

## FULL CURRICULUM

### 1. INNOVATION + AI

- 1.1 Disruptive Methodologies and Innovation Strategy
- 1.2 Innovation Opportunities Discovery
- 1.3 Problem Definition with Design Thinking Methodology
- 1.4 Solution Search
- 1.5 Building Innovative Teams
- 1.6 Ideation of Innovative Solutions
- 1.7 Feasibility Plan
- 1.8 Investment Needs
- 1.9 Activities and Challenges

### 2. GROWTH & SCALABILITY + AI

- 2.1 Market Strategy
- 2.2 Competitive Analysis
- 2.3 Value Proposition
- 2.4 Business Model and Pricing
- 2.5 Sales and Channel Strategy
- 2.6 Sales
- 2.7 Websites
- 2.8 Digital and Content Marketing
- 2.9 Activities and Challenges

### 3. DIGITAL TRANSFORMATION + AI

- 3.1 Generative AI for SMEs
- 3.2 Process Automation
- 3.3 Data Protection and Cybersecurity
- 3.4 Disaster Recovery and Backups
- 3.5 Data Analysis and Visualization
- 3.6 Productivity and Modern Workspaces
- 3.7 Process Systematization (ERP + CRM)
- 3.8 Activities and Challenges

### 4. KEY OPERATIONS + AI

- 4.1 Project Management
- 4.2 Talent Management
- 4.3 Quality
- 4.4 Accounting and Finance for the Industry
- 4.5 Intellectual Property
- 4.6 Sustainability
- 4.7 Corporate Social Responsibility (CSR)
- 4.8 Activities and Challenges

### 5. FINANCIAL READINESS + AI

- 5.1 Seizing the Opportunity
- 5.2 Scalable Products that Succeed
- 5.3 The Ideal Team and Other Sustainable Competitive Advantages
- 5.4 Proof of Concept and Traction
- 5.5 Building a Marketing and Sales Strategy for Rapid Growth
- 5.6 The Product Innovation Roadmap
- 5.7 Financial Projections and Capital Needs
- 5.8 The Funding Acquisition Process
- 5.9 Activities and Challenges