

# Entrepreneur LaunchPad Workshop



# Entrepreneur LaunchPad Workshop

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# Entrepreneur LaunchPad Workshop

## Entrepreneur Launchpad: Your Path to a Successful Business Launch

### Your Journey Starts Here

Welcome to the Entrepreneur Launchpad, an intensive **8-week workshop** designed to guide you through the process of launching a successful business using cutting-edge principles from design thinking, neuroscience coaching, and strategic marketing. Whether you're starting from scratch or refining an existing idea, this course equips you with the tools and insights needed to build a business that not only thrives but also makes a meaningful impact.

### Workshop Structure::

The workshop is divided into practical modules that focus on different aspects of business development. Each week combines live sessions, hands-on exercises, and personalised coaching to ensure you gain actionable skills and insights.

### Weekly Commitment:

- **Live Sessions (Online or Face-to-Face):** 2 hours
- **Practical Exercises:** 3-4 hours
- **Self-Study:** 2 hours
- **Total Hours per Week:** 7-8 hours

# Entrepreneur LaunchPad Workshop

## Pre-Workshop Preparation (Week 0)

**Objective:** Prepare participants for the workshop and ensure they have a clear understanding of the expectations and objectives.

**Activities:** Introduction to the workshop, pre-workshop survey, setting up communication channels.

**Outcome:** Participants are ready and motivated to start the workshop with clear goals in mind.

## Week 1: Vision and Ideation

**Objective:** Define your business vision and explore potential ideas.

**Activities:** Brainstorming sessions, vision statement crafting, market need analysis, and competitor analysis.

**Outcome:** A clear business idea aligned with your vision and market needs.

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## Week 2: Customer Understanding

**Objective:** Deepen your understanding of your target customers using design thinking techniques.

**Activities:** Conduct customer interviews, build empathy maps, analyze customer pain points.

**Outcome:** Detailed customer profiles and insights into their needs and behaviors.

## Week 3: Value Proposition Design

**Objective:** Develop a compelling value proposition that addresses customer needs.

**Activities:** Create value proposition canvases, test value propositions through feedback, refine your offer.

**Outcome:** A well-defined value proposition that clearly articulates how your business solves customer problems.

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## Week 4: Business Model Development

**Objective:** Build a sustainable business model that aligns with your value proposition.

**Activities:** Develop revenue models, identify sales channels, outline cost structures, detailed financial modeling.

**Outcome:** A comprehensive business model that is financially viable and scalable.

## Week 5: Prototyping and Validation

**Objective:** Prototype key components of your business and validate them with real-world testing.

**Activities:** Create prototypes of products or services, conduct usability tests, gather feedback, iterative testing.

**Outcome:** Refined prototypes and validated business ideas ready for market entry.

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## Week 6: Strategic Marketing and Positioning

**Objective:** Develop a strategic marketing plan to effectively position your business in the market.

**Activities:** Craft marketing strategies, develop branding elements, plan promotional campaigns.

**Outcome:** A strategic marketing plan that drives awareness and attracts customers.

## Week 7: Launch Planning

**Objective:** Prepare for a successful business launch with a clear execution plan.

**Activities:** Develop launch plans, set milestones, crisis management planning, legal considerations.

**Outcome:** A detailed launch plan and readiness for executing your business strategy.

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## Week 8: Review and Future Planning

**Objective:** Reflect on the workshop experience and plan for future growth.

**Activities:** Review key learnings, refine business strategies, develop a growth roadmap.

**Outcome:** A solid foundation for ongoing business development and scaling.

## Who Should Attend?

**Aspiring Entrepreneurs:** Those looking to start a new business with a strong foundation in design thinking and strategic marketing.

**Existing Businesses:** Companies seeking to launch new products or services and improve their market fit.

**Teams and Organizations:** Groups wanting to innovate and develop new business ideas collaboratively.



# Entrepreneur LaunchPad Workshop

## Benefits of the Workshop

**Practical Application:** Each module focuses on actionable steps, ensuring you apply what you learn directly to your business.

**Expert Guidance:** Benefit from the combined expertise of Jody Daniels and Kalin Mendes, who provide personalized coaching and feedback.

**Customer-Centric Approach:** Use design thinking to deeply understand and meet customer needs, ensuring your business is both desirable and viable.

**Strategic Marketing Insights:** Develop a comprehensive marketing plan that effectively positions and promotes your business.

