

Curriculum Model

Lesson 1: What is Entrepreneurship?

Lesson 2: Identifying a Need

Lesson 3: Designing a Solution

Lesson 4: Implementing the Solution

Lesson 5: Developing the Pitch

Lesson 6: The Challenge

Lesson 1: What is entrepreneurship?

Introduction:

- Introduction of the program and its goals.
- The role of entrepreneurship in developing communities.
- Why is Africa in need of great entrepreneurs.
- What is expected from the participants
- Norms and rules agreed on to facilitate discussions and ensure mutual respect between the participants and the organizers.

It starts with an entrepreneur: who is an entrepreneur?

1.Round table discussion: who is an entrepreneur?

Break down the group to small groups of 5 people to discuss the topic “Who’s an entrepreneur?” and come up with one definition to present to the group in 2 minutes.

The discussion closes with a round of presentations from each group. The facilitator will be taking notes of the common ideas and concepts presented by the groups.

2. Quotes activity

The groups will be mixed up. New groups will be formed and each one of them will receive 10 quotes describing an entrepreneur. Each group has to agree on one quote and present it to the larger group.

3. Reflections

The large group comes together to reflect on the first two activities and describe what was hard about the activities and the key lessons learned.

Each participant should have a notebook where they have to write down his/her reflections on the day. They do not have to share their thoughts with the group, but it is essential to have their thoughts written down to remember the experience and witness the growth throughout the conference. To help the participants write these reflections, the organizers can suggest the following questions: What is/are the key lesson(s) learned today? What did enjoy the most? what did you not like? Did you meet a new person today? What did you learn about him/her? What will you improve in today’s program?

4. Guest speaker

After being introduced to the concept of entrepreneurship, it is crucial to learn from a person who has been through the experience. A local entrepreneur is the perfect fit: A person who the participants can relate to; A person who can inspire them to be entrepreneurs themselves.

Conclusion: Entrepreneurship is a process of thinking

The conclusion of the day will be a combination of reflections on the day and an introduction to tomorrow's plan (need identification) to make the participants excited for tomorrow's training.

Lesson 2: Identifying a Need

1. Problems vs Needs

Problem: questions that rose for inquiry, consideration or solution.

Need is physiological or psychological requirements for the well being of an organism.

It is important for an entrepreneur to distinguish between problems and needs. Needs are opportunities that entrepreneurs foresee and invest in. A good business exists to serve a need or create one.

2. Problem sketching

A method that allows people to discover the problem through mapping out a system including interconnected elements (people, resources and products) to get a better understanding of any system and thus identify the problems and the needs in a particular system, which then helps identify the opportunities for an entrepreneur to add value to that particular system.

Activity: map out any business/industry using post it notes in different colors (blue: resources; orange: people; green: products) then connect them with lines. After putting all the elements together to give a picture of how the business runs; look for the inefficiencies in the system and the problems. Then, ask yourself where to best add value to ameliorate the work of this business.

3. Problem evaluation

Problems are not always opportunities for an entrepreneur unless they are:

- big enough meaning they affect a large population. A problem is not really a problem if it only affects you or 3 more people in the world.
- Is it perceived as a problem by the targeted population
- Are people willing to pay for the solution
- Are there enough resources to solve the problem
- Is it a frequent problem or is it a onetime event (earthquake and other natural catastrophes)

4. What is a need?

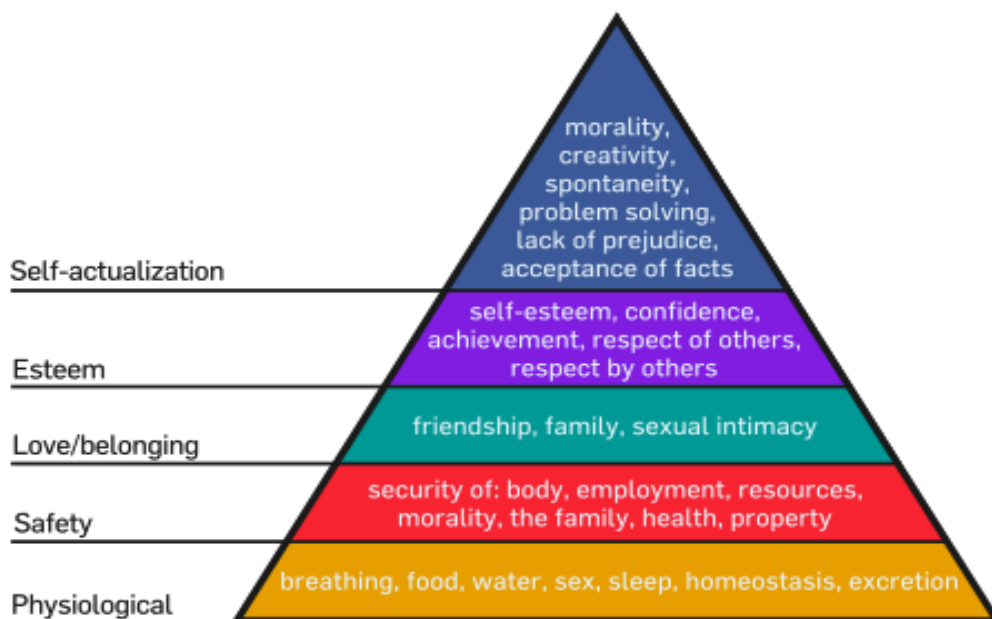
Need is physiological or psychological requirements for the well being of an organism. Needs are not easy to identify because people often do not know what they need. A good entrepreneur is the one that finds the right need in a community or successfully create one (e.g: apple creating a need for people to have an iphone)

