

101 – Lesson 1

SELF-DISCOVERY (2 HOURS): SESSION PLAN		
SESSION DETAILS	TIME	MATERIALS REQUIRED
SESSION 1 = 60 minutes		
Class Activity: Who is Your Role Model?	10 minutes	Facilitator Notes
Video: Introduction	5 minutes	1. Video: Introduction
Class Activity: Finding Your Flow	15 minutes	1. Video: Finding Your Flow 2. Video: Finding Your Flow – Activity Instructions 3. Video: Finding Your Flow – Activity Debrief 4. Student Handout: Finding Your Flow 5. Facilitator Notes
Class Activity: Entrepreneurial CV	25 minutes	1. Video: Entrepreneurial CV 2. Video: Entrepreneurial CV – Activity Instructions 3. Video: Entrepreneurial CV – Activity Debrief 4. Student Handout: Entrepreneurial CV 5. Entrepreneurial Style Tips 6. Facilitator Notes
Wrap Up	5 minutes	Not applicable
SESSION 2 = 60 minutes		
Class Activity: Your Draft Action Plan	55 minutes	1. Video: Your Draft Action Plan 2. Video: Your Draft Action Plan – Activity Instructions 3. Video: Your Draft Action Plan – Activity Debrief 4. Student Handout: Your Draft Action Plan 5. Facilitator Notes
Wrap Up	5 minutes	Not applicable

101 – Lesson 2

IDEA GENERATION (2 HOURS): SESSION PLAN		
SESSION DETAILS	TIME	MATERIALS REQUIRED
SESSION 1 = 60 minutes		
Video: D.I.S.R.U.P.T. – A Model for Ideation	10 minutes	Video: D.I.S.R.U.P.T. – A Model for Ideation
Class Activity: Let's ID8	45 minutes	PPT: Let's ID8 Instructions
Wrap Up	5 minutes	Not Applicable
SESSION 2 = 60 minutes		
Video: Mind Mapping for Ideas	5 minutes	Video: Mind Mapping for Ideas
Class Activity: Let's Create a Mind Map	20 minutes	<ol style="list-style-type: none"> 1. Video: Let's Create a Mind Map - Activity Instructions 2. Video: Let's Create a Mind Map - Activity Debrief 3. Facilitator Notes
Class Activity: Let's Brainstorm	30 minutes	<ol style="list-style-type: none"> 1. Video: Let's Brainstorm - Activity Instructions 2. Video: Let's Brainstorm - Activity Debrief 3. Student Handout: Let's Brainstorm Challenges 4. Facilitator Notes
Wrap Up	5 minutes	Not Applicable
ASSIGNMENT		
Assignment: Build Your Own Idea Bank	2 hours	<ol style="list-style-type: none"> 1. Student Handout: Idea Bank 2. Facilitator Notes

101 – Lesson 3

IDEA EVALUATION (3 HOURS): SESSION PLAN		
Session Details	Time	Materials Required
Session 1 = 60 minutes		
Decision Matrix and Paired Comparison Analysis		
Video: Decision Matrix Analysis – Concept	10 minutes	1. Video: Decision Matrix Analysis – An Introduction 2. Video: Decision Making Analysis – An Example
Class Activity: Decision Matrix Analysis	20 minutes	1. Video: Decision Matrix Analysis – Activity Instructions 2. Video: Decision Matrix Analysis – Activity Debrief 3. Student Handout: Decision Matrix Analysis 4. Excel Template: Decision Matrix Analysis 5. Facilitator Notes
Video: Paired Comparison Analysis - Concept	5 minutes	Video: Paired Comparison Analysis - Concept
Class Activity: Paired Comparison Analysis	20 minutes	1. Video: Paired Comparison Analysis – Activity Instructions 2. Video: Paired Comparison Analysis -Activity Debrief 3. Student Handout: Paired Comparison Analysis 4. Excel Template: Paired Comparison Analysis and Final Scores 5. Facilitator Notes
SESSION 2 = 60 minutes		
5 Q Framework		
Video: 5 Questions	5 minutes	1. Video: The 5Q Framework
Class Activity: Apply 5Q Framework	45 minutes	1. Video: Apply 5Q Framework – Activity Debrief 2. Student Handout: Apply 5Q Framework 3. Facilitator Notes
Wrap Up	10 minutes	4. Not Applicable
SESSION 3 = 60 minutes		
Idea Presentation		
Class Activity: 1 Minute Idea Pitch	60 minutes	1. Video: 1 Minute Elevator Pitch – Activity Instructions 2. Student Handout: Crafting Your 1 Minute Pitch 3. Facilitator Notes
ASSIGNMENT = 120 minutes		
Assignment: Back of the Envelope Calculation	2 hours	1. Student Handout: Back of the Envelope Calculation 2. Facilitator Notes