**Hands-On Prototyping:** Validate and refine your ideas through real-world testing and prototyping.

# Entrepreneur LaunchPad Workshop

The Entrepreneur Launchpad workshop is designed to be flexible and accessible, with options to suit your needs:

## Standard Format:

- **Delivery Method:** The workshop can be conducted either online or face-to-face.
  - **Online:** Participate from anywhere with live virtual sessions, interactive exercises, and digital resources.
  - **Face-to-Face:** Join in-person sessions for a more hands-on experience with direct interaction and real-time feedback.
  - **DIY:** all the content and resources, completed at your own pace

**Private Workshop Option:** For SMEs, startups, and entrepreneurs looking to engage their teams in a more concentrated format, we offer a private workshop that can be completed in just 2 weeks. This option provides a deep dive into the workshop content, ideal for teams who want to quickly apply design thinking principles to their business.

# Entrepreneur LaunchPad Workshop

Private Workshop Structure (can be adapted and structured according to specific requirements –timelines reflected below are guidelines only, and can be extended if necessary):

**Duration:** 2 Weeks

**Daily Commitment:** 6 hours

**Daily Breakdown:**

- Day 0: Welcome and preparation
- Day 1-2: Vision and Ideation
- Day 3-4: Customer Understanding
- Day 5-6: Value Proposition Design
- Day 7-8: Business Model Development
- Day 9-10: Prototyping and Validation
- Day 11-12: Strategic Marketing and Positioning
- Day 13-14: Launch Planning and Review

**Total Time Commitment:**

- **Daily:** 6 hours
  - **Total for 2 Weeks:** 84 hours (including live sessions, practical exercises, and self-study)

**This private workshop format is perfect for teams that need to rapidly develop and implement business strategies using design thinking, neuroscience coaching, and strategic marketing principles. It allows for immersive learning and immediate application of concepts, ensuring that your team is well-equipped to launch and scale your business successfully.**

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# idreate Academy

## Support Structure

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Ready to turn your business idea into reality? Join us for the Entrepreneur Launchpad and embark on your journey to successful entrepreneurship!

**OPTIONAL SUPPORT** – Subscription Coaching to empower you on your entrepreneur journey

**Networking and Post-Workshop Support Program:**  
Entrepreneur Launchpad Alumni Network

### Overview

The Entrepreneur Launchpad Alumni Network is designed to provide ongoing support, resources, and mentorship to participants after they complete the Entrepreneur Launchpad workshop. This program ensures that you are not alone in your entrepreneurial journey. Our network offers a continuous learning environment and access to a community of like-minded entrepreneurs, experts, and mentors.

# Entrepreneur LaunchPad Workshop

## Networking and Support Program Structure

### Monthly Live Virtual Q&A Calls:

- **Hosted By:** Jody Daniels and other industry experts.
- **Format:** Interactive live calls to answer questions, provide guidance, and discuss challenges.
- **Duration:** 1 hour.
- **Frequency:** Once a month.

### Exclusive Content, Tools, and Resources:

- **Access:** Members will receive exclusive content, practical tools, and resources aligned with the modules taught during the workshop.
- **Format:** Downloadable PDFs, videos, templates, and worksheets.
- **Topics Covered:** Business development, design thinking, marketing strategies, customer engagement, financial planning, and more.

# Entrepreneur LaunchPad Workshop

## Quarterly Free Webinar:

- **Topics:** Relevant workshop-related topics, latest industry trends, and new business strategies.
- **Format:** Live webinar with Q&A session.
- **Frequency:** Once a quarter.
- **Hosted By:** Topic dependent (Jody Daniels and/or guest speakers)

## Access to Mentor Network:

- **Format:** One-on-one mentoring sessions, group mentoring, and expert consultations.
- **Frequency:** 1-2 hours per month depending on plan, by appointment.
- **Mentors:** Industry experts, experienced entrepreneurs, and business coaches.

## Networking Opportunities:

- **Format:** Virtual networking events, discussion forums, and online communities.
- **Platform:** Private social media groups (LinkedIn, Facebook) and community forum.
- **Benefits:** Connect with peers, share experiences, collaborate on projects, and expand your professional network.

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## Regular Updates and Newsletters:

- **Content:** Latest news, success stories, upcoming events, and new resources.
- **Frequency:** Quarterly.

