

Course Introduction & Welcome

Opening Hook

Welcome to the most comprehensive entrepreneurship course designed specifically for college students who want to turn their ideas into successful businesses. I'm excited to guide you through this transformative journey.

Course Overview

Over the next six weeks, you'll master the Problem-Solution Innovation Framework, or PSIF - a proven methodology that has helped thousands of entrepreneurs build successful companies. This isn't just theory - it's a practical, hands-on approach that you can apply immediately.

What You'll Achieve

By the end of this course, you will have:

- A deep understanding of how to identify and validate real market problems
- The skills to design innovative solutions that customers actually want
- A complete business model for your entrepreneurial venture
- Hands-on experience with cutting-edge AI tools that modern entrepreneurs use daily
- Real-world insights from studying successful companies like Grammarly, Notion, Warby Parker, Chobani, Zocdoc, and TOMS

Learning Approach

Each week builds upon the previous one, taking you through a structured journey from problem identification to scaling your business. You'll engage with interactive content, practical exercises, and real case studies that bring concepts to life.

Your Success Starts Now

The entrepreneurial mindset isn't just about starting a business - it's about solving problems, creating value, and making a positive impact in the world. Whether you're planning to launch a startup, join an innovative company, or simply think more creatively about challenges, this course will transform how you approach opportunities.

Call to Action

Are you ready to unlock your entrepreneurial potential? Let's begin this incredible journey together. Your future as an innovative problem-solver starts right now.