



STARTUP FUNDAMENTALS PROGRAM

PROGRAM GUIDE & SCHEDULE

BCF Coaching Academy



PROGRAM GUIDE

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| Program Title: | Startup Fundamentals Program |
| Program Code: | SFP1011 |
| Program Coordinator | Tobi Nagy |
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| No of Lessons: | 41 |
| No of Workshop Activities | 15 |
| No of Coaching Sessions | 15 |
| Program Delivery: | Online video lectures and workbook |
| Time requirements: | 5-8 hours per week |
| Program Coach | Tobi Nagy |
| Version: | 2a (12-21) |



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Program Description:

In this Program, you will be able to learn to develop, build, test, and launch your new product or service prototype.

- It will give you the knowledge and the ability to test your idea thoroughly with the market before you launch your business, to ensure you don't waste time and money
- You will also learn a process based on the Lean Startup Methodology, academic frameworks and will receive practical guidance and coaching from an experienced entrepreneur, educator and coach in the field of startups.
- To optimize your results, we provide facilitation and support from an experienced coach and entrepreneur, who will guide you along the way. This ensures you are never alone on your journey.

Program Structure:

The program's structure is a series of activities including online video lectures, workshops, coaching, and workbook, as shown in **Table 1**, over a 13-14-week period:

| | Number |
|---------------------|--------|
| Lessons | 41 |
| Workshop Activities | 15 |
| Coaching Sessions | 15 |

Table 1

- Each lesson consists of video lectures between 8 and 25 minutes each, (with an average of 15 minutes), combined with workshop activities that are required to be completed each week.
- There are also weekly coaching or "check-in" sessions to provide instruction and feedback and to ensure activities are completed.
- There is also a workbook to be completed for the lessons, that will reinforce the learned concepts.

Learning and Teaching Method:

The program is structured to be delivered online and virtually in an engaging manner using a range of teaching methods including: online video lectures, activities and coaching sessions, that enable you to build, test, launch and test your proposed product or service prototype or Minimum Via Product (MVP).



What will you Learn from this Program?

In this program you will learn the process of creating a “**product-market fit**” for your product or service using the Lean Startup Methodology, which provides a low-cost, low risk approach to launching your product or service and also market validation BEFORE you spend time and money launching it.

Learning Outcomes:

Upon successful completion of this program, you will be able to gain an understanding of:

- a. How to assess an idea to see it can be turned into a business opportunity, using a range of frameworks, tools and techniques;
- b. The process required to create a product-market fit for your product or service.
- c. How to create a Minimum Viable Product (MVP) or Prototype, so you can take your concept to the market for testing.
- d. How to test your concept with the market to gain valuable feedback;
- e. The funding options available for startups;
- f. The marketing and sales techniques to launch a business;
- g. How to create a roadmap for your business growth.

Is this Program a Good Fit for you?

This program is designed for entrepreneurs that:

- Already have an idea in mind and want to launch their product or service in the quickest, low-cost and safest way, in order to save time and money; or
- May have already tried to launch their product or service idea, but have not been successful and are looking for guidance and instruction.

Requirements of the Program:

This program requires a commitment of 5-8 hours per week, and also an unwavering belief that you can succeed, as well as hard work, dedication, focus and discipline to be able to complete the required tasks allocated.

- Of course, being online, you can complete the lessons and the workbook activities any time of the day or night.



- To complete this within the 13-14 week period, you will be required to stick to the weekly schedule, in the sequence laid out, as shown in the ***Program Schedule Overview (Table 2)***.
 - *Note: A fully detailed weekly schedule is shown in the online learning platform for the program under “Step 4”.*
- You will also be required to complete 15 compulsory workshop activities, that will help you work towards launching your product/service;
- After each video, you will also be asked to answer some questions in your workbook, which is also supplied;
- By completing the workbook, you will be reinforcing the lessons learned throughout the program, so that you can better apply your knowledge to the workshop activities that you are required to complete.
- At any point in time during the program, if you have any questions, or insights to share with your coach for feedback, you will be able to communicate with them directly by email if it is not urgent or by WhatsApp for urgency. Your coach will try and get back to you within 2-4 hours, if it is between 10am -8pm (AEST). If it is outside of these hours, you will receive a response the following morning.

Why this Program?

- This is a unique program that gives entrepreneurs a hands-on opportunity to learn how to launch their product or service, skillfully.
- You will learn the process, the framework and the “nuts-and-bolts” required with a coach that will guide and assist you along the way.
- This program will also introduce some fundamental concepts to the entrepreneur, using over 20 years of practical research, experience and academic frameworks in this field.
- If you have already made some failures in life or in business, now is the time to reflect on those lessons, and learn a specific and stage process to launch your business prototype or Minimum Viable Product.

Program Schedule:

An overview of the Program Schedule is shown in ***Table 2***, (next page) with the full weekly schedule shown on our online learning platform for the program.



Table 2: Startup Fundamentals Program Schedule Overview

| STAGE 1- LEARN | |
|------------------------|---|
| Module | Description |
| 1 | Creating a Framework to Assess Ideas for Business Opportunities |
| 2 | Developing Your Business Purpose |
| 3 | Identifying Customer's Pains, Needs and Wants |
| 4 | Evaluating Your Opportunity (Industry & Competitors) |
| | |
| STAGE 2- BUILD | |
| Module | Description |
| 1 | Generating Ideas and Your Proposition |
| 2 | Building Your Business Model |
| 3 | Team Development/ Elevator Pitch |
| 4 | Creating Your Lean Start-up/ Strategies to Create Your Market Dominant Position |
| 5 | Building Your Prototype or Minimum Viable Product (MVP) |
| | |
| STAGE 3- TEST | |
| Module | Description |
| 1 | Process for Testing and Validating with Customers |
| 2 | Analyzing the Feedback Data from Customers |
| 3 | Modifying and Re-iterating Your Solution |
| 4 | Retesting Your Solution |
| | |
| STAGE 4- LAUNCH | |
| Module | Description |
| 1 | Exploring Financing for Your Venture |
| 2 | Marketing Fundamentals |
| 3 | Creating Your Sales Process |
| 4 | Developing Your Personal Roadmap for Success |
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Please note: that the Program Schedule and the Weekly Schedule are subject to change.



Overview of BCF Coaching Academy

About Us

We are a group of entrepreneurs and professional educators dedicated to the development of entrepreneurs and future business leaders to help solve some of the World's most complex problems, including poverty, inequality and Climate Change through education, training and life-skills development.

Our Vision

To create the World's Leading Entrepreneurial Education Institution enabling people to empower and transform their lives to create wealth and sustainable livelihoods and develop their own lifestyle path with health, happiness and abundance through business.

Our Mission

- To create world-class entrepreneurial education that allows our customers to discover their purpose and build their dream lives; one of abundance, freedom and choices;
- Which is delivered to entrepreneurs globally through our online platform, providing unique learning experiences, which are affordable, practical, and engaging, at the highest level of customer user experience possible.

Our Values

- ✓ Integrity
- ✓ Honesty
- ✓ Loyalty
- ✓ Transparency
- ✓ Caring
- ✓ Reliability
- ✓ Curiosity
- ✓ Trainability
- ✓ Collaboration