## Discounts on Future Workshops and Services:

- **Offers:** Exclusive discounts on future workshops, consulting services, and special events.

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# Why Choose idreate Academy

The Entrepreneur Launchpad stands out for its integration of design thinking, neuroscience coaching, and strategic marketing, providing a holistic approach to business development. Our focus is on practical, real-world application, ensuring that you not only learn but also implement strategies that drive success.

**Innovation-Driven Learning:** Our workshops emphasize the latest strategies and methodologies, ensuring you stay ahead in your field.

**Practical Application:** We focus on hands-on learning, allowing you to immediately apply what you learn to real-world scenarios.

**Strategic Insights:** Gain deep understanding and actionable insights that will help you solve complex problems and make informed decisions.

**Personal and Professional Growth:** Our courses are designed not only to enhance your professional skills but also to foster personal development, making you more effective in every area of your life.



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# idreate Academy

## Workshop Offerings

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### Our Professional Development Offerings

idreate Academy provides a diverse range of workshops, training programs, and coaching options, all led by experienced professionals who are experts in their fields. We offer multiple formats to suit your schedule and learning preferences:

### Workshop Facilitation and Training

**Group & Private Sessions:** Whether you prefer personalised one-on-one training or group sessions, our workshops are tailored to maximise your learning and practical application.

**DIY – Learn at your own pace:** Some workshops are designed for learning at your own pace. For those with busy schedules but who would still like to learn new skills, and apply them to their personal or professional contexts. These DIY workshops have all of the magic, insights and value that you can access at your convenience.

**What You Get:** Acquire practical skills and knowledge that are directly applicable to your professional and personal challenges.

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# idreate Academy

## Workshop Offerings

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### Professional Coaching

**Neuroscience Coaching:** Unlock your potential with coaching techniques grounded in neuroscience, designed to enhance your leadership and personal effectiveness.

**What You Get:** Transform your mindset with tools and strategies that deliver sustained growth and success.

### Workshop Offerings at idreate Academy

#### Design Thinking Foundations Workshop

**Description:** Learn to drive innovation and solve complex problems effectively using design thinking. This workshop covers core principles, tools, and techniques to tackle challenges with empathy and creativity.

#### Ideation Workshops

**Description:** Harness collective creativity to generate and refine innovative ideas. This workshop covers brainstorming techniques, idea generation methods, and rapid prototyping.

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# idreate Academy

## Workshop Offerings

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### Entrepreneur LaunchPad Workshops

**Description:** Equip yourself with the knowledge and skills to launch a successful startup. Learn about business planning, financial management, and go-to-market strategies.

### Marketing Plan Workshops

**Description:** Develop comprehensive marketing strategies that drive results. This workshop covers market analysis, audience segmentation, and campaign development.

### Create a Brand Workshops

**Description:** Define and establish a memorable brand identity. This workshop covers brand positioning, messaging, and visual identity design.

### Personal Branding Workshops

**Description:** Build a strong professional reputation and enhance your career prospects. Learn how to communicate your unique value and brand story effectively.

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# idreate Academy

## Workshop Offerings

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### Social Media and Content Creation Workshops

**Description:** Master the art of creating engaging content and building a strong online presence. This workshop covers content creation strategies and social media marketing techniques.

### Customer Service Workshops

**Description:** Elevate your customer service standards and create memorable customer interactions. Learn how to handle complaints and build long-term customer loyalty.

### R&D New Product Development Workshops

**Description:** Develop and launch successful products. This workshop covers market research, product design, and testing.

### Think Tank Workshops

**Description:** Stimulate strategic thinking and problem-solving. This workshop covers critical analysis, scenario planning, and decision-making.

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# What Makes idreate Academy Unique

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**Experienced Instructors:** Learn from instructors who are not only subject matter experts but also have practical industry experience.

**Neuroscience Coaching Certification:** Our facilitators are certified in neuroscience coaching, providing you with an edge in both learning and application.

**Flexible Learning Options:** Choose the learning format that works best for you—live face-to-face sessions, online courses with live support, or DIY downloads.

**Comprehensive Support:** Gain access to session recordings, workbooks, and other materials to support your ongoing learning journey.

**Interactive and Engaging:** Our workshops are designed for active participation, ensuring that you gain practical skills that you can apply immediately.

