



Entrepreneurial Skills

Evaluating New Business Ideas

► Upcoming Sessions

08-12 Jul 2024	Munich - Germany	\$5,950
09-13 Sep 2024	Zurich - Switzerland	\$5,950

► Training Details

Training Course Overview

In the 21st Century global economy, the prosperity of both individuals and nations will depend up on the ability to innovate in all kinds of economic activity. Entrepreneurial skills will be vital to achieve successful innovation. There is a fundamental difference between invention (i.e. the identification of new ways of doing things) and innovation (i.e. the successful operationalizing and monetization of those new ways).

In the past, the prizes have not always gone to the inventors but to the innovators who can turn an idea into a successful business. This Anderson training course will provide the basis for individuals to identify and evaluate opportunities and, most importantly to follow them through into fulfillment and successful businesses.

Innovation is the leading edge of business evolution and in a Darwinian manner, the ideas that survive and prosper will those that are best adapted to the 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:

Call us: +971 4 365 8363

Email: info@anderson.ae

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

Email: inhouse@anderson.ae



Anderson
Executive Development Centre

P.O Box 74589, Dubai, United Arab Emirates

Web: www.anderson.ae

Email: info@anderson.ae

Phone: +971 4 365 8363

Fax: +971 4 360 4759

**©2024. Material published by Anderson
shown here is copyrighted.**

All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.