

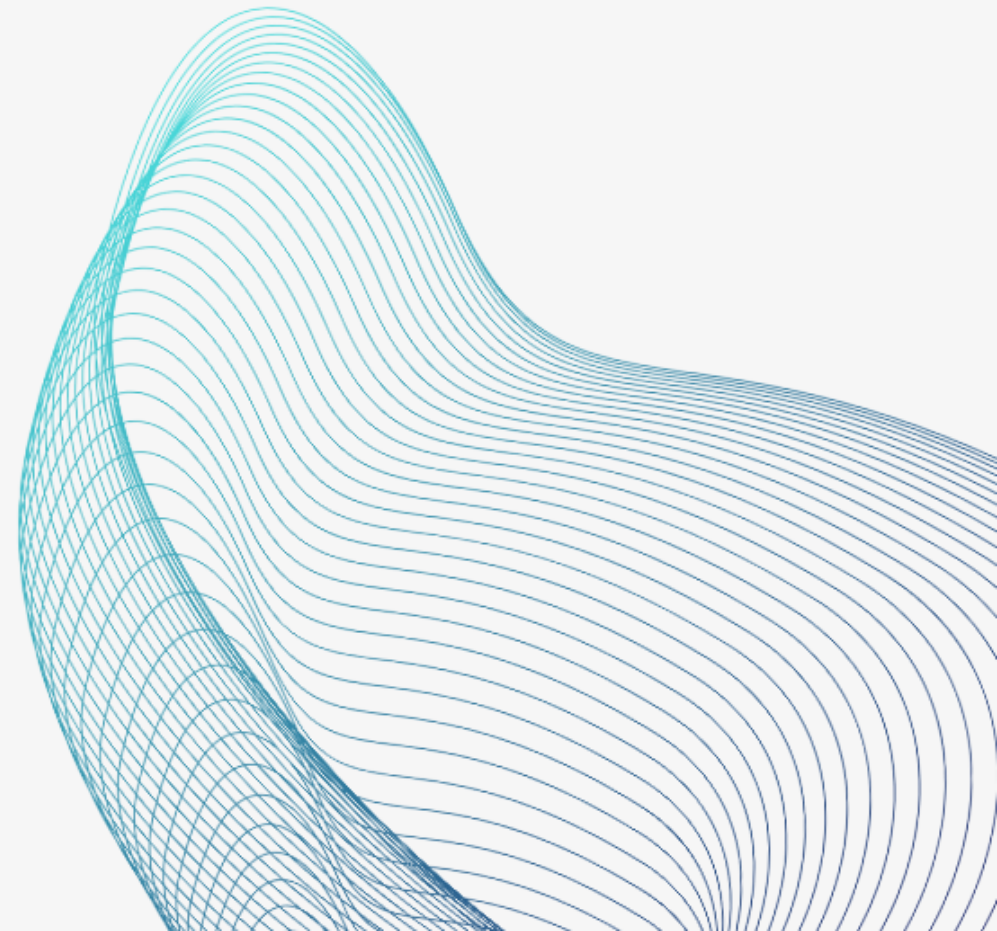


Training Courses
For Business Development



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The Idea Accelerator: Your Screening Checklist for Business Opportunities WorkShop



Workshop Objectives:

1. Understand the purpose and value of an Opportunity Screening Checklist in the early stages of business development.
2. Identify critical factors that contribute to the success of a business idea, including personal fit, customer needs, market dynamics, profitability and scalability, capital requirements, and management team capabilities.
3. Apply the Opportunity Screening Checklist to assess and rate your business ideas.
4. You can download the checklist file in the following link:
<https://docs.google.com/spreadsheets/d/1reTSbznxg34-zC543u29bBKV6Ms53qZa/edit?usp=sharing&oid=115487378073222703664&rtpof=true&sd=true>



What is expected of you:

1. **Participate Actively:** This workshop is highly interactive. Your engagement will help you and your peers extract the most value from the session.
2. **Bring Your Ideas:** You can bring your business ideas to this workshop. The hands-on segment will involve applying the checklist to these ideas.
3. **Collaborate:** You'll work in teams to analyze and evaluate business ideas, fostering a spirit of collective learning and collaboration.

The Opportunity Screening Workshop:

- The workshop is divided into segments. We'll first learn about the Opportunity Screening Checklist and its application. Following this, you will work in teams to rate your business ideas against the checklist and provide comments for each category. This exercise will not only help you assess the viability of your ideas but also help you refine them.
- By the end of this workshop, you should be able to use the Opportunity Screening Checklist as a tool to evaluate potential business opportunities and decide which ones are worth pursuing. We look forward to an exciting and productive session.

Example: Upscale Second Hand Clothes

https://docs.google.com/spreadsheets/d/1RpLCkEUKHHLytq2c_Uv3gbbimV5qiMfbw1kKwXwQB6g/edit?pli=1#gid=484092542





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