

Week 2: Deeper Dive Into Business Masterclass Agenda

Date: 6th December 2025

Venue: Room 501 , 5th Floor CamTech University

Time	Duration	Agenda Item	Focus
8:00 AM - 8:15 AM	15mins	Introduction and Ice Breaker	
8:15 AM - 8:35 AM	20mins	1. Inside Your Business: SWOT Analysis	This training session on SWOT analysis is tailored for startups, focusing on assessing Strengths, Weaknesses, Opportunities, and Threats. Participants will engage in discussions and hands-on activities to conduct SWOT analyses using real-world scenarios. By the end, they will be equipped to apply their insights to enhance strategic decision-making and drive startup growth.
8:35AM - 9:15AM	40mins	Hands On: SWOT Analysis	
9:15AM - 9:30AM	15mins	Peer Presentation: SWOT Analysis	
9:30AM - 9:50AM	20mins	2. Outside Your Business: PESTEL Analysis	This training session on PESTEL analysis is designed for startups to evaluate external factors affecting their business. Participants will learn to assess Political, Economic, Social, Technological, Environmental, and Legal influences. Through interactive discussions and practical exercises, attendees will analyze real-world scenarios. By the end of the session, participants will be equipped to integrate PESTEL insights into their strategic planning and decision-making processes for startup growth.
9:50AM - 10:05AM	15mins	Break	
10:05AM - 10:50AM	45mins	Hands On: PESTEL Analysis	
10:50AM - 11:05AM	15mins	Peer Presentation: PESTEL Analysis	
11:05AM - 11:20AM	15mins	3. Building your Customer Persona	We will revisit the previous customer persona from last week to add a few more details and attributes, along with adjusting previous assumptions or validations by applying new knowledge from SWOT analysis and PESTEL analysis.
11:20AM - 11:45AM	25mins	Hands On: Customer Persona Analysis	
11:45AM - 12:00PM	15mins	Peer Presentation: Customer Persona Analysis	
12:00PM - 1:00PM	1 hour	Lunch	
1:00 PM – 1:30 PM	30 min	1. Welcome & Concept Validation — The "Paper" Promise	Set the stage by emphasizing that speed and validation are more critical than aesthetics in a startup context. The goal is to design the right thing, not the pretty thing.
1:30 PM – 2:30 PM	1 hour	2. Figma Crash Course — The "LEGO" Method	A rapid, practical introduction to Figma, focusing on assembly using pre-made assets (UI Kits) rather than teaching drawing fundamentals. The UI Kit is the "cheat code."
2:30 PM – 2:45 PM	15 min	Break	
2:45 PM – 4:15 PM	30 min	3. Build Sprint — The "Happy Path"	This is the core build time. Students will execute the main user flow. Students will be observed the scope by preventing detail-obsessed design.
4:15 PM – 5:00 PM	45 min	4. The "Magic" — Interactions & Showcase	The final step to bring the static screens to life, creating a product experience that can be tested and pitched convincingly.