



# Turning Business Ideas into Reality Masterclass Structure

## Masterclass Overview

This masterclass is designed for individuals aged 16-25 interested in turning their business ideas into tangible realities. It is a 3-hour session with a minimum of 21 participants.

**Cost:** R1000 / R249 per person

### 1. Introduction (15 minutes)

- Ice breaker: Name game or sharing one unique business idea.
- Overview of masterclass objectives and expected outcomes.

### 2. Understanding Business Ideas (30 minutes)

- Brainstorming session: Participants share their business ideas.
- Guided questions: "What problem does your idea solve?" and "Who is your target audience?"
- Quick quiz: Assessing understanding of a viable business idea.

### 3. Transitioning Ideas to Reality (45 minutes)

- Discussion: Strategies for validating business ideas (market research, feedback loops).
- Introduction: Concept of a minimum viable product (MVP).
- Group activity: Participants outline a basic plan for their own MVP.

## **4. Building a Digital Presence (45 minutes)**

- Introduction: Basic concepts of creating landing pages and websites.
- Step-by-step guide: Using free or low-cost platforms (WordPress, Wix).
- Hands-on practice: Participants start building a simple landing page for their idea.

## **5. Advanced Website Features (30 minutes)**

- Explanation: Implementing dynamic and static website features at minimal cost.
- Examples: Luxurious design elements to enhance sites.
- Quick hack session: 10 free hacks to leverage AI for improving business operations.

## **6. Q&A and Wrap-up (15 minutes)**

- Open floor: Questions regarding any aspect of the masterclass.
- Participants share: Biggest takeaways and next steps.

## **7. Feedback and Evaluation (15 minutes)**

- Distribute: Feedback forms to assess the effectiveness of the masterclass.
- Provide: Resource list for further learning and support post-masterclass.

## **Overall Structure Considerations**

- Each segment has clear learning objectives.
- Maintain engagement through interactive elements and visual aids.
- Incorporate breaks as needed.
- Use storytelling and real-life examples.

# Learning Objectives

Section	Learning Objective
Introduction	Build rapport and understand masterclass goals
Understanding Business Ideas	Articulate and assess business ideas
Transitioning Ideas to Reality	Develop a basic MVP plan
Building a Digital Presence	Create a simple landing page
Advanced Website Features	Learn about cost-effective website enhancements
Q&A and Wrap-up	Address questions and identify next steps
Feedback and Evaluation	Assess and improve masterclass effectiveness