

# Entrepreneurship and Innovation for Early-Stage Professionals

July 11 – 12, 2024

Venue: PIM, Islamabad.

Rs. 31,000/=

## INTRODUCTION:

The Entrepreneurship and Innovation course caters to early-stage professionals, equipping them with the essential knowledge and skills to embark on entrepreneurial ventures and drive innovation. Led by seasoned expert, the program covers crucial topics such as ideation, business model development, market analysis, and funding strategies. Participants learn to identify opportunities, mitigate risks, and create value through innovative solutions. With a focus on practical learning and real-world case studies, the course fosters an entrepreneurial mindset and provides tools for navigating the challenges of startup ventures. By empowering early-stage professionals with the confidence and capabilities to innovate and create successful businesses, this course serves as a catalyst for entrepreneurial success and growth.

## LEARNING OUTCOME:

- Mastery of essential entrepreneurial skills and techniques for innovation
- Ability to identify and capitalize on business opportunities in dynamic markets
- Proficiency in developing and executing business plans, from ideation to scaling
- Confidence to navigate challenges, embrace failure, and adapt to changing circumstances
- Building a supportive network and community for collaboration, learning, and growth

## WHO MUST ATTEND?

- Early-stage professionals interested in entrepreneurship, innovation, and startup ventures
- Aspiring entrepreneurs looking to launch their own ventures or join startup teams

## COURSE CONTENTS:

- **Introduction to Entrepreneurship and Innovation**
  - Defining entrepreneurship and innovation in the context of early-stage professionals
  - Understanding the importance of entrepreneurial mindset and innovation in today's dynamic business
- **landscape Ideation and Opportunity Recognition**
  - Techniques for generating and refining innovative business ideas
  - Identifying market gaps, customer needs, and opportunities for disruption
- **Business Model Development**
  - Exploring different business models and frameworks for early-stage ventures
  - Crafting a value proposition, revenue streams, and cost structure to support sustainable growth
- **Lean Startup Methodology**
  - Introduction to lean startup principles for iterative product development and validation
  - Conducting market research, customer validation, and rapid prototyping to minimize risks

- **Entrepreneurial Finance and Funding**
  - Understanding financial essentials for startups, including budgeting and cash flow management
  - Exploring funding options such as bootstrapping, angel investors, venture capital, and crowdfunding
- **Marketing and Branding Strategies**
  - Developing effective marketing strategies to reach target customers and create brand awareness
  - Leveraging digital marketing tools, social media, and content marketing for growth
- **Building a Strong Team and Network**
  - Recruiting and retaining talent to complement entrepreneurial skills
  - Cultivating a supportive network of mentors, advisors, and collaborators for guidance and opportunities
- **Legal and Regulatory Considerations**
  - Understanding legal structures, intellectual property rights, and compliance requirements for startups
  - Mitigating legal risks and ensuring ethical business practices
- **Scaling and Growth Strategies**
  - Planning for scalability and managing growth challenges in early-stage ventures
  - Implementing strategies for scaling operations, expanding market reach, and driving innovation
  - Innovation in Practice: Case Studies and Exercises
  - Analyzing real-world examples of successful startups and innovative ventures
  - Hands-on exercises to apply entrepreneurial concepts and solve business challenges

#### **TRAINER'S PROFILE:**

- DR. ZUNAIRA SAQIB
- PhD, University of Leicester, UK
- MA HRD and Consulting, Lancaster University, UK
- MBA, University of Management and Technology, Lahore
- Certifications: HRCI, The Wharton School, University of Pennsylvania, University of Minnesota, Applyboard, USA, EESEC Business School
- 17 Years of Teaching, Training and Consulting Experience in National and International Companies

#### **FOR DETAILS AND REGISTRATION**

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