Youth Startup Experience with Design Thinking - 2 Week Crash Course

Course Duration: 2 Weeks Crash Course

Mon - Thu (2 hours per day), including lectures, workshops, and group activities.

Session 1: Introduction to Entrepreneurship and Design Thinking

Students explore core concepts of **entrepreneurship** and the **design thinking methodology**. This session establishes key principles and innovation mindsets that will guide the entire course.

- Entrepreneurship in today's world
- The five stages of design thinking
- Success stories of young entrepreneurs
- Team formation and icebreaker activities
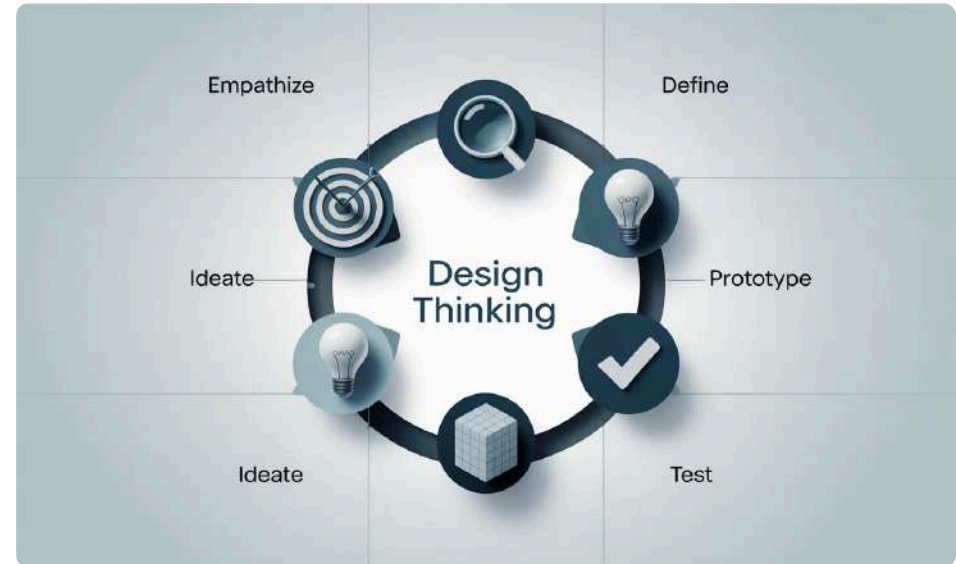
Session 2: Empathy and User Research

The second week focuses on **developing empathy for users and learning effective research techniques** to understand their needs, challenges, and perspectives.

Takeaway Activity: Survey the World

Interview Techniques

Learning how to conduct effective user interviews to gather insights

Observation Methods

Techniques for observing users in their natural environments

Survey Design

Creating surveys that yield meaningful data about user needs

Empathy Mapping

Organizing research findings to understand user perspectives

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Understanding your needs, shaping your future

Session 3: Defining the Problem

In the third week, students learn to **synthesize their research findings** and clearly articulate the problem they aim to solve. This critical phase bridges empathy work with solution development.

Synthesizing Research

Techniques for finding patterns and insights in user research data

Problem Statement Creation

Crafting clear, actionable problem statements using the "How Might We" format

User Personas

Developing detailed user personas to keep solutions human-centered

Problem Validation

Methods to verify that the identified problem is significant and worth solving

Session 4: Ideation and Brainstorming

The fourth week is dedicated to generating a wide range of creative solutions to the defined problem, using various **ideation techniques** to encourage **innovative thinking**.

Brainstorming Techniques

- Classic brainstorming
- Reverse brainstorming
- SCAMPER method
- Random word association

Idea Selection Methods

- Dot voting
- Decision matrices
- Feasibility assessment
- Impact vs. effort mapping

Creative Thinking Exercises

- Mind mapping
- Analogical thinking
- Assumption challenging
- Worst possible idea

Session 5: Prototyping Basics

In the fifth week, students learn to transform their ideas into tangible prototypes that can be tested with users. This hands-on phase introduces various **prototyping methods and materials**.

Takeaway Activity: Pixel to Prototype

Types of Prototypes

Understanding different fidelity levels from paper sketches to digital mockups

Rapid Prototyping

Techniques for quickly creating testable versions of your solution

Digital Tools

Introduction to user-friendly prototyping software and platforms

Physical Prototyping

Working with materials to create 3D representations of product ideas

Session 6: Testing and Iteration

The sixth week focuses on **gathering feedback on prototypes** and using that information to **refine** and **improve** solutions through an iterative process.

User Testing

Conducting effective user tests to gather meaningful feedback

Prototype Refinement

Implementing changes to create improved versions
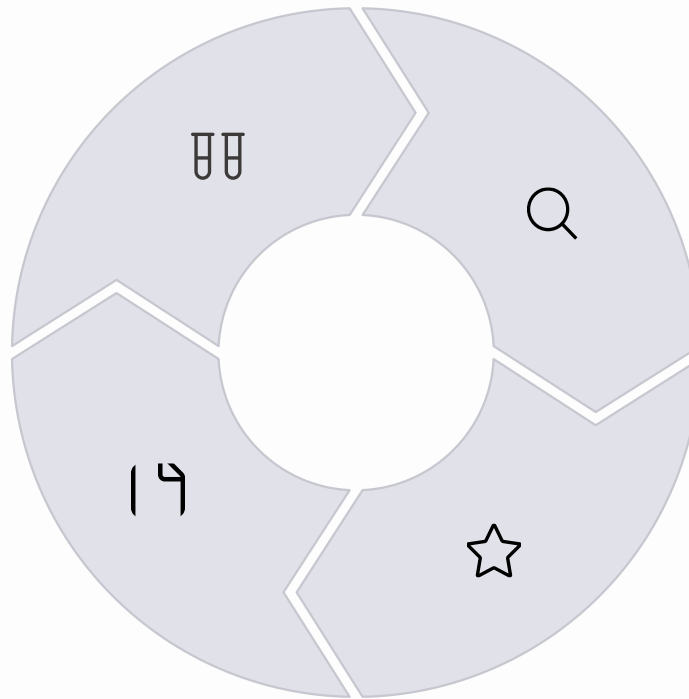
Feedback Analysis

Methods for organizing and interpreting user feedback

Iteration Planning

Prioritizing changes based on user insights

Session 7: Crafting a Business Model

Business Model Canvas

Learning to use this powerful tool to map out all aspects of a business idea, from value proposition to revenue streams and key partnerships.

Value Proposition Design

Techniques for clearly articulating the unique value your solution offers to customers and how it addresses their pain points better than alternatives.

Revenue Models

Exploring different ways to generate income from your solution, including subscription models, one-time purchases, freemium approaches, and more.

Cost Structure Analysis

Understanding the various costs associated with bringing your solution to market and maintaining it, from development to marketing and operations.

Session 8: Pitