



## 3-MONTHS ENTREPRENEUR LAUNCHPAD

# A grounded & holistic approach to building a successful business

### PROGRAM FEE

Normal Fee: S\$7,500 (Incl. GST)

Packaged Fee with max SSG subsidy: S\$4,200\*

\*SSG credits claimable (T&C Apply)

Navigate and thrive through the challenges of starting a business as you embark on a methodological learning journey designed by entrepreneurs for entrepreneurs.

## Why Join This Program?



### Dedicated Coaching & Business Mentoring

Receive tailored support from experienced business mentors to reach your entrepreneurial objectives.



### Learning Journey & Competency Framework

Designed collaboratively by experienced instructional designers and seasoned entrepreneurs.



### Access Investor Network

Tap into a network of investors to propel your business growth.

## Who Should Join?

We understand that the journey to becoming an entrepreneur doesn't happen overnight. It's a path paved with incremental steps, and unfortunately, many individuals veer off course before reaching their goal. That's why we're committed to standing by your side, right from the outset.

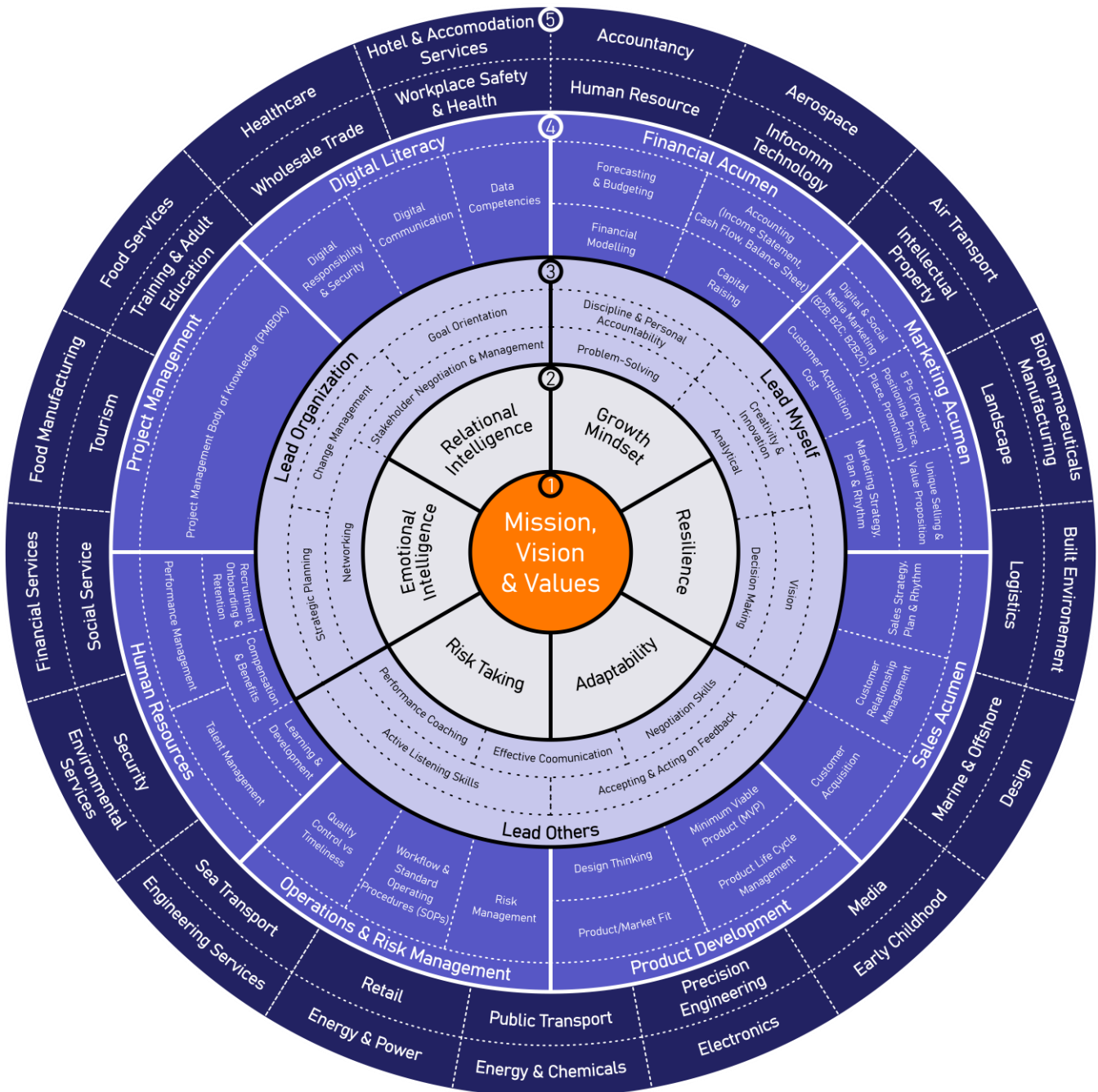
Our program is tailor-made for the visionaries, the ambitious souls, and those who are already immersed in the entrepreneurial world but seek additional support.



### Tailored for

- Aspiring Entrepreneurs
- Budding Entrepreneurs

## Competencies of an Entrepreneur



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### Growing your capabilities is our priority.

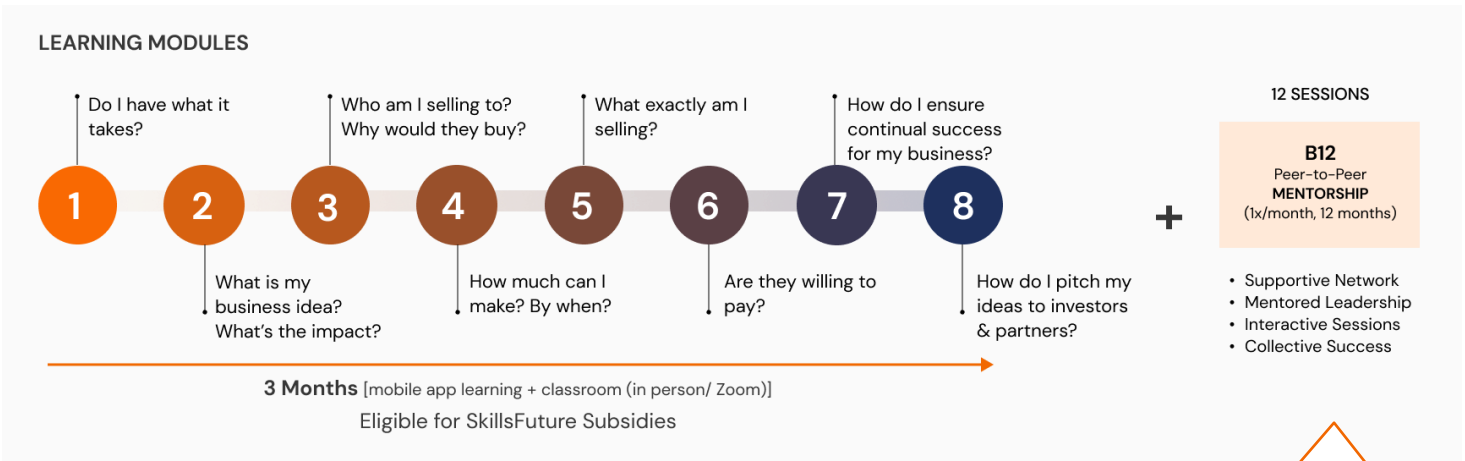
Our competency framework equips you with the right capabilities to become a successful entrepreneur. We focus on developing you as an individual, nurturing your growth and potential to build future businesses.

- 1 Mission, Vision & Values
- 2 Mindsets
- 3 Soft Skills
- 4 Hard Skills
- 5 Industry Domain Competencies

## Course Outline

At the completion of the course, e-certificate will be awarded to trainees who have demonstrated competency in the WSQ assessment and achieved at least 75% attendance.

In partnership with



Module selection can be tailored to suit individual requirements.

This 3-months program includes 8 individual modules + B12, a peer-to-peer mentoring session, offering not just technical skills but invaluable entrepreneurial insights from seasoned entrepreneurs.



Learn how B12 sessions can bring value to your entrepreneurial growth!  
[More Info](#)

## Module Details

### MODULE 1

#### Ignite Your Inner Entrepreneur

Designed to kickstart the entrepreneurial journey by helping participants identify their personal strengths and understand the mindset of successful entrepreneurs. [View More](#)



### MODULE 5

#### Product Development & Prototyping

Designed to guide participants through the process of developing a prototype of their product or service. [View More](#)



### MODULE 2

#### Idea Generation & Validation

Designed to stimulate creative thinking and equip participants with the tools and techniques to generate and validate business ideas. [View More](#)



### MODULE 6

#### Testing and Iterating Your Idea

Designed to guide participants through the process of testing their product or service in the market and iterating based on feedback. [View More](#)



### MODULE 3

#### Market Research & Customer Discovery

Designed to guide participants through the process of conducting market research and discovering their target customers. [View More](#)



### MODULE 7

#### Refining Your Business Model

Designed to guide participants through the process of refining their business model based on the feedback received from market testing. [View More](#)



### MODULE 4

#### Business Model Development

Designed to guide participants through the process of developing a business model for their idea. [View More](#)



### MODULE 8

#### Pitching Your Business

Designed to guide participants through the process of developing and delivering a compelling business pitch. [View More](#)



## Entrepreneur Growth Journey

Whether you are an aspiring intrapreneur looking to start your own business or have some prior experience in running a business, we can equip you with the skills and tools necessary to enable a successful transition.



### Soft Skills

- Risk Taking
- Innovative Taking
- Resilience

### Technical Skills

- Business Acumen
- Business Resources



#### MENTOR PROFILE

Lead Mentor  
Dr. Carl Thong, Serial Entrepreneur

Dr. Carl, a seasoned entrepreneur whose journey is marked by a series of successful ventures across diverse industries.



**BankingON:** From humble beginnings to securing Series A funding, this venture stands as a testament to visionary leadership in revolutionizing the financial sector through innovative technology.



**momenta:** What started as a local service firm has now blossomed into a global player, operating seamlessly across 12 countries. The commitment to quality service and strategic expansion has propelled this venture to new heights.



**Health On-line:** Driven by a passion for improving healthcare accessibility, Health On-line transformed from a traditional cashflow business into a pioneering health-tech firm. Today, it leads the charge in telemedicine, thanks to foresight and dedication to innovation.



**Incontech:** With an eye for consumer trends, the venture ventured into the consumer products market. Through strategic partnerships and distribution channels, Incontech now boasts a presence in nine countries, solidifying its reputation as a savvy entrepreneur in the retail space.



Your success is our mission.  
We don't just groom you; we invest in you.



Register Today!

[bit.ly/3uCiteA](https://bit.ly/3uCiteA)

GOT QUESTIONS? TALK TO OUR LEARNING CONSULTANT!



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