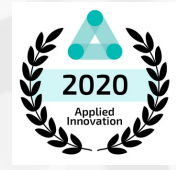


YOUNG EMPOWERED STARTUPpers

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 | 604.200.9800
Website: 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: Tractions
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