



# BE AN ENTREPRENEUR: STEPS TO A SUCCESSFUL BUSINESS

This two-day bootcamp is intended to equip participants to think about being future entrepreneurs through applicable knowledge to increase the success in launching and commercializing new start-up ideas.

The bootcamp will utilize product/service validation tools to provide practical ways to build product/service concepts and translate them into actual product/service builds.

It will teach participants how to systematically approach ideation, develop a product/service concept and value proposition, conduct customer validation, build a product/service prototype, develop product/service requirements and a roadmap.

This will be done through a combination of case studies and practical application.

## TOPIC COVERAGE

Through the utilization of tools, case studies, break-out groups and specific assignments, participants will learn to:

- ✓ Take a case study based on a product/service concept and define its value proposition
- ✓ Identify customer segments for the product/service concept
- ✓ Develop the product/service concept
- ✓ Validate the product/service concept through customer interviews and data analysis
- ✓ Translate validated product/service concept into a product/service prototype with specific requirements and a related roadmap

## FEES & FUNDING

Full Course Fees	\$2,033.00
Singapore Citizens and PRs	\$609.90
Singapore Citizens aged 40 and above (MCES Scheme)	\$229.90
SMEs supporting their employees who are Singapore Citizens or PRs (ETS Scheme)	\$229.90

Course Code: TGS-2021004065/TGS-2021004094



**SGD 2,033.00**

SGD 229.90 after max funding



**NUS Business School**



**2 Days**

9am - 6pm



**Basic**

Level

## WHO SHOULD ATTEND

Participants are strongly encouraged to attend the course with your business venture team

## PRE-REQUISITES

At least 5 years of work experience and above

## APPLICATION PROCEDURE

Participants are strongly advised to apply at least 2 weeks in advance.

Visit [business.nus.edu.sg](https://business.nus.edu.sg) to apply.

**Visit Us Online, or Contact:**



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