

Be guided by industry experts, and work with peers to solve business challenges by learning how to innovate, conduct market research, develop prototypes, craft user testing, develop a clientele, and run a successful venture.





program details>>>>>>>>

# IVY YOUNG ENTREPRENEUR

For those aged 17-25.

lvy Young Entrepreneur designed to tap into participants' natural potential and craft it for greater applications and success, like the process of launching a start-up.

Join a highly curated group of promising young students from around Sri Lanka for five weeks. You will learn from industry experts, successful entrepreneurs and work with your peers to solve business challenges. You will learn how to discover innovative opportunities, backed by market research, develop prototypes, do user testing, and find customers.

The program will be hosted online where we will engage in group discussion, personal reflection, and hands-on activities from April - May 2023 along with 3 months of mentorship support

**Learn one-on-one from lvy League-qualified, top global university-nurtured experts** who want to shape the next generation of dynamic leaders.

We will help young entrepreneurs create a business plan for their passion project and provide them mentorship for 3 months to help achieve their goals.



Application Opens Soon>>>>>

- > From April May 2023 (5 weeks/10 days)
- > Mondays + Wednesdays,
  6 pm to 8 pm (fully virtual)
- > Programme fee: LKR35,000



Founded by a collective of lvy League alumni to create a global movement

through young leaders,

moulded and motivated by a restless passion

to make a difference worthy of our future.

# Curriculum



#### Day 1

Session 1: Introduction to Entrepreneurship

Session 2: The Start-Up Quiz

# Day 2

Session 1: Identifying Innovative Opportunities

Session 2: Masterclass on How to Identify Ideas that Work

#### Day 3

Session 1: What's My Business & How Do I Pitch It?

Session 2: Class Pitches

#### Day 4

Session 1: Masterclass on Building the Start-Up Muscle

Session 2: The Hard Things about Hard Things

#### Day 5

Session 1: Understanding Customers

Session 2: Masterclass on Using Design Thinking to Build World Class Products

# Day 6

Session 1: Financial Principles of Running a Business

Session 2: Business Ethics and Social Impact

# Day 7

Session 1: Crafting the Perfect Pitch Deck

Session 2: How to Raise Capital for Your Start-Up

# Day 8

Session 1: Masterclass on How to Build a Profitable Business

Session 2: Designing your Offering

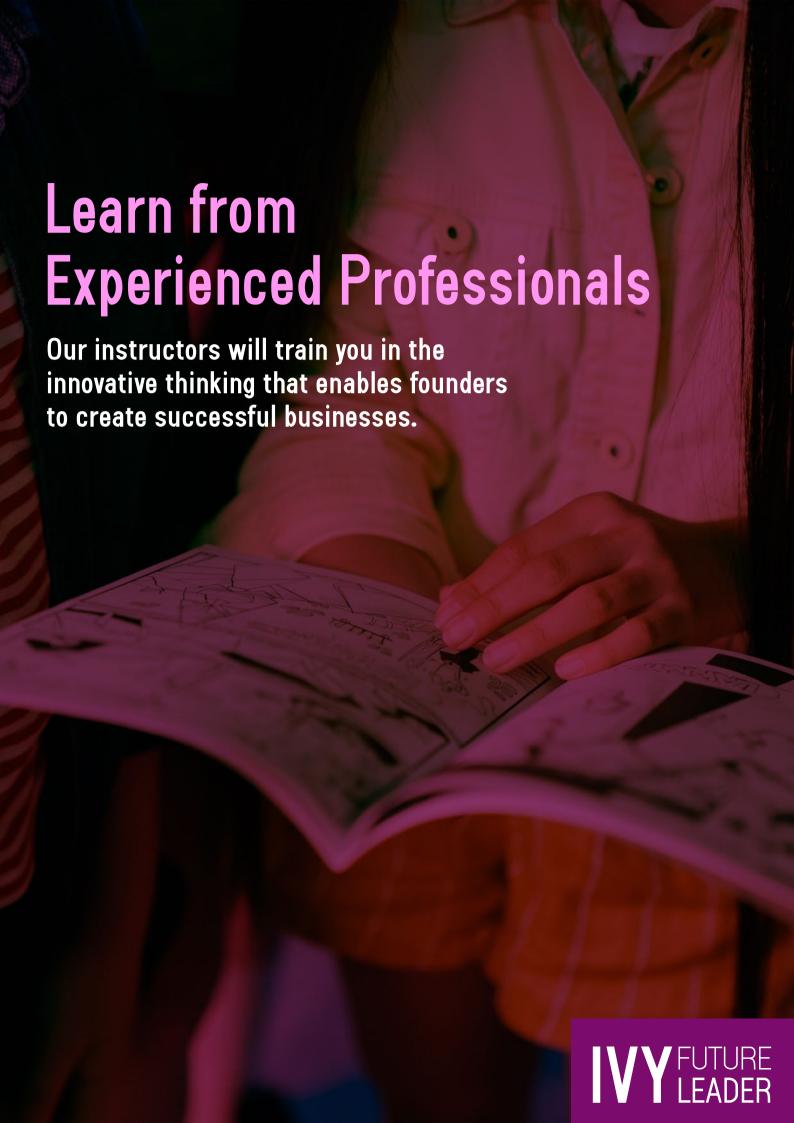
# Day 9

Session 1: Mentor Support & Feedback on the Business Plan

Session 2: Mentor Support & Feedback on the Pitch

# **Day 10**

Session 1: Business Plan Competition Session 2: Business Plan Competition





# **ELEVATE YOUR PROFILE** & PORTFOLIO

Earn a leadership certificate and become a part of the prestigious global alumni network of the IVY Future Leader Academy.

