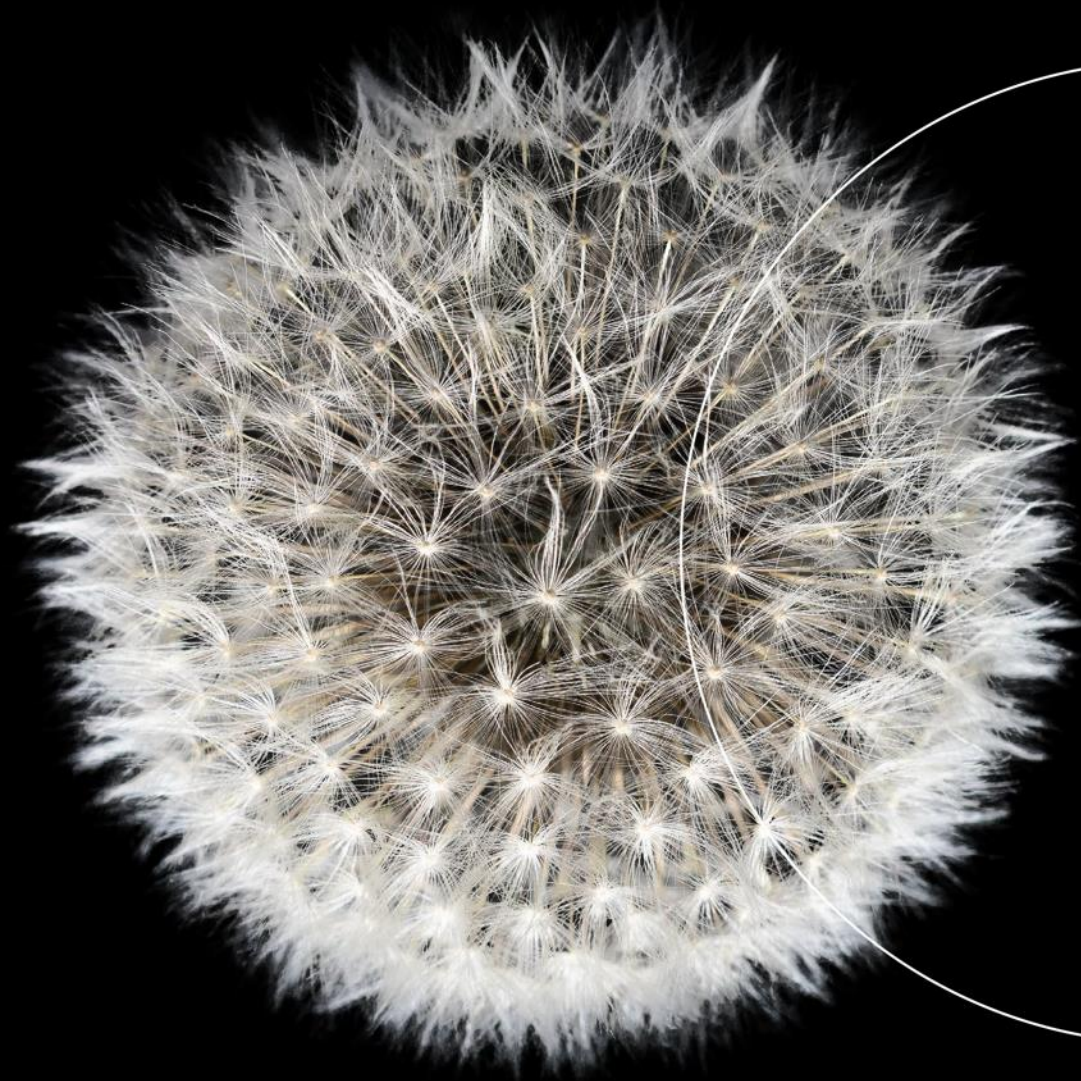




Mastercard Academy

The Entrepreneur's Odyssey

Playbook





Inspiring education designed for entrepreneurs

At Mastercard, we recognize the role that education plays for entrepreneurs to learn the skills and concepts to design, launch, manage and grow a resilient business venture.

Within these pages, you will find direct links to recorded videos that will bring you face-to-face with professors from Harvard, Wharton and the Christiansen Institute of Innovation. You also will hear from seasoned entrepreneurs, investors and Mastercard thought leaders that have combined both the theory and practice of small business success.

We hope you enjoy this interactive playbook!

Sincerely,

Mastercard Academy





01

Design

The building blocks of every great business starts with an idea and a job to be done. In this pathway, Efosa Ejomo from the Christiansen Institute of Innovation discusses why your business model should seek to address a struggle while Andrea Prazakova from Mastercard will show how to design your CX.

02

Launch

Find out what it takes to turn your business plan into a business venture. In this Pathway, Professor David Bell from Wharton Business School discusses pricing and value creation as well as how to win in a digital economy, while James Carroll from Mastercard gives his top tips and tricks from a digital Sherpa.

03

Manage

Discover the technology, skills and techniques to help you run your business like a pro. In this pathway, Professor Daniel Isenberg from Harvard Business School discusses the importance of building a resilient mindset while John McDonald will teach you how to build a social media marketing campaign.

04

Grow

No matter what stage of the entrepreneurial journey you are in, a growth mindset is always critical to success. In this pathway, Professor Daniel Isenberg from Harvard Business School discusses his 3C's of scale: Customers, Capacity and Cash.