Activity: identify the needs in these pictures

A range of pictures that present different situations and give the impression that identifying the needs is not really challenging. However, as the participants will hear the stories of entrepreneurs who without thinking twice thought they got the needs in a community, while ended up losing so much money because they invested in the wrong need. Thus, it is important to identify the right need before moving further in finding the solution and starting an enterprise.

5. Pyramid of Maslow

Maslow's hierarchy of needs is a theory in psychology proposed by Abraham Maslow. The theory states that human's needs are classified in a hierarchy depending on the order of their priorities. The order of the priority goes from the base to the bottom of the pyramid. For instance, a person who is hungry will think first of finding food before thinking of voting. As an entrepreneur you should be aware of your target and their position in the pyramid of Maslow to make sure you are selling them the right product/service they need. You can not sell an iphone to a homeless person. His urgent need now is for home and security.



6. Field trip to a local market/ neighbouring community

Task: find 5 problems and 5 needs in small groups of 5 people.

Before going to the field trip, here are some directions you should keep in mind:

- take time to observe around you. Entrepreneurs have the ability to see what people might not see or do not pay attention to.
- take notes
- identify the problems
- interview people and ask them about their problems and needs
- be careful: do not ask leading questions such as "transportation is a problem here" but rather open questions that will let people tell you more. Ask about their daily activities, what they do, how with whom?

7. Reflections on the field trip

In the large group:

- How did the participants find the activity?

- what did they find easy doing?
- What was challenging?
- Was it easy to find the needs?
- What looked obvious as a problem?
- Where people willing to share their stories and needs?
- Did people talk about their needs?

Each group will present their 5 problems and 5 needs in 5 min!

8. Ideas clustering and Teams formation

After the group presentations, teams will be formed around the needs that people are more passionate about such as “health, education, youth...”

9. Guest Speaker: Identifying a need

It is essential to have a local entrepreneur to talk about his/her experience as an entrepreneur in his/her process to identify a need. How was his/her experience? how challenging was it? etc

10. Reflections

Time for participants to write down their reflections of the day on their personal notebooks

Lesson 3: Designing a Solution

1. Need Statement:

Following yesterday’s activity of identifying the needs, the participants need to come up with a need statement in their new teams.

A need statement is a goal that you want your potential business to fulfill.

2. Brainstorming:

Brainstorming allows the participants to think of all possible solutions/ business ideas that best fulfill the identified need in their communities.

The teams will be given large post it to write down all the solutions that come to their minds. They are encouraged to be creative and innovative to solve the problems.

3. Idea Mapping:

Evaluation method developed from Olin College’s User Oriented Centered Design course

Participants need to classify their ideas into 3 categories: ground, horizon, and blue sky.

Ø Ground ideas are the most basic solutions they can come up with.

Ø Horizon: realistic and achievable ideas

Ø Blue sky are wild and crazy ideas

After classifying the ideas, they try to make changes on ground and blue skies to make them more realistic so that they can fit in the Horizon category. By the end of this exercise, each team should have 3 horizon ideas to further polish.

4. Developing Ideas:

To develop the 3 horizon ideas:

- a- Identify the customer / target
- b- The needs being addressed
- c- Draw a picture with “before” and “after” to capture how your customer will look like after you introduce your product or service

5. Testing the feasibility:

| Idea | Money | Skills | Resources | Time | Passion | Total |
|------|-------|--------|-----------|------|---------|-------|
| 1 | | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |

This exercise will allow the participant to pick the most feasible and applicable idea, which will be the team’s business idea to work on during the rest of the week.

