TRIUMPH PROGRAM

(A complete package to make you ready for starting your business)

Organized by: Centre for Entrepreneurship Development

Venue: Business Incubation Centre (BIC), Level 13, Building 7, BracU

Commencement Date: 25 July 2019

Introduction of the Program-

1. **Program Duration:** 8 sessions each 2.5 hours per week

2. **Target Audience/Participants of the Program:**

    Undergraduate and post graduate student from any school and alumni who are interested to start up a new business or already owning an enterprise are the target participants of this course.

3. **Program Objectives:**

    Triumph program aims at the development of potential entrepreneurs for entrepreneurship as well as for creating new ventures. This course will give a brief idea about the steps to start a new enterprise, to increase the efficiency, effectiveness, impacts and sustainability of the business through developing a culture of innovation and continuous improvement of the products and customer services. This course is an integrated toolbox for new and established entrepreneurs so that they can build great enterprises based on new innovative products. Upon completion of this course, the participants will be able to:

    1. Describe the emergence and evolution and the present situation of entrepreneurship in Bangladesh.

    2. Explain the changes, innovation, and emerging issues in entrepreneurship.

    3. Identify upsides and downsides of entrepreneurship.

    4. Explain the procedure and techniques of identifying potential customers and their true demand.

    5. Identify the factors to understand the best market product fit.

    6. Identify contemporary issues related to sustainability and explain the process of setting short term and long term plan to mitigate the business risk.

    7. Define business plan and its importance and the process of preparing a business plan.

4.   Total Sessions and Session Design Outline:

This training course includes a total of 8 sessions including the introductory and closing sessions. The session plans have been written following a same structure in sequence:

- Title of the session
- Overview
- Goal
- Objective
- Time
- Method
- Materials
- Preparation
- Process

5.   Course Materials:

The course materials include overheads, case studies, role-play scripts, examples, problem solving exercises, handouts, etc. which are organized by session and are inserted after the session plan. The handouts serve several purposes: i. the facilitator can read them to develop knowledge and understanding on the sessions; ii. Can use them for preparing additional overheads or flip charts taking important points; iii. Can reproduce worksheets for handing over to the participants. The participants can use the handouts as reading materials for self-clarification and understanding.

6.   Training Methods:

To encourage active participation and experience sharing of the participants as well as to make the course interactive and lively, different participatory training methods and techniques have been used in this course. The types of methods predominately used in this course include:

- Presentation
- Brain Storming
- Group Discussion
- Small Group Work
- Thinking Exercise
- Problem Solving Exercise
- Case Study
- Critical Incidents
- Simulation
- Peer Review

Training Sessions at a Glance:

Session	Title	Contents/Objectives	Objectives	Durations	Methods
S1	Workshop inauguration, introduce the six themes to the participants and brief idea about the customer base	Introduction	Getting participants acquainted with each other	2 hours 30 minutes	Presentation
		Course objectives	Defining training objectives		Discussion
		Training schedule Introduction of the six themes	Explaining training schedule and timeframe		Worksheet
		Step 0: Getting started	Describe from where to start a business		
		Step 1: Identify the Market	Identify the key criteria of market segment		
		Step 2: Select a beachhead Market	Explain what is the beachhead market and how to select the market for a start up		
		Step 3: Build an end user profile for a beachhead market	Provide a brief idea about end user		
		Step 4: Estimate the Total Addressable Market (TAM) for the Beachhead Market	Calculate TAM for beach head market		
S2	Product fundamentals	Step 5: Profile of persona for beachhead market	Identify persona in Beachhead Market who best represents End User Profile	2 hours 30 minutes	Presentation
		Step 6: Full life cycle use case	Understand and describe the full context of how the product will fit into Persona's workflow		Discussion

		Step 7: High level product specification	Create a visual description of the product and make a draft brochure		Worksheet
		Step 8: Quantify the value proposition	In as concrete and concise a way as possible, summarize the value your product will create for the targeted end user		
		Market research	A brief idea on Market research; such as Quantitative vs. qualitative, methodologies, sample selection technique, authenticity check		
S3& S4	Market product fit	Step 9: Identify the next 10 customers	Create a list of the next 10 end users after the Persona who closely fit the End User Profile Engage them in a dialogue on your plans and validate or invalidate what you have done so far	2 hours 30 minutes each session (1 day)	Presentation
		Step 10: Define the core	Determine the single thing of the products or services which will make the difference.		Discussion
		Step 11: Chart your competitive position	Determine how the product meets the Persona's top two priorities		Worksheet
			Understand how Persona's priorities are met by existing products in		

			comparison to entrepreneur's product		
			Analyze whether the market opportunity has chosen fits well with both Core and Persona's priorities		
		Step 12: Determine the customer's decision making unit (DMU)	Figure out who all the people are involved in making the decision to purchase product—including influencers		
		Step 13: Map the process to acquire a paying customer	Map out the process by which a customer decides to purchase the product		
			Estimate the sales cycle for the product		
			Identify any budgetary, regulatory, or compliance hurdles that would slow down the ability to sell product		
		Step 14: Calculate the TAM size for follow on market	Identify and consider which "follow-on" markets will be expanded to after dominating beachhead market		
			Calculate the size of these follow-on markets		
S5	Product development systems and process	Step 15: Design a business model	Consider the different ways to get paid for the product and choose the one best aligned with all of	2 hours 30 minutes	Presentation

			the stakeholders' interests		
		Step 16: Set your pricing framework	Use Quantified Value Proposition and Business Model to determine an appropriate firstpass framework for product pricing		Worksheet
S6	Prototyping and itirations	Step 17: Calculate the lifetime value (LTV) of an acquired customer	Estimate the total profit which can be earn from a new customer, on average, over the time period	2 hours 30 minutes	Presentation
		Step 18: Map the sales process to acquire a customer	Develop short-term, medium-term, and long-term sales strategies for the product		Worksheet
S7	Prototyping and itirations	Step 19: Calculate the cost of Customer Acquisition (COCA)	Determine how much it costs to acquire a customer over the short term, medium term, and long term, based on sales process	2 hours 30 minutes	Presentation
		Step 20: Identify key assumptions	Describe the main assumptions that underpin a plan for the startup so that plan can be clarified by entrepreneur before the market		Worksheet
		Step 21: Test key assumptions	Use a series of small and inexpensive experiments to test each of the individual assumptions that are identified in the		

			previous step		
S8	Collaboration of all data to product development planning, Course Review, Evaluation and Closing	Step 22: Define the minimum viable business product (MVBP)	Integrate the assumptions into a systems test, consisting of the minimal product that a customer will still pay for	3 hours	Presentation
		Step 23: Show that "The Dogs Will Eat the Dog Food"	Demonstrate quantitatively that customers will pay for your Minimum Viable Business Product (MVBP)		Discussion
			Develop metrics that indicate the level of word of mouth your MVBP is creating among customers		Worksheet
		Step 24: Develop a product plan	Go beyond the Minimum Viable Business Product (MVBP) to determine which features will be built out for the beachhead market		
			Determine which adjacent markets product will be sold after dominating the beachhead market, and how the product will have to change for each new market		
		Linking up between six themes and 24 steps	Establish the correlation between six themes and 24 steps to give a total		

			picture of discipline entrepreneurship		
		Beyond 24 steps	Point out the areas which 24 steps do not cover		