**Learner Journey Map**

**Day: 0 (Pre-Course)**

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| **From-To (Time)** | **Session** | **Session Title** | **Content (Topics/Items)** |
| Flexible  (1 hr) | Self-Study | **Pre-Requisites** | · Aspire Learning Space Introduction – Video  · Introduction to Zoom - Video  · Course Introduction – Video  · Learner Journey Map – Handout  · Challenges Description  · Pre-Assessment |
| Flexible  (2 hrs) |  | **The Innovation Spark** | Invention, Creativity & Innovation  What’s innovation – Video  Importance of Innovation nowadays - Video  The four lenses of Innovations tool –InnovEgypt Website  Causes of Innovation Failure – Video  Law of Innovation Diffusion – Video  Innovation Self-Assessment – InnovEgypt Website |
|  | Self-Study |
|  |  |
| Flexible  (2 hrs) |  | **Startup 101** | Draw it: Describe entrepreneurship  Entrepreneurship Definition  Pictionray: 10 charactersics of entrepreneurs  Different types of entrepreneurship  What's a Startup?  The 3 Key Startup Questions  The Customer Development Framework |
|  | Self-Study |
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**Day:\_4\_**

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| **From-To (Time)** | **Session** | **Session Title** | **Content (Topics/Items)** |
| 10:00  - 11:15 | Sessions #1 | **Design Thinking: Define** | Collect Ideas - Unify findings  Washington D.C. - 5 whys  5 whys  Parker Pen  Problem statement - POV  Filling Problem & user description template |
| 11:15  - 12:00 | Follow Up Session | Coaching | Follow-Up Coaching Session:  Strategizer Learning Card |
| 12:00 |  |  |  |
| - | Break 1 |
| 12:30 |  |
| 12:30 |  | **Design Thinking: Ideate** | Brick activity  How Might we  Present your Persona - POV - How Might we - initial Idea  Brain teasers  Brainstorming Gallery |
| - | Sessions #2 |
| 14:00 |  |
| 14:00 |  |  |  |
| - | Break 2 |
| 14:30 |  |
| 14:30 |  | **Convergent Thinking** | The Idea’s WOW Effect  Hole, Well or Crater?  COCD Box OR $100 Test |
| - | Sessions #3 |
| 16:00 |  |
| Flexible  (2 hrs) | **Self-Study** |  | Brainstorming & SCAMPER Tools  SCAMPER Tool  Your Idea Has not to be great!  History of Entrepreneurship  Design Thinking 101 |
|  | Offline activity and team work |  | · Refine (optional):  Continue Interviews  Refine Personas & POV  Template 2: Problem & User Description  Template 3: Problem statement POV"  · Project Assignment: How Might We The Idea Generator  · Project Assignment: Idea Description - (50 - 10 -1)  · Project Assignment: Idea’s Validity Checklist |

**Day:\_5\_**

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| **From-To (Time)** | **Session** | **Session Title** | **Content (Topics/Items)** |
| 10:00  - 10:45 | Follow Up Session | Coaching | Follow-Up Coaching Session |
| 10:45  - 12:00 | Sessions #1 | **Design Thinking: Prototyping & Testing** | Draw - Perception Game  The What & Why of Prototyping  Types of Prototypes  Nader Story - BML  BML  MVP  Testing  Testing tool feedback- how to use it with real users |
| 12:00 |  |  |  |
| - | Break 1 |
| 12:30 |  |
| 12:30 |  | **Business Modeling** | Zoom in - Zoom out  Business Model Canvas intro to concept  BMC 9 blocks  Guess the business model of a company  Prepare your own Business model |
| - | Sessions #2 |
| 14:00 |  |
| 14:00 |  |  |  |
| - | Break 2 |
| 14:30 |  |
| 14:30 |  | **Pitching** | Final Idea + BMC Peer Presentation  What Film is that  Storytelling  Keep the flow of this story  Tips for virtual presentations  Swvl idea pitching  flow of a good pitch  Swvl judges |
| - | Sessions #3 |
| 16:00 |  |
| Flexible  (2 hrs) | **Self-Study** |  | · Business Model Innovation – InnovEgypt  · Pricing Strategy – Video  · How to Pitch Your Brand as a Story  · Pitching specifically for Investors  · Why an investor would reject your idea  The Elevator Pitch preparation - PITCHERIFIC |
|  | Offline activity and team work |  | o Business Model Generation – Canvanizer.com  o Prototype Preparation (Website or Mobile App Demo) – Marvel App  o Landing Page – Wix.com  o Prototype Preparation (Landing Page) – 60 Minute MVP  o Prototype Preparation (Storyboard) –Boards.com  Prepare Your Pitch Deck |

**Day:\_6**

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| **From-To (Time)** | **Session** | **Session Title** | **Content (Topics/Items)** |
| 10:00  - 10:45 | Follow Up Session | Coaching | Follow-Up Coaching Session |
| 10:45  - 12:00 | Sessions #1 | **Financial Health** | Daily Agenda  Recap - Quizizz  Sources of fundraising  Innovation Accounting Metrics |
| 12:00 |  |  |  |
| - | Break 1 |
| 12:30 |  |
| 12:30 |  | **Campaigns that Stick** | The Marketing Mix  Create an Ad |
| - | Sessions #2 |
| 14:00 |  |
| 14:00 |  |  |  |
| - | Break 2 |
| 14:30 |  |
| 14:30 |  | **Pitch Your Startup** | Final Presentations + Feedback  Main ideas and lessons learned  Turning ideas into action |
| - | Sessions #3 |
| 16:00 |  |
| Flexible  (2 hrs) | **Self-Study** |  | · Summary Card  · Startup Legal Formation – Handout  · Financial Literacy – Handout  · Too which degree do you understand your funding needs? - Innovegypt website  · Egyptian Innovation Ecosystem  · Best 10 courses to support your entrepreneurial journey  · Program of interest by MCIT.  · TIEC Life Sessions Zoom Recordings  · TIEC-Post Assessment |