6. Guest Speaker: Designing a Solution:

It is important to have a local entrepreneur to talk about his/her experience going through the process of designing a solution so that the participants can relate what they have learned to a real life example.

7. Reflections

Time for participants to write down their reflections of the day on their personal notebooks

Lesson 4: Implementing the Solution

After generating your business idea, it is time for you to turn it into a real project. Your understanding of marketing, operations, accounting, and finance will help your service or product become a reality. It is crucial to plan before jumping into action to use the resources effectively and avoid as many unpredictable obstacles as possible.

1. Mission Statement

The first step is to be able to state what you are striving to do and why. This process is called building a **mission statement**. It conveys your product/service in a brief, concise, and powerful way. A well-written mission statement can be the foundation of a

business.

- Exercise: develop a mission statement that describes your product/ service and how it fulfills a need you identified in your community.

2. Positioning Statement

After describing your product and how it fulfills a specific need, it is time to make your idea unique; to add value to your product to make it different from the products in the market. This called **positioning**. Your positioning statement must consider 4 elements:

- Target group and need
- Brand
- Concept
- Point of difference

The positioning map allows you to see how unique your idea is and capture the qualifying characteristics of the competition. In this map, you should think of two characteristics of your competitors and how your product/service compares. Label those two characteristics on the axis of the chart: the positive ones on the top and left ends of the axis. Complete the labels on each side of the axis with the labels that are relevant to your business, and then plot your business

| | |
|--|--|
| | |
| | |

Template of a positioning statement: My product offers the following benefits.....to the following customers...Our product is better than our competitors because.... We show we are the best by....

3. Target: Conducting interviews

Answering questions about your product is not enough to launch a product/service, getting the opinion of your customers is a key to the success of your product/service. This is called gathering feedback. This is done by doing research, interviewing your target.

Tips for conducting good interviews:

- Make your interviewer comfortable
- Answer open ended questions
- Encourage your interviewer to tell you stories
- Observe their body language
- Take notes, but not too much!!
- Make them try your product/service so that they can judge it and their feedback will be more constructive

Some of the questions you can ask:

- Would you use this product/service? Why?
- Do you like it? If not, why?
- How would you use it?
- Do you use a product/service similar this one? What is it?

4. SWOT analysis

Many entrepreneurs use SWOT analysis to consider all the factors in their idea's business environment. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. These factors are divided into internal ones (Strengths and Weaknesses) and external (Opportunities and Threats)

Here are some questions about your service/product to guide you in completing SWOT analysis:

- What are your product strengths? What makes it unique?
- What are your weaknesses? / What are your competitors good at, that you are not?
- What are the opportunities in the marketplace that you can take advantage of to introduce your business?
- What are the threats in the marketplace? = What will make it difficult for you to introduce your business?

5. Guest Speaker: Implementing the Solution:

Invite a local entrepreneur who can talk about his/her experience especially in implementing his/her solution.

6. Reflections

This is the time for participants to write down their reflections of the day on their personal notebooks.

Lesson 5: Developing the Pitch

A Rocket Pitch is a succinct delivery of a business idea. It usually brief and thus contains enough details to interest investors and highlights why your business idea is unique and superior. It is also important to bring passion and energy to the idea to inspire your audience.

There are five areas that you should cover in your rocket pitch:

1. Problem

- a- Explanation and scale of the problem –need-
- b- How this problem is an opportunity for you

2. Solution

- a- Clear and concise explanation of your service / product and business model
- b- How your product/service will solve the problem
- c- How is your product/service unique and different from your competitors'

3. Target

- a- Customers and their demand to your product/service

4. Potential to make a profit

- a- How you will make money/revenue
- b- Financing of your business (financial statements)

5. Your needs

- a- Explanation of immediate needs (e.g capital, equipment, expertise...)
- b- How investors can fulfill these needs

Notes:

- Pay close attention to eye contact and body language
- Speak loud enough for everyone in the room to hear you
- Speak clearly and slowly enough for the audience to understand you
- Have an effective and memorable closing
- Be confident
- The first impressions matter: dress appropriately and deliver your pitch from the beginning with confidence and energy
- Keep your audience interested

Using Visual aids

- Keep it simple and brief

- If information does not increase learning or understanding do not include it
- Do not allow visual aids to take your audience's attention
- Don't rely too much on your visuals. Your pitch is your story, your words and actions are more important than any visual representation of the idea

Practice, Practice and Practice more and ask for feedback from other participants and organizers.

Lesson 6: The Challenge