



# Entrepreneurship & Leadership Development Program Curriculum



Ages 13+ | 8 Sessions | 90-Minutes Sessions | 2 Batches

## Topic 1: Idea

**Where do Ideas Come From / Start-Up Idea + Features of LMS** – Exploring how successful business ideas are generated, refined, and how an LMS (Learning Management System) can be an innovative business opportunity.



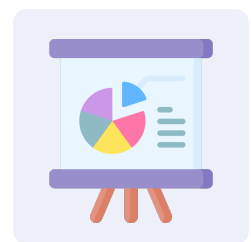
## Topic 2: Design Thinking

Teaching problem-solving through empathy, ideation, prototyping, and iteration to create user-centric solutions.



## Topic 3: Presentation & Communication Skills

Enhancing public speaking, storytelling, and persuasive communication to effectively pitch ideas.



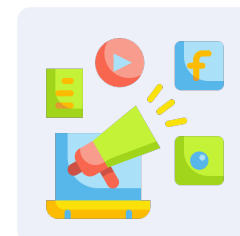
## Topic 4: Total Addressable Market (TAM)

Market Research (MR) & Market Analysis – Understanding how to research an industry, define target customers, and estimate market potential.



## Topic 5: Social Media & Digital Marketing

Learning how to leverage online platforms, SEO, and advertising strategies to promote a business.

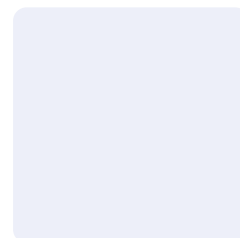


## Topic 6: Product Roadmap

Structuring a step-by-step plan for product development, feature releases, and scaling a business.

## Topic 7: Competition Analysis

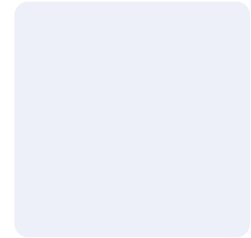
Learning to study competitors, identify gaps in the market, and build a competitive advantage.





## **Topic 8:** Revenue Model & Financial Accounting

Understanding different ways businesses generate income and manage finances effectively.



## **Topic 9:** Mooncampaign & Mooncampaign Creation

Exploring ambitious, high-impact projects and strategies to achieve exponential growth.

