



# **Innovation for Startups and Designing Disruptive Solutions Training Course**

**Ref: #INN4020**



## **Course Introduction / Overview:**

This training course is an intensive program for entrepreneurs and startup teams who are looking to create disruptive solutions and build a business that stands out. It provides a strategic and practical framework for innovation, focusing on how to identify genuine market needs and design products that address them effectively. The program covers the entire life cycle of a startup idea, from initial ideation to launching a minimum viable product and beyond. Participants will learn how to use customer-centric methodologies like design thinking and agile development to reduce risk and increase the chances of success. The curriculum is informed by leading thinkers in the startup world, including Steve Blank, author of *The Four Steps to the Epiphany*, which offers a roadmap for building a successful startup. This course at BIG BEN Training Center emphasizes a hands-on approach to building a business, teaching professionals how to rapidly test their assumptions, gather feedback, and pivot when necessary. By the end, participants will have a clear understanding of how to build an innovative product that solves a real problem and how to create a lasting competitive advantage through smart, strategic design.

## **Target Audience / This training course is suitable for:**



- Entrepreneurs and aspiring business founders.
- Startup team members and co-founders.
- Product managers and designers.
- Engineers and developers.
- Venture capitalists and angel investors.
- Business students interested in entrepreneurship.
- Anyone looking to build a new business from scratch.

### **Target Sectors and Industries:**

- Technology and Software.
- E-commerce and Retail.
- Financial Technology (FinTech).
- Biotechnology and HealthTech.
- Consumer Products.
- Consulting and Professional Services.
- Government agencies and equivalent public sector organizations.

### **Target Organizations Departments:**

- Founders and Executive Leadership.
- Product and Design.
- Engineering and Development.
- Marketing and Growth.
- Business Development.
- Operations.
- Investor Relations.

### **Course Offerings:**



By the end of this course, the participants will have able to:

- Apply a customer-centric approach to innovation and product design.
- Identify and validate a genuine market need for a new product.
- Use lean startup principles to build and test a minimum viable product (MVP).
- Develop a compelling value proposition that resonates with customers.
- Overcome common startup hurdles and a lack of resources.
- Build a strategic roadmap for a new business venture.
- Secure initial funding by pitching a well-researched business idea.

## **Course Methodology:**

This training course uses an immersive and highly practical methodology that mirrors the fast-paced environment of a startup. The program is structured as a series of hands-on workshops and team-based projects where participants will work on their own business ideas. The course begins with a deep dive into customer discovery, teaching participants how to conduct effective interviews and synthesize their findings. We will use interactive sessions to practice rapid prototyping and testing, allowing participants to fail fast and learn quickly. The curriculum is built around the lean startup methodology, which emphasizes continuous learning and iteration. Participants will receive personalized feedback from instructors and engage in peer-to-peer review to refine their business model and product design. The goal at BIG BEN Training Center is to provide a safe space for experimentation, where entrepreneurs can validate their ideas before investing significant time and money. This hands-on, project-based approach ensures that participants leave with a tangible product concept and a clear path forward for their startup.



## **Course Agenda (Course Units):**

### **Unit One: The Entrepreneurial Mindset**

- Understanding the key traits of successful entrepreneurs.
- Identifying a real problem worth solving.
- Exploring the difference between an idea and an opportunity.
- Conducting market analysis and competitive research.
- Finding your unique selling proposition.
- Building a personal network for startup success.
- Learning from the stories of successful and failed startups.

### **Unit Two: Customer Discovery and Problem Validation**

- Using the customer discovery interview process.
- Creating a persona for your target customer.
- Mapping the customer journey and identifying pain points.
- Developing a hypothesis about a problem to solve.
- Validating your problem hypothesis with real people.
- Learning how to listen for customer insights.
- Analyzing feedback and synthesizing key takeaways.
- Three: Building a Minimum Viable Product (MVP)
- Defining the core functionality of an MVP.
- Using a value proposition canvas to define your product.
- Designing a simple prototype to test your solution.
- Developing a low-fidelity version of your product.
- Creating a test plan to validate your assumptions.
- Gathering feedback from early adopters.
- Deciding whether to pivot or persevere.

### **Unit Four: Business Model and Go-to-Market Strategy**



- Using Business Model Canvas to map your business.
- Identifying key revenue streams and cost structures.
- Developing a go-to-market strategy.
- Creating a marketing and sales plan for your startup.
- Understanding the basics of startup finance and funding.
- Preparing a compelling pitch deck.
- Pitching your business idea and getting feedback.

### **Unit Five: Scaling and Sustaining the Venture**

- Building a high-performing founding team.
- Hiring for talent and cultural fit.
- Developing a growth strategy for your business.
- Exploring different funding options, from bootstrapping to VC.
- The importance of intellectual property.
- Managing legal and regulatory challenges.
- Creating a roadmap for the future.

### **FAQ:**

#### **Qualifications required for registering to this course?**

There are no requirements.

#### **How long is each daily session, and what is the total number of training hours for the course?**

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

#### **Something to think about:**



How can a startup with limited resources and an unproven idea effectively compete with large, established companies that have a dominant market position and an endless supply of funding?

## **What unique qualities does this course offer compared to other courses?**

This training course is unique because it is designed specifically for entrepreneurs and startups. While other innovation courses may focus on corporate settings, this program is built around the specific challenges of building a new venture from scratch. The curriculum is a highly practical "how-to" guide, providing a clear, step-by-step process from validating an idea to building a viable business. It emphasizes a hands-on, project-based approach, allowing participants to work on their own ideas throughout the week and receive personalized feedback. The course uses the lean startup and design thinking methodologies as its foundation, giving entrepreneurs a proven framework for reducing risk and maximizing their chances of success. It also addresses the unique challenges of the startup world, such as securing funding, building a founding team, and competing against established players. This program is not just about learning, it is about building a business, providing a clear roadmap and a practical toolkit for anyone with a disruptive idea.