CDO303GER Impact Startup Challenge in Gerontology

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 into start-up scenes in both Singapore and overseas destinations to meet potential co-founders, connect with expert advisors and learn from a global ecosystem.

It is a known fact that 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 pivot them along the way through the feedback they garner. Students will be able to evaluate if their ideas are worth pursuing and proceed with design of their first prototype.

Entrepreneurs stand a higher chance of success 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 sustainable business.

Topics:

- Entrepreneurship
- Ideation with special focus on pain-points and inefficiencies of specific customer segments
- 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 an understanding of the problem which the business is trying to solve
- Examine the key drivers behind the proposed value proposition
- Appraise the proposed business idea's potentials for success or failure
- Identify a problem to be solved with the business idea
- Propose a hypothesis of a potential customer
- Test the assumptions behind the problem and the hypothesis of the customer
- Defend the business proposal in front of a panel of judges or Evaluate the reason attributable to failure of the business proposal

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	GROUP BASED ASSIGNMENT 1	10
	GROUP BASED ASSIGNMENT 2	10
	GROUP BASED ASSIGNMENT 3	70
	TUTOR-MARKED ASSIGNMENT 1	10
Total		**100**