



WSF-D'Academy Business Starter Course

Creating a Startup from an Idea

www.worldstartupfestival.com

About the Course

The WSF Business Starter Course is a preliminary course dedicated for those aspiring to create a startup business, focusing on issues of innovation, creativity and entrepreneurship. The course covers the entire process of creating a startup from an idea. This course is a prerequisite to the WSF-D'Academy Accelerator Bootcamp, during which participants who manage to create a fully operational startup business can apply for funding.

WSF BUSINESS STARTER COURSE

CREATING A STARTUP FROM AN IDEA

The course is about one-week in length and it allows participants to learn about business fundamentals, the creative process, design and developers thinking and other aspects to start a business. This course consists of 3 components.

Ideation is the first component that deals with ideas and the creative process, guiding participants to discover new innovative ideas, new products and services, and new ways to solve and do almost anything.

Business Basics is the second component that focuses on how to build a business (entrepreneurship), guiding participants through a series of tools and methods that helps bring an idea to fruition, at the same time ensuring that the idea is sustainable and solves actual problems in society. Use this second component to build a solid business around the idea you developed from the Ideation component above.

Validation is the final component that offers validation for those ideas created through a group of industry experts and early adopters. This last part involves interviews and focused conversations that gauges the suitability of those ideas in the market and the changes that may be required to get the idea off the ground.

Course Learning Outcomes

- Understand and master the creative process to come up with any business idea in the future
- Master the business fundamentals that can help you turn an idea into a real business
- Understand the design and developer thinking process to conceptualize the right idea for the right market
- Understand the importance of idea pivoting to ensure your business idea stays relevant and commercially viable

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DAY 1 THE CREATIVE PROCESS

Day 1 introduces the creative process where you will learn about the entire creative process focusing on the conceptualization of an idea and the contextualization of that idea which takes into account the society and culture you operate in and their specific needs. Day 1 consists of a series of scenario planning and simulations where you can test out a few ideas and go through the creative journey.

DAY 2 BUSINESS BASICS PART 1

Day 2 focuses on the fundamentals of business involving the lean startup methodology, business modeling, and exploring funding and bootstrapping options. Day 2 is an intense day of workshop where you will be divided into groups to simulate these business concepts in a gamified environment. At the end of the day, you will be able to understand how to set up a business with limited resources.

DAY 3 BUSINESS BASICS PART 2

Day 3 continues the focus on business fundamentals covering financial planning. Day 3 consist of an intense workshop covering every aspect of business finance as the backbone of an operational business. At the end of the day, you will learn how to manage your financial accounts once the business is in full motion.

DAY 4 REFLECTIONS

Day 4 focuses on your why in business. Day 4 is dedicated to bringing about the intention and objectives you have in doing this business and is reserved for personal reflections and questions why you really want to do this business and whether you are willing to commit to these ideas in the long-run.

DAY 5 MARKET VALIDATION

Day 5 brings a variety of people to engage with the participants of the course to validate their ideas. The day begins with focused interviews with industry experts who will comment on the feasibility of those ideas in terms of industry needs. This is followed by a series of interviews with early adopters to gauge whether these ideas already exist in the market and what are the available blue ocean areas in the market. Day 5 ends with the final group, where you will be engaging in focused conversations with the community comprising young people, NGO reps and others. This last group is essential in gauging what are the real issues and needs in society and whether those ideas are needed and worthy to pay for.

DAY 6 DEMO DAY

Day 6 involves the focus groups to present their final business ideas with a Q&A session with the larger group and several startup entrepreneurs. This enables peer-to-peer review on the respective business ideas and great insights by existing entrepreneurs on what changes need to be made for those ideas to come to fruition. At the end of this day, you will get to own a polished and validated business idea that you can now start a business with.

Incubating
Locally, Delivering
Globally.



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D'Academy, the licensed accelerator for WSF, is an end-to-end accelerator programme focusing on pre-seed, seed and post seed startups worldwide. We nurture technopreneurs with business support, mentorship, talent development, funding, market access, and facilitate the development of cutting-edge technologies that define the next ear of innovation.

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