

proficeo™

Highly
Recommended
for Tech
Pre-Seed
Applicants

first
STEPUP™



ENTREPRENEURSHIP

WORKSHOP

Introduction

First StepUp™ has been developed as a short but intensive program to cover the most important reasons why the Technical Evaluation Committee (TEC) rejects applications.

The objective of FirstStepUp™ is to prepare Applicants to present an effective proposal to TEC Members. The session is deemed vital based on the feedback received from the TEC members that:

- a) Many ideas presented were not viable, did not have sustainable business models, were not innovative with a lack of Intellectual Property, had market research that was poorly done and lacked marketing strategies and;
- b) Even when there were reasonable ideas the Entrepreneurs were let down by an inadequate and weak pitch made before the Evaluation Committee.

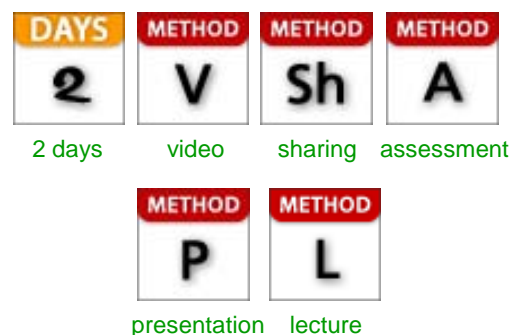
Participants will be taught about the essential elements required by the Evaluation Committee and will have the opportunity to practice their pitch with the Trainers.

The Trainers will provide comments and advice for participants who make presentations. This program is aimed primarily at improving the quality of pitches to the Evaluation Committee.

Date: 10 & 11 August 2009
17 & 18 August 2009
Location: MDeC

Registration:
Please contact: fahiza@mdec.com.my

Places are LIMITED, seriously



ENTREPRENEURSHIP

PROGRAM SCHEDULE – DAY ONE

TIME	ACTIVITY	SUMMARY
0830 - 0900	Participant Registration	-
0900 – 0915	Welcome Address & Objectives of Program	-
0915 - 0930	Lemonade Stories Inspiring Entrepreneurs	Tom Scott Kelly Reinhart
0930 - 1030	Is your idea a REAL business opportunity?	Understand the difference between just an idea and a real business opportunity and whether you have a viable Business Model.
1030 - 1100	Morning Break	-
1100 - 1130	Innovation? What Innovation?	Learn about the different forms of innovation and how it impacts your Pre-seed application
1130 - 1230	What's IP got to do with it?	Learn about the many facets of IP in business ventures
1230 - 1330	Lunch Break (1 hour)	
1330 - 1430	Target Market and Market Research	Learn about how to describe the target market and also conduct basic market research
1430 - 1530	Elevator Pitch Essentials	Learn how to present the key aspects of your business idea to the Evaluation Committee
1530 - 1600	Afternoon Break	-
1600 - 1730	Summary of the Day	Summary of the day including observations, key lessons, etc

ENTREPRENEURSHIP

PROGRAM SCHEDULE – DAY TWO

TIME	ACTIVITY	SUMMARY
0830 - 0900	Participant Registration	-
0900 – 1030	Participant Presentations	Presentations will be assessed by Coaches
1030 - 1100	Morning Break	-
1100 - 1300	Participant Presentations	Presentations will be assessed by Coaches
1300 - 1400	Lunch Break (1 hour)	-
1400 - 1530	Participant Presentations	Presentations will be assessed by Coaches
1530 - 1600	Afternoon Break	-
1600 - 1730	Summary of the Day & Certificates of Attendance	Summary of the day including observations, key lessons, etc

ENTREPRENEURSHIP

What would you like to achieve from this program?

Write it down!

1.

2.

3.

4.

5.

My Name:

My Role in the Company:

My Company Name:

Company Address:

Email:

Zip Code:

Name of People Attending:

1.

2.

3.

Phone No:

State:

PLEASE SIGN ME UP NOW!

Email this page to: Fahiza@mdec.com.my or Fax this page to: Fahiza @ 03-8313 8017