develop a financial plan to determine the scalability of a business venture.

Module 7: Creating a Business Plan

- Participants will learn to create a business plan and identify the required resources under appropriate assumptions and constraints to deliver their solution using a business model canvas. They will learn how to evaluate the supply chain of delivering their product using Porter's Value Chain framework and identify strategic partnerships for go-to-market strategies. Finally, they will combine their findings into a feasible and executable plan and map out the major milestones with the expected due dates.

Module 8: Getting Budget Approval with a Winning Pitch

- In this module, participants will learn how to source and create supplementary materials to support and present both their elevator pitch and main pitch deck. They will also discover what kind of innovative projects are most likely to receive funding and the key factors which drives the decision-making process of management in selection of innovative projects.