

MODULE 103

Structure	Key points	Details	Duration
Day 1 - Introduction of Module 103			180
	Presentation	Students present their projects and lessons learned 1. Group 1, 2, 3 Break 2. Group 4, 5, 6 Break 3. Group 7, 8, 9 Each group have 5 - 10 mins including Q&A	120
	Wrap-up	Trainers ask students to summarize their lesson learned according to key topics: 1. General experience 2. Team 3. Customers 4. Solutions created 5. Entrepreneurship and Innovation	20
	Introduction	- Module structure - Learning Method - Agenda	15
	Individual work	1. Take 5 minutes to describe who you want to be in 5 years.	10
	Individual work	1. Take 5 minutes to think and write down your 5 expectations for the class.	15
Day 2 - Source of ideas			180
	Introduction	- Learning outcomes - Agenda	5
1. Source of ideas	Individual work	1. Where did the business idea you've just launched come from?	5
	Theories	Trainers introduce source and journey of ideas	15
2. Problem identification	Theories	Trainers introduce 1. What is a problem? 2. How to state a problem 3. What is a good problem statement?	30
3. Teamwork	Individual work	1. What is TEAM? 2. What is GROUP? 3. Are you a team or a group?	10
	Theories	Trainers summarize the characteristics of a good team	10
4. Customer Personas	Theories	Trainers introduce Customer Personas	15
	Practice	1. Draw a persona of your team member 2. Draw a customer personas	15
	Practice	Students identify and interview potential customers according to customer personas	70
	Wrap-up	Trainers summarize key takeaways, send out survey, and introduce assignments	5
Day 3 - Prototype design and development - Products and services deployment			180
	Introduction	- Learning outcomes - Agenda	5
1. Last week Review		Students present last week KPIs and lessons learned	40
2. Design Thinking	Theories	Trainers introduce Design Thinking and Step 1	15
	Group discussion	1. Put yourself in the position of the client you interviewed and answer the question	15
	Theories	Trainers introduce the rest steps of Design Thinking	25
3. Using "Customer Personas" in Design Thinking Practices	Review	Customer Personas	5
	Theories	Trainers introduce application of customer personas, testing and storytelling	5
	Groupwork	Students adjust customer personas	15
4. Build Minimum viable Product (MVP)	Theories	Trainers introduce tools to build MVP	50
	Wrap-up	Trainers summarize key takeaways, send out survey, and introduce assignments	5

Day 4 - Identify & Measure Impact			180
	Introduction	- Learning outcomes - Agenda	5
1. Last week Review		Students present last week KPIs and lessons learned	60
2. Theory of Change	Theories	Trainers introduce Theory of change model	70
3. Practice	Groupwork	Students build their impact model	40
	Wrap-up	Trainers summarize key takeaways, send out survey, and introduce assignments	5
Day 5 - Circular Business Model & Storytelling			170
	Introduction	- Learning outcomes - Agenda	5
1. Last week Review		Students present last week KPIs and lessons learned	20
2. Circular Business Model	Theories	Trainers introduce Circular Business Model	95
	Practice	Students build their circular business model	30
3. Storytelling	Theories	Trainers introduce storytelling	20
4. Presentation		Final pitching	