



REGISTER NOW

Entrepreneurship & Leadership Innovation

For Next Gens above 22 years old

8 online sessions

2 - 30 Nov 2021

Certificate from Columbia

Entrepreneurship & Leadership Innovation Course
For all Next Gens above age 22 years old
with entrepreneurial and venture building aspirations
With Columbia Business School

Strengthen your entrepreneurial mindset
Become a certified entrepreneur
Learn in an international family business environment

[Register here](#)

Deadline: 25 October 2021

The Family Business Network and Columbia Business School are teaming up to offer young family business member a tailor-made 8 modules virtual certificate course.

Modeled on the MBA module "launch your startup", this interactive and tailor-made program will provide students with an intensive, "hands-on" course focusing on the creation, evaluation, development, and launch readiness of a new business or social venture.

Course Highlights

- Join us with an idea, an existing business, or just an open mind!
- **Highly customised and tailor-made**
- **Relevant to all** business industries and individual career journey
- **World-renowned** faculty
- **Columbia Certificate** upon completion
- **Recommendation letter** based on merit

Format

- 8 online sessions of 2.5 hours
- min: 15 students
- max: 30 students
- Work in small groups
- Course in English
- Participants from over 20 countries
- Workshop in small groups

Registration & Requirements

- FBN members only
- Fee: \$1 400 per student
- Deadline to register: 25 October 2021
- Number of seats is limited
- High standard oral English is required
- Student commit to attend entire course and stay fully engaged



Dates & Times

TUESDAY 2 November	07.30-10.00 EDT / 12.30-15.00 CET
THURSDAY 4 November	07.30-10.00 EDT / 12.30-15.00 CET
Please note the time zone change in the United States - check your time zone for correspondence.	
TUESDAY 9 November	07.30-10.00 EST / 13.30 -16.00 CET
THURSDAY 11 November	07.30-10.00 EST / 13.30 -16.00 CET
TUESDAY 16 November	07.30-10.00 EST / 13.30 -16.00 CET
THURSDAY 18 November	07.30-10.00 EST / 13.30 -16.00 CET
TUESDAY 23 November	07.30-10.00 EST / 13.30 -16.00 CET
TUESDAY 30 November	07.30-10.00 EST / 13.30 -16.00 CET

THE MODULES

Module 1: Your Idea	<ul style="list-style-type: none"> • Course introduction 	<ul style="list-style-type: none"> • Identifying & evaluating new venture opportunities
Module 2: Your Business Model	<ul style="list-style-type: none"> • New venture success factors • Business model canvas 	<ul style="list-style-type: none"> • Value proposition (the Offer)
Module 3: Your Customer	<ul style="list-style-type: none"> • Product-market fit • Customer profile definition 	<ul style="list-style-type: none"> • Customer interview creation • Data collection & analysis
Module 4: Your Market	<ul style="list-style-type: none"> • Market sizing • Industry analysis & trends 	<ul style="list-style-type: none"> • Competitive advantage • Competitor comparison & positioning
Module 5: Your Product	<ul style="list-style-type: none"> • New product development success factors • Minimum viable products (MVP) 	<ul style="list-style-type: none"> • Product development plans & costs
Module 6: Your Brand	<ul style="list-style-type: none"> • Marketing strategies to drive customer acquisition 	<ul style="list-style-type: none"> • Digital marketing & social media approaches
Module 7: Your Financial Plan	<ul style="list-style-type: none"> • Revenue & cost assumptions • Income statement projections • Cash management 	<ul style="list-style-type: none"> • Capital requirements • Funding sources
Module 8: Your Launch	<ul style="list-style-type: none"> • Core team selection • Key partnerships & alliances 	<ul style="list-style-type: none"> • Legal considerations • Launch readiness



Your Teacher Daniel McQuade

Daniel McQuade is a senior marketing & business development executive with expertise in providing branding & marketing services across many business verticals. Daniel works for and consults with industry leaders in the food industry leading activities related to conceptualizing and implementing market strategies.

Watch Daniel's welcome - [HERE](#)

"Thank you for always pushing me beyond my comfort zone so I could learn and grow as a person. This course has been so much fun and honestly so humbling."

"I started this course with small to no knowledge on venture development. I "learnt by doing" and it gave me a very strong background about the business area and every step to launch a startup."



[Register here](#)
Deadline: 25 October 2021

Should you have any question, please reach us at nxg@fbn-i.org.
We look forward to having you onboard.

 **Columbia Business School**
AT THE VERY CENTER OF BUSINESS™

VENTURE FOR ALL®



Young Minds™
Global Outreach Partner
Columbia Business School, Venture for All®