COURSE INFORMATION

✓ 100% online

✓ Delivered in English

✓ Suitable for ages 13-20

✓ EtonX certificate

Entrepreneurship

Entrepreneurs drive change and innovation by transforming and creating industries.

Our Entrepreneurship course will help you generate, develop, and refine your business idea and will give you the confidence to start pitching your vision to others. The course will take you from the initial stages of identifying new business opportunities, through conceptualising a Minimum Viable Product to practising your pitch. You will hear advice from well-known entrepreneurs and experts who will share lessons they have learnt in their careers.

WHAT WILL I LEARN IN THE ETONX **ENTREPRENEURSHIP** COURSE?

ORIENTATION
INTRODUCTORY CLASS

- Meeting the Course Director
- Completing a situational judgement test
- Identifying tips and techniques for studying online

SECTION 1
IDENTIFYING OPPORTUNITIES

- Entrepreneurial mindset and behaviour
- Developing an idea for a business
- Spotting business opportunities

SECTION 2
RESEARCHING YOUR CUSTOMERS

- Understanding 'pain points' and why they're important
- Asking powerful questions to gain insight into customer needs
- Creating user personas

SECTION 3
CREATING A VALUE PROPOSITION

- Evaluating ideas and choosing the best ones
- Understanding value
- Creating a value proposition

SECTION 4
VALIDATING ASSUMPTIONS

- Identifying assumptions
- Creating an MVP
- Understanding confirmation and affinity bias

SECTION 5
STAY PUT OR PIVOT

- Build-Measure-Learn cycle
- Understanding what pivoting is and when to pivot
- Staying put, iterating and pivoting

SECTION 6
DEVELOPING A PITCH

- Understanding the 'ask' of a pitch
- Learning how to structure a pitch
- Completing an End of Course Assignment

SUMMING UP

- Reflecting on your performance, including the completion of a final situational judgement test
- Completing your Personal Development Plan by learning how to set SMART Objectives.

ETON X