



Entrepreneurial Skills

Evaluating New Business Ideas

► Upcoming Sessions

09-13 Sep 2024	Zurich - Switzerland	\$5,950
21-25 Apr 2025	Dubai - UAE	\$5,950

► Training Details

Training Course Overview

In the 21st century global economy, both personal and national prosperity hinges on the ability to innovate across all economic sectors. Entrepreneurial skills are crucial for achieving successful innovation. It's important to distinguish between invention—the creation of new methods—and innovation—the effective implementation and monetization of these methods.

Historically, rewards have often favored innovators who can transform ideas into thriving businesses rather than solely inventors. This Anderson training course will equip individuals with the foundation to identify and assess opportunities and, critically, to see them through to fruition as successful ventures.

Innovation represents the forefront of business evolution, where, akin to Darwinian principles, the ideas that endure and thrive are those best adapted to their environment.

Training Course Objectives

By attending this Anderson training course, delegates will be able to:

- Be alert to opportunities in their domain
- Assemble the data to evaluate the opportunity
- Gain support from the necessary stakeholders through effective selling of the idea
- Organize the delivery mechanism
- Maintain focus on delivering the vision and growing the business

Designed for

This Anderson training course is suitable for a wide range of professionals but will greatly benefit:

- “Intrapreneurs” – people working in organizations who are responsible for innovation
- C-level leaders who understand the need for a future vision
- Start-up enthusiasts
- Senior managers in strategic business planning roles

► Training Details

Day One: Why this Matters Now and for this Century; Where

are the Opportunities?

- ▶ Why this topic matters – historical context and the next 50 years
- ▶ Some examples of successful innovations – why they succeeded
- ▶ Some general principles for successful entrepreneurial innovation
- ▶ The importance of the entrepreneurial “mindset”
- ▶ The importance of the technology “envelope”

Day Two: Identifying and Evaluating the Opportunity (Portfolio Analysis)

- ▶ Classic portfolio approaches – Boston and Ansoff matrices
- ▶ Using market research to identify and evaluate opportunities
- ▶ Critical “hurdle” rates for entrepreneurs and investors
- ▶ Creating the “pitch” for funding
- ▶ Scaling the opportunity

Day Three: Planning the Delivery - Fishbone

- ▶ How can the service or product be produced most effectively?
- ▶ Getting the resources – money, people, materials
- ▶ Producing the business plan – the “Fishbone” approach
- ▶ Target setting and defining milestones
- ▶ Making the plan a reality

Day Four: Acting as a “Business Angel” - Evaluating a Case Study

- ▶ What are investors looking for?
- ▶ How do “angels” evaluate opportunities?
- ▶ What is the ecosystem for business innovation?
- ▶ How to sell the idea effectively
- ▶ How to keep control of “your baby”

Day Five: Pulling it together - the Five Whys

- ▶ Why is the opportunity there?
- ▶ Why do you think you can exploit it?
- ▶ Why should investors back you?
- ▶ Why should people work with you?
- ▶ Why not do it?

▶ The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete the course

▶ INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

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Request for a Tailor-made training and educational experience for your organization now:

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