

## **CDO303 SUSS Impact Startup Challenge in Singapore**

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JULY

### **Synopsis:**

The Impact Startup Challenge series of courses offers a platform for students to generate ideas, test, validate and pivot their proposals through immersing them in start-up scenes in both Singapore and foreign destinations to meet potential co-founders, connect with expert advisors and learn from the ecosystem.

Good ideas do not automatically translate into good businesses. The process of testing, validating and pivoting is critical for aspiring entrepreneurs looking to develop ideas that translate into value-adding businesses. Students will gain a deeper understanding of the problem they are trying to solve, teams will get to put their ideas and assumptions to the test, and modify them along the way through the feedback they garner. Students will be able to evaluate if their ideas are worth pursuing and to design their first prototype.

Entrepreneurs have a higher chance of succeeding if they belong to an ecosystem. Learning from those who have successfully built and grown companies; as well as from those who failed, and seeking opportunities to connect with experts in deep domain areas, are key to successfully build a business.

### **Topics:**

- Entrepreneurship
- Ideation with special focus on Pain-Points and Inefficiencies of Specific Customer Segments such as the Base of the Pyramid, Silver Generation and Millennials
- Public Speaking with special focus on the Elevator Pitch
- Start-up Ecosystem of the destination
- Business Case Studies
- Lean Startup Validation
- Pivot
- Customer-Problem Fit
- Business Modelling with special focus on Cost and Revenue Streams
- Marketing with special focus on Market Size Estimation and Go-to-market strategies
- Web development
- Minimum Viable Product (MVP)

### **Learning Outcome:**

- Demonstrate understanding of the problem the business is trying to solve
- Examine the key drivers behind the proposed value proposition
- Appraise the proposed business idea's potential for success or failure
- Propose a problem and customer hypothesis
- Test the assumptions behind the problem and the hypothesis of the customer
- Defend the business proposal before a panel of judges or evaluate why the business proposal failed

**Assessment Strategies (Evening Class):**

| <b>Components</b>             | <b>Description</b>        | <b>Weightage Allocation (%)</b> |
|-------------------------------|---------------------------|---------------------------------|
| Overall Continuous Assessment | GROUP BASED ASSIGNMENT 1  | 10                              |
|                               | GROUP BASED ASSIGNMENT 2  | 10                              |
|                               | GROUP BASED ASSIGNMENT 3  | 70                              |
|                               | TUTOR-MARKED ASSIGNMENT 1 | 10                              |
| <b>Total</b>                  |                           | <b>100</b>                      |