



# Venture For All<sup>®</sup>

## GLOBAL ENTREPRENEURSHIP PROGRAM

Oberoi International School, JVLR, Mumbai





# About the Program

Designed and led by professors from Venture For All®, with the theme of “Entrepreneurial Mindset + Business Model in Practice”, the 36-hour course allows the students to engage with Venture For All® professors; deepening their understanding of business innovation, and practice marketing strategies for fueling business growth.

The curriculum helps students to experience the education of the world’s leading business school and expand global visions.

The objective is to create an entrepreneurial and innovative spirit in students to mould them into future high performers and value creators.



Duration: 6 hour / day



6 Day Program



Location: Mumbai



Grades 8 - 12



Certificate of Achievement



26th June – 1st July, 2023



Fee : INR 80,000 + 18% GST



Deadline – 31st April 2023



Letter of Recommendation  
from VFA professor



Dedicated TA Sessions



# THE VFA APPROACH

## Ideation

Ideation focuses on rapidly finding and vetting great ideas. You'll learn important concepts such as looking at ways your organization can be a disruptive player and ways to challenge existing orthodoxies.

## Incubation

Incubation equips you with the tools for nurturing your corporate entrepreneurship, creating a learning plan, and initiating the prototyping phase.

## Acceleration

Acceleration will provide you with a powerful tool kit for innovation proficiency. You'll start the program by identifying your entry strategy. Next, you'll learn how to make critical decisions on pricing, promotional budget, and relationships with ecosystem partners.

## Learn more

Our Venture for Creation™ program provides participants with an intensive, "hands-on" course focusing on the creation, evaluation, development, and launch readiness of a new business or social venture.



# Curriculum

VFA's Global Entrepreneurship Program is taken off the frameworks from an MBA program called Launch Your Startup at the Columbia Business School. The course structure consists of multiple modules that are essential to start your own business.





# Course Modules

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## **Module 1**

Introduction to New Venture Creation Process

Characteristics of Successful Entrepreneurs

Opportunity Identification & Evaluation Business Model Development.

Customer Discovery Process

## **Module 2**

Strategy and Viability

Market Attractiveness

Industry & Market Analysis

Competitive Landscape & Strategic Advantage



# Course Modules

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## **Module 3**

Innovation, Branding and Digital Marketing

Product Development/Minimal Viable Product

Marketing & Sales Strategy Branding

Pricing Strategies and Tactics

## **Module 4**

Leadership and Finance

Leadership & Team Management

Key Resources & Partnerships

Social Responsibility & Ethics Profit Models



# Course Modules

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## **Module 5**

Execution and Presentation to Investors

Financial Analysis & Cash Management



## Student Journey



## Final Deliverables

Executive Overview of New Venture for Growth

Venture Presentation Deck

Minimal Viable Product

Business Model Summary



# What VFA Does ?

- Assists in building credible financials based on reasonable, benchmarked assumptions.
- Helps identify common enablers and barriers to venture creation.
- Helps identify current approaches for cost effective customer acquisition and retention.
- Helps assess current market and position your product offerings for competitive advantage.
- Helps identify the most agile way to develop new product and services that will gain market traction quickly.
- Helps develop the skillset to solve issues and tensions faced while building new ventures.

# Meet your mentor

Prof. Daniel McQuade

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As a seasoned marketing and business development executive, Daniel possesses a wealth of experience in providing branding and marketing services, developing business strategies, and executing full-scale consumer branding programs. In addition to being a noted speaker and marketing counsellor, he currently serves as a **director/adjunct professor for Venture for All®**, a global initiative focused on enhancing the entrepreneurial ecosystem globally.

# Testimonials



## **Youngju (Julia) Paek, USA**

I took the professor's class hoping to find a direction for a business I had been working on, and after learning about the process of creating a business plan deck, I prepared for launch. A couple of months after the classes ended, I was able to get funding from NSHSS.



## **Federico Ruiz, Mexico**

I loved taking the entrepreneurship course. Not only is it fun, interactive, and interesting, and you get to meet people from around the world, but you learn a lot as well.



## **Isebrand Kaldewei, Germany**

The aspect that we had to prepare our business for launch and that all of our research needed to be profound made the experience come alive. This really sucked me in and motivated me to work on this project for hours.



## **Amira Chanana, England**

I would recommend this course to someone who is planning to take up business. It is a professional course that teaches you a lot.



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For any queries, feel free to contact us!