101 – Lesson 4

Entrepreneurial Outlook (3 HOURS): SESSION PLAN		
Session Details	Time	Materials Required
SESSION 1= 60 MINUTES		
Video: Effectuation	5 minutes	<ol style="list-style-type: none"> 1. Video: What is Effectuation 2. Video: First Principle of Effectuation 3. Video: Second Principle of Effectuation
Classroom Activity: Start with Your Means!	50 minutes	<ol style="list-style-type: none"> 1. Video: Start with Your Means – Activity Instructions 2. Video: Start with Your Means – Activity Debrief 3. Student Handout – Start with Your Means 4. Facilitator Notes
Wrap up	5 minutes	Not Applicable
SESSION 2 = 60 MINUTES		
Videos: Lean Startup	10 minutes	<ol style="list-style-type: none"> 1. Video: What is Lean Startup? 2. Video: Lean Startup Process 3. Additional Reading: Lean Startup Process
Class Activity: Let's Assume!	45 minutes	<ol style="list-style-type: none"> 1. Video: Let's Assume – Activity Instructions 2. Video: Let's Assume – Activity Debrief 3. Student Handout: Let's Assume 4. Facilitator Notes
Wrap up	5 minutes	Not Applicable
ASSIGNMENT = 60 minutes		
Assignment: GOOTB	2 hours	Facilitator Notes
SESSION 3 = 60 MINUTES		
Team Formation	60 minutes	<ol style="list-style-type: none"> 1. Team Formation – PPT 1 and 2 2. Facilitator Notes

101 – Lesson 5

CUSTOMER DISCOVERY (3 HOURS): SESSION PLAN		
Session Details	Time	Materials Required
SESSION 1= 60 MINUTES		
Video: Segmentation & Targeting	10 minutes	<ol style="list-style-type: none"> 1. Video: Segmentation & Targeting 2. Additional Reading: Segmentation & Targeting 3. Facilitator Notes
Video: Niche Marketing	5 minutes	Video: Niche Marketing
Class Activity: Find Your Niche	35 minutes	<ol style="list-style-type: none"> 1. Video: Find Your Niche – Activity Instructions 2. Student Handout: Find Your Niche 3. Facilitator Notes
Video: Mapping the Consumption Chain	10 minutes	<ol style="list-style-type: none"> 1. Video: Mapping the Consumption Chain 2. Student Handout: Mapping the Consumption Chain – 17 Qs
Wrap up	5 minutes	Not Applicable
ASSIGNMENT = 60 minutes		
Drawing the Consumption Map	1 hour	<ol style="list-style-type: none"> 1. Student Handout: Mapping the Consumption Chain: 17 Qs 2. Template: Mapping the Consumption Chain: 17 Qs 3. Assignment: Drawing the Consumption Map 4. Facilitator Notes
SESSION 2 = 60 MINUTES		
Video: Why Customers Don't Buy	5 minutes	<ol style="list-style-type: none"> 1. Video: Why Customers Won't Buy – Introduction 2. Video: Why Customers Won't Buy – Switching Cost 3. Why Customers Won't Buy – Psychological Biases 4. Additional Reading: More about Customer Reluctance
Class Activity: What's the Alternative?	45 minutes	<ol style="list-style-type: none"> 1. Video: What's the Alternative? – Introduction and Activity Instructions 2. Student Handout: What's the Alternative? 3. Facilitator Notes

WF 101: Basic Program in Entrepreneurship

Video: Outcome-Driven Innovation	10 minutes	Video: Outcome-Driven Innovation
Wrap Up	5 minutes	Not Applicable
ASSIGNMENT = 60 minutes		
Completing Outcome-Driven Innovation	1 hour	<ol style="list-style-type: none"> 1. Student Handout: Outcome-Driven Innovation 2. Assignment: Outcome-Driven Innovation 3. Facilitator Notes
SESSION 3 = 60 MINUTES		
Class Activity: This Is My Customer!	60 minutes	<ol style="list-style-type: none"> 1. Video: This Is My Customer – Activity Instructions 2. Video: This Is My Customer – Activity Debrief 3. Student Handout: This Is My Customer! 4. Facilitator Notes

