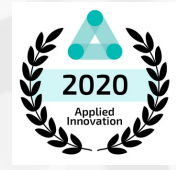




## Program Overview



**The Young Empowered Startupper (YES) program roadmaps, guides and mentors aspiring entrepreneurs on a cutting-edge startup journey.** The learning and activities executed in the program take an entrepreneur from initial business idea to validated business model, pitch and offer-ready position. The journey follows leading and proven Lean Startup methodology mixed with key components of prototype and Horizon thinking, that we know works.

**Offered as a fully digital experience, YES includes online activity based learning with targeted and optimized mentor touch points and assignment. The program takes 12 – 16 weeks with an average commitment of 8 hours per week. 50% of the time is spent in front of the computer learning and documenting, while the other 50% is spent in the market learning by engaging with customers. YES graduates receive a micro-credential and authenticated transcript.**

Every successful YES graduate, has practiced and now likely owns critical mind shifts and skills that allow them to resonate with future learning and career opportunities. They have proven their desire to be a problem solver, an innovator, a communicator and explorer of new ideas.

YES was created by Empowered Startups, a Canadian government designated Startup Incubator, recognized for advancing startup globally. With incubators in Canada, France, Portugal, and Canadian communities, we believe that startup is for everyone, and we bring an advanced and innovative approach of starting up to a place where experienced and aspiring entrepreneurs can understand, participate and excel.

Our training tools and mentorship are used and recognized by leading secondary schools, global universities, Startup Incubators, and innovation hubs. We strive to inspire and educate youth to be the change-makers of tomorrow.

Contact: Kyle Kirkegaard | [kyle@empoweredstartups.com](mailto:kyle@empoweredstartups.com) | 604.200.9800  
Website: [www.yes.empoweredstartups.com](http://www.yes.empoweredstartups.com)

## **Module 1: Welcome, Course Overview & Guiding Principles**

### **Content:**

Chapter 1: Welcome and Overview  
Chapter 2: Program Nuts and Bolts  
Chapter 3: Learning Goals  
Chapter 4: Guiding Principles

**Assignments:** Personal Goals Sheet

**Estimated content length:** 20 minutes

**Estimated total time to complete module:** 1 hour

## **Module 3: Build a Business Model**

### **Content:**

Chapter 1: Introduction to Lean Canvas  
Chapter 2: Build a Lean Canvas - Problems and Customers  
Chapter 3: Build a Lean Canvas - Unique Value Proposition, Solution and Channels  
Chapter 4: Build a Lean Canvas - Revenue Streams and Cost Structure  
Chapter 5: Build a Lean Canvas - Key Metrics and Unfair Advantage

**Assignments:** Lean Canvas A

**Estimated content length:** 30 minutes

**Estimated total time to complete module:** 2 hours

## **Module 2: Be an Entrepreneur Content:**

Chapter 1: What is an Entrepreneur?  
Chapter 2: Entrepreneurial Mindshifts  
Chapter 3: Find a Problem to Solve  
Chapter 4: Is the Problem Worth Solving?

**Assignments:** The Problem I love

**Estimated content length:** 60 minutes

**Estimated total time to complete module:** 3 hours

## **Module 4: Business Archetypes and Traction**

### **Content:**

Chapter 1: Introduction to Business Archetypes and Traction  
Chapter 2: Business Model Archetypes  
Chapter 3: Traction  
Chapter 4: Build a Traction Model

**Assignments:** Traction Model

**Estimated content length:** 1 hour

**Estimated total time to complete module:** 2 hours



## **Module 5: Validate the Problem**

### **Content:**

Chapter 1: Introduction to Customer/Problem Interviews

Chapter 2: Understand Customer/Problem Interviews and Observations

Chapter 3: Plan for Customer/Problem Interviews

Chapter 4: Arrange a Customer/Problem Interview

Chapter 5: Build an Interview Script

Chapter 6: Execute and Document Customer Problem Interviews

**Assignments:** Experiment Plan, Interview Script, Customer Analysis (x 5), Experiment Report, Lean Canvas B, Competitor Profile

**Estimated content length:** 1.5 hour

**Estimated total time to complete module:** 2 - 8 weeks

## **Module 6: Validate your Solution**

### **Content:**

Chapter 1: Introduction to Solution Interviews

Chapter 2: Prototyping, and Pricing for Solution Interviews

Chapter 3: Explore Technology and Digital Ethics

Chapter 4: Plan, Arrange, Script, Execute and Document Solution Interviews

**Assignments:** Experiment Plan, Interview Script, Customer Validation Interviews (x5), Experiment report, Lean Canvas C

**Estimated content length:** 1 hour

**Estimated total time to complete module:** 2 - 8 weeks

## **Module 7: Venture Pitch & Summary**

### **Content:**

Chapter 1: Write a Venture Report

Chapter 2: Build a Pitch Deck

Chapter 3: Course Summary & YES Club

**Assignments:** Venture Report, Pitch Deck

**Estimated content length:** 30 minutes

**Estimated total time to complete module:** 2 - 8 weeks

## **Module 8: Congratulations & Next Steps**