DDI Entrepreneur Track (Preview)

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About DDI Entrepreneur Track

DDI entrepreneur track provides an opportunity for post-sandbox students to pursue their entrepreneurial goals by starting up their business during their final year in the DDI program. The end goal is for the students to graduate from the study program with a business of their own; and, in order to do so, the track ensures that ample time and efforts can be allocated to the business development. The track requires students to maintain their own work discipline, similar to a directed independent study, under the guidance of designated mentors and counselors.

Key elements of the track include:
1. Work done in the track is equivalent to the personalized course credits (30 credits), divided between 2 semesters (15 credits each).
2. Students are required to work on their business in a proposed work environment, similar to doing an "internship" within their own company.
3. Within each semester, students will self-learn the essential principles of any business operations, by "doing" it within their own company; for instances:
   - Accounting and taxation
   - Finance, investment, and valuation
   - Sales and marketing
   - Organizational and human resource management
   - Product design and development
   - Technological innovation (e.g. digital, food, biotechnology)
4. Students will not be designated any fixed class time; rather, progress is regularly monitored through scheduled meetings with their mentors.

Track Requirements
- Application Requirements:
  - The following criteria are _mandatory_:
    - A team of at least 2 co-founders with clearly designated roles. All members must have passed ENX2302 and every first- and second-year courses.
    - A mentor who agreed to supervise you throughout the duration of your entrepreneur track program (1 year).
    - A detailed business plan (similar to the one used for TED Fund proposal), including business operations roadmap and timeline.
    - A proposed business environment, including an office space, work policies, and HR monitoring protocols.
  - Applicants who meet the following criteria will receive special considerations:
    - A public source of funding (e.g. TED Fund).
    - A product prototype.
    - A proof-of-concept (POC), where your business idea has shown to have obtained first-dollar or traction potentials.
    - An official contract stipulated among co-founders.
- Process Requirements:
  - After submitting and presenting the application to the committee, each member will be interviewed individually to determine eligibility.
  - _Progress Updates_:
    - Progress assessment is done using 2-week sprint. Scores obtained will be used for grading the students at the end of the semester.
    - The track is divided into 2 semesters. Whether the students may continue into the second semester depends on their performance in the first.
    - If the student fails, they will have to re-take courses equivalent to the credits missed. Failure also means they will not continue with the track.

- Teams will also require the following installations for their work environment:
  - An indoor camera, allowing mentors to access during work hours.
  - An attendance checking software (e.g. Happy Work).
  - A project management software, for agile process (e.g. Trello, Monday).
- Additional regulations may be imposed according to mentor and committee discretion. Decisions made by the committee are considered final.

Key Dates & Deliverables
- <u>Key Dates</u>:
  - *Application Deadlines*:
    - Team Registration: 31 March 2024 (draft proposal, changeable)
    - Submission of Business Plan & Full Proposal: 15 April 2024
    - Interview Period: 16-30 April 2024
    - Notification of Acceptance: 4 May 2024
  - *Commencement & Operations*:
    - Company & Workplace Setup: 5-31 May 2024
    - Business Commencement: 1 June 2024
    - Progress updates every 2 weeks with mentors
    - Final Presentation & Assessment: 31 October 2024
- <u>Key Deliverables</u>:
  - A business proposal (presentation format)
  - A detailed business plan (TED-fund style, document format)
  - A signed agreement with a DDI mentor who will supervise your business
  - A proposed work environment and policies