05

Community

A place where you can discover even more through case studies and firsthand accounts from those that have done it before. Marla Blow, founder of FS Card and experienced venture capital fund raiser discusses the Entrepreneur's North Star





01 Design

The Entrepreneur's Mindset:

This session will introduce and help you assess your growth mindset, a critical concept that entrepreneurs must adopt at the start of their entrepreneurial journey.

Professor Daniel Isenberg, Harvard Business School

PLAY

Evaluating Market Creating Innovations:

Entrepreneurs should seek to address a struggle when designing their business venture. This session will help entrepreneurs evaluate market trends and identify opportunities for innovation.

Efosa Ejomo, The Clayton Christiansen Institute

PLAY

Understanding the Job to be Done:

This session introduces the concept as a business venture addressing a problem that consumers face and how an entrepreneur can see the bigger picture in regards to their solution.

Efosa Ejomo, The Clayton Christiansen Institute

PLAY

CX Strategies for Success:

Customer experience is all about engaging with your customers through every point of their journey with your business. Learn the key CX strategies from a Mastercard CX expert.

Andrea Prazakova, SVP Mastercard

PLAY





02 Launch

Value Creation:

When considering what price to charge for a product and service, entrepreneurs and small business owners should first consider the value that it will bring to the customer. This session will explore the concept of value creation in relation to pricing.

Professor David Bell, Wharton Business School

PLAY

Pricing Strategies:

This practical session will introduce the key concepts that any entrepreneur should consider when setting a price for their product or solution.

Professor David Bell, Wharton Business School

PLAY

Winning in the Digital Economy, Part 1 & 2:

This two-part session will show you examples and case studies of digital first start-ups that have scaled and the concepts that you as an entrepreneur should consider for an online business.

Professor David Bell, Wharton Business School

PLAY Part 1

PLAY Part 2

Tips and Tricks from a Digital Sherpa:

This fun and lively session will take you through all the things they won't teach you in business school. Learn 26 lessons and tips from a Mastercard Digital Sherpa.

James Carroll, SVP Mastercard

PLAY





03 Manage

Building a Resilient Business:

Is your business capable of keeping up with the speed of change and innovation? Have you set up a business that can survive a crisis and even thrive? This session will start with a self assessment and take you through key considerations.

Professor Daniel Isenberg, Harvard Business School

PLAY

Securing your Small Business Part 1 & 2 :

You may not realize that your small business is a target for cybercriminals but it certainly is. In this two-part session learn from Mastercard Cyber & Intelligence leaders on how you can keep your business safe.

Simon Hunt, EVP Mastercard

Rebecca Ledingham, VP Mastercard

PLAY Part 1

PLAY Part 2

Social Media Marketing for Small Business:

No business can have a complete marketing strategy without a good social media strategy. This practical session will take you through the key considerations when using social media channels to market your business or products.

John McDonald, SVP Mastercard

PLAY

Technology Adoption in the Last Mile:

It is critical that you as a business owner adopt the technology that is available to you to ensure that you are able to survive and thrive. This session will take you through the technology that will be invaluable to your business.

Salah Goss, SVP Mastercard

PLAY





04 **Grow**

The Scale Up Business Model:

This session will introduce you to the 3 C's of the scale up business model; customers, capacity and cash. Each of these C's will be explored further in a series of videos by Professor Daniel Isenberg.

[Professor Daniel Isenberg, Harvard Business School](#)

[PLAY](#)

Scaling Customers:

This two-part session will start with a self-assessment and take you through the quick wins of effective sales techniques to help small business owners and entrepreneurs manage their customer base.

[Professor Daniel Isenberg, Harvard Business School](#)

[PLAY Part 1](#)[PLAY Part 2](#)

Scaling Capacity:

This two-part session will start with a self-assessment and take you through the quick wins of effective leadership, management and the organizational structures that make up a company's capacity.

[Professor Daniel Isenberg, Harvard Business School](#)

[PLAY Part 1](#)[PLAY Part 2](#)

Scaling Cash:

This two-part session will start with a self-assessment and take you through the quick wins that every small business owner and entrepreneur should be aware of when managing their company's cash-flow.

[Professor Daniel Isenberg, Harvard Business School](#)

[PLAY Part 1](#)[PLAY Part 2](#)



05 Community

The Entrepreneur's North Star:

An interview with Marla Blow, a leader with deep experience in economic inclusion after years as a corporate executive, an entrepreneur, and fund raiser. This session is sure to leave you inspired and informed.

Marla Blow, COO The Skoll Foundation

Jennifer Rademaker, EVP Mastercard

[PLAY](#)

Enabling Gig Workers in a Digital Economy:

Across the world, the gig-economy is changing the way we live, work and spend money. This three part series will introduce the unique opportunities for entrepreneurs and small businesses that partner in the gig-economy.

Ngozi Megwa, SVP Mastercard

[PLAY Part 1](#)[PLAY Part 2](#)[PLAY Part 3](#)

Open Your Digital Doors With Mastercard:

Payal Dalal from Mastercard's Center for Inclusive Growth speaks with Ann Cairns, Executive Vice Chair about the challenges that small businesses face and what Mastercard is doing to enable them into the digital economy.

Payal Dalal, SVP, Mastercard

Ann Cairns, Executive Vice Chair Mastercard

[PLAY](#)

My Start-up Story:

Learn about Veronica Crisafulli's personal journey as founder of Mo Technologies in Colombia.

Veronica Crisafulli, Founder of Mo Technologies

[PLAY](#)

Contact Us



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