101 – Lesson 6

VALUE PROPOSITION DESIGN (3 HOURS): SESSION PLAN		
SESSION DETAILS	TIME	MATERIALS REQUIRED
SESSION 1 = 60 minutes		
Value Proposition Design: Customer Segment		
Video: Value Proposition Design	10 minutes	<ol style="list-style-type: none"> 1. Video: Value Proposition Design – Introduction 2. Video: Value Proposition Design – Customer Segment 3. Video: Value Proposition Design – Customer Segment Example
Class Activity: Value Proposition Design: Customer Segment	50 minutes	<ol style="list-style-type: none"> 1. Video: Defining your Customer Segment – Activity Instructions 2. Video: Value Proposition Design Customer Segment – Activity Debrief 3. Student Handout: Define your Customer Segment 4. Canvas: Value Proposition(to be printed on A1 size paper) 5. Facilitator Notes 6. Student Handout: Validation Exercise- to be done as an out of class exercise (see below) 7. Post-it notes and markers
Out of Class Activity = 60 minutes		
Validation Exercise	1 hour (min)	Student handout: Validation Exercise
SESSION 2 = 60 minutes		
Value Proposition Design 2: Value Proposition and Assessing Fit		
Video: Value Proposition and Assessing Fit	5 minutes	<ol style="list-style-type: none"> 1. Video: Value Proposition and Assessing Fit 2. Video: Value Proposition and Assessing Fit - Example
Class Activity: Value Proposition and Assessing Fit	10 minutes	<ol style="list-style-type: none"> 1. Video: Value Proposition and Assessing Fit – Activity Instructions 2. Video: Value Proposition and Assessing Fit – Activity Debrief 3. Student Handout: Value Proposition and Fit 4. Value Proposition Canvas
Wrap Up	5 minutes	Not applicable
ASSIGNMENT = 120 minutes		
Competition Analysis	2 hours (min)	<ol style="list-style-type: none"> 1. Student Handout: Competition Analysis 2. Facilitator Notes
SESSION 3 = 60 minutes		
Video: Refine Your Value Proposition	3 minutes	Video: Refine Your Value Proposition
Video: Blue Ocean Strategy	12 minutes	<ol style="list-style-type: none"> 1. Video: Blue Ocean Strategy 2. Video: Blue Ocean Strategy - Example
Class Activity: Refine Your Value Proposition: Blue Ocean Strategy	45 minutes	<ol style="list-style-type: none"> 1. Video: Refine Your Value Proposition: Blue Ocean Strategy – Activity Instructions 2. Video: Refine Your Value Proposition: Blue Ocean Strategy – Activity Debrief 3. Student Handout: Refine Your Value Proposition 4. Student Handout: Four Actions Framework 5. Strategy Canvas 6. Facilitator Notes

101 – Lesson 7

PROTOTYPING (2 HOURS): SESSION PLAN		
SESSION DETAILS	TIME	MATERIALS REQUIRED
SESSION 1 = 60 minutes		
Prototyping		
Video: What is Prototyping	5 minutes	1. Video: What is Prototyping?
Class Activity: Design Your Experiment	50 minutes	1. Video: MVP and Test Card-Concept 2. Video: MVP and Test Card- Example and Activity Instructions 3. Video: Test Card Activity Debrief and MVP Assignment Instructions 4. Student handout: How to Build a Prototype 5. Student Handout: Test Card 6. Facilitator Notes
Wrap Up	5 minutes	Not Applicable
ASSIGNMENT = Designing the MVP = 180 minutes		
Assignment: Designing the MVP	180 minutes	1. Student Handout: Designing the MVP 2. Student Handout: MVP Design Template - PPT 3. Facilitator Notes
SESSION 2 = 60 minutes		
MVP Presentations		
Class Activity: MVP Presentation	60 minutes	1. Video: Capstone Project and Learning Card – Introduction 2. Video: Learning Card – Introduction and Example 3. Video: Capstone Project - Assignment Instructions 4. Student Handout: MVP Design Template - PPT 5. Facilitator Notes
ASSIGNMENT = 180 minutes		
Assignment: Learning Card and Capstone Presentation	180 minutes	1. Student Handout: Learning Card and Capstone Presentation 2. Capstone Presentation Template 3. Facilitator Notes

101 – Lesson 8

CAPSTONE PROJECT PRESENTATION (2 HOURS): SESSION PLAN		
SESSION DETAILS	TIME	MATERIALS REQUIRED
SESSION 1 = 60 minutes		
Class Activity: Capstone Project Presentation	55 minutes	<ol style="list-style-type: none"> 1. Template: Capstone Presentation 2. Score Card 3. Facilitator Notes
Wrap Up	5 minutes	Not Applicable
SESSION 2 = 60 minutes		
Class Activity: Capstone Project Presentation	40 minutes	<ol style="list-style-type: none"> 1. Template: Capstone Presentation 2. Facilitator Notes 3. Score Card
Debrief: Capstone Project Presentation	15 minutes	<ol style="list-style-type: none"> 1. Video: Capstone Project - Assignment Debrief and Goodbye
Wrap up	5 minutes	Not Applicable