# Entrepreneur LaunchPad Workshop

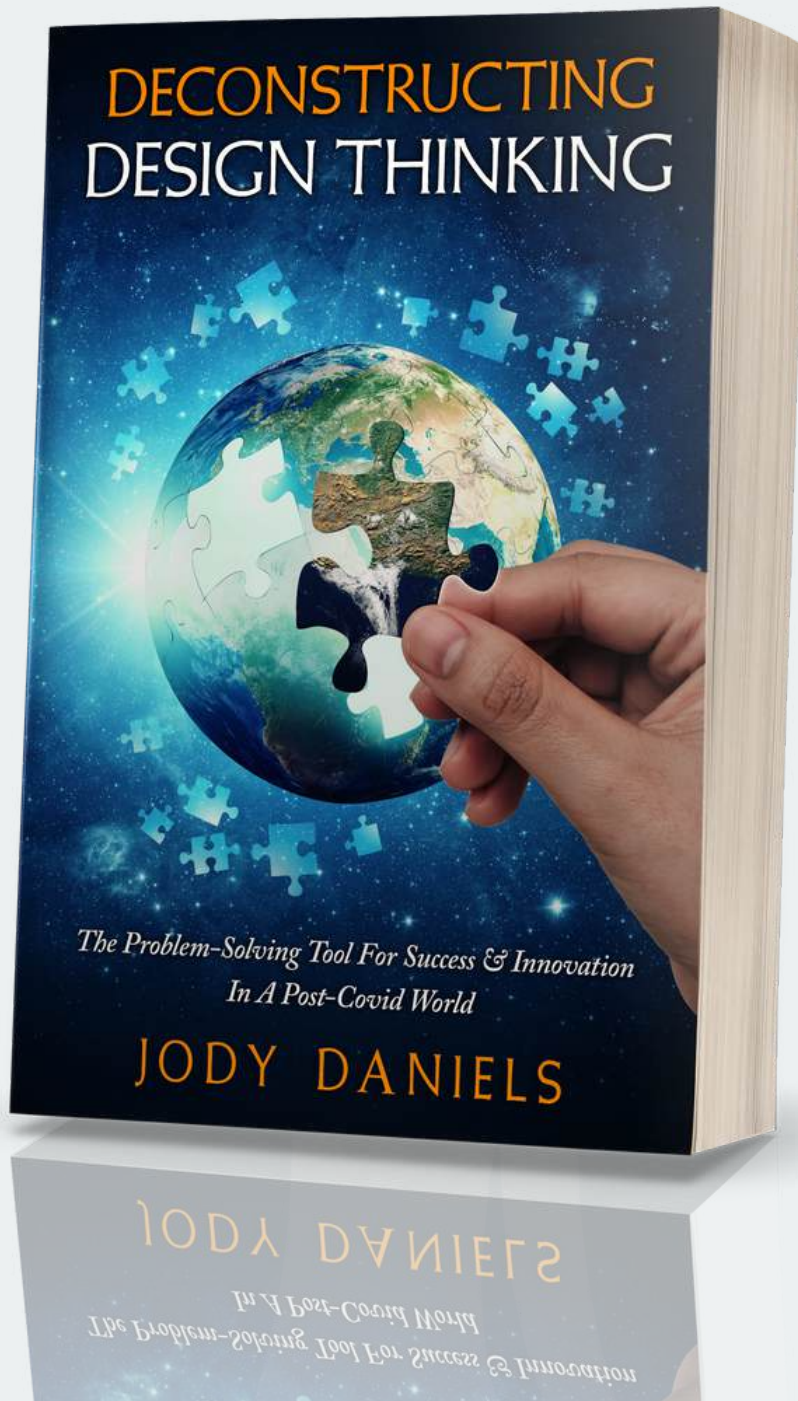
## Ready to Unlock Your Potential?

Explore our workshops and coaching programs, and take the next step toward achieving your personal and professional goals. Contact us today to express interest or request more information.

**By providing continuous support and valuable resources, the Entrepreneur Launchpad Alumni Network helps ensure the long-term success of our participants.**

Contact us for more information: [info@idreate.com](mailto:info@idreate.com)





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**Deconstructing Design Thinking** is written by our founder Jody Daniels. It offers step-by-step framework specifically tailored for leaders, entrepreneurs and change agents facing post-COVID challenges. This book goes beyond theory, it provides tips, principles and tools you can use today! by our founder Jody Daniels.

To get a copy of this book in your hands purchase now [here](#).

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