

Weekly course outline

Week	Topic	Description
1	Introduction and Orientation	An overview of the program, including access to facilities and expectations of participants.
2	Value Proposition	What is it that you are really offering to market? What do your customers really value? Can you protect this?
3	Customer Segments	For whom does your product or service create value? How do they behave? What defines the opportunity?
4	Customer Relationships	What relationships are needed to effectively sell your product or service? How do you develop and nurture these?
5	Channels	In what ways do you deliver your product or service? Are there options?
6	Revenue Models	Given your work so far, how do propose to earn revenue? What pricing strategies are you employing?
7	Key Activities	What are the critical actions that must take place for your product or service to be delivered? Map these out.
8	Strategic Resources	In order to take these actions which resources do you need in-house to deliver? Can you outsource? Do you want to?
9	Partnerships	If you choose to outsource, how will this be achieved and with whom? What are the risks and advantages?
10	Cost Structures	Given your work so far, what costs are born by the company through your actions? Are they fixed or variable?
11	Review and Consolidation	Participants bring their experience together into an overall understanding of their business model.
12	Final Presentations	We celebrate the outcomes through presentations of each of the startups.