

# Entrepreneurship Program Curriculum



## Overview of the program and your learning journey over the 14 weeks:



### Milestone 1 Explore

- Week 1: Problem Pitch**  
Re-visit your opportunity  
Re-validate your problem  
Refine and Perfect your Problem Pitch
- Week 2: Customer and Market**  
Identify Market Types  
Estimate Market Size  
Define Market Positioning  
Describe Customer Persona
- Week 3: Sustainable Differentiation Strategy**  
Craft Core Value Proposition  
Create Sustainable Differentiation Strategy  
Deliver Value

### Milestone 2 Discover

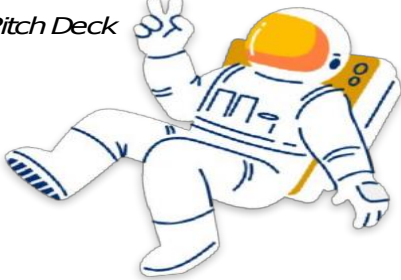
- Week 4: Business Model**  
Build and Test your Business Model  
Decision to Pivot or Persevere  
Identify Riskiest Assumptions in Business Model
- Week 5: Minimum Lovable Product**  
Create/ Iterate Prototype  
Conduct Customer Interviews  
Analyse Feedback  
Build the MLP
- Week 6: Sustainable Business Plan**  
Build Sales Plan  
Build People Plan  
Build Financial Plan and Unit Economics  
Build Funding Plan  
Identify Metrics that Matter

### Milestone 3 Go-To-Market

- Week 7: Sustainable Business Plan**  
Build Sales Plan  
Build People Plan  
Build Financial Plan and Unit Economics  
Build Funding Plan  
Identify Metrics that Matter
- Week 8: GTM Strategy**  
Identify Appropriate GTM Channels  
Develop Channel Partners  
Analyse Market Penetration Strategy  
Build Digital Marketing Plan

### Milestone 4 Launch

- Week 9: Growth and Scale**  
Devise Growth Plan  
Structure Scaling Strategy  
Customer Acquisition  
Operational Excellence  
Managing Money
- Week 10: Funding**  
Create Sources, Uses of Funds  
Map Start-Up Cycle to Funding Options  
Create Pitch Deck



# ▶ TRAINING PROGRAM



Sertifikasi & Legalitas Usaha



Pengaruh KI di Industri



Managemen SDM untuk Startup



Branding & Marketing



Perpajakan



Valuasi of Technologies & Companies



Sertifikasi TKDN untuk Startup



Managemen Keuangan untuk Startup



Digitalisasi Supply Chain for Startup



# Entrepreneurship Program



## BISNIS KAMPUS

Institusi bisa memperoleh 2.5% saham/profit sharing, Dosen yang membina 2.5% saham/profit sharing

## MVP & PROTOTYPING KWU DASAR & LANJUT

- Hak Didaftarkan
- Karsinov Diukur
- Bisa Diklaim Sebagai Aset Inovasi Institusi

## PEMBENTUKAN MINDSET & IDE BISNIS ORIENTATION-SOFTSKILL

LULUS

SEM 6-8

SEM 4-5

SEM 1-2

SEM 3-4

Sem 3-4

## VENTURE COMPANY MERDEKA BELAJAR KEWIRAUSAHAAN & INKUBASI BISNIS

- Bisa dikonversi menjadi tugas akhir pengganti skripsi dengan manajemen yang baik. Dosen Pembimbing sebaiknya 2.

## KONSEP DASAR KETEKNIKAN

- Mahasiswa diberi kesempatan untuk mengikuti perkuliahan di prodi berbeda sesuai ide bisnis