

CEU iLab Bootcamp *Global Entrepreneurship and Startup Camp / Draft Syllabus*

The CEU iLab Bootcamp's educational content is based on the following 5 pillars:

ENTREPRENEURIAL THINKING

Develop an attitude, mindset, and skills that are essential for starting a new venture.

Learn from expert entrepreneurs and the lessons they've picked up through years of building ventures.

Acquire the principles and logic of effectuation.

THE BUSINESS IDEA

A good venture idea may determine a startup's future. We discuss how entrepreneurs can approach idea generation professionally, how to generate innovative ideas and how to select the most promising ones. Practical examples are used to illustrate the methodology.

ENTREPRENEURIAL FINANCE

The finance module aims to help entrepreneurs raise their awareness of finance and to use financial information to develop business plans, improve operational and strategic decisions and assess their startup's on-going performance.

ENTREPRENEURIAL CYCLE

How to write a powerful business plan, and how to use it for successful external communication, especially with potential investors.

How can we harvest the highest value resulted by business development? Exit options and value maximization.

MARKETING AND BRANDING

It is crucial for a startup with limited resources to have carefully defined targets who would be really devoted to your business. Also, your marketing plan should be a solid support to your strategy and need to be translated to tangible deliverables and clear communication messages. Finally, most of the time your most valuable asset will eventually be your brand. This is what makes you unique both as an offer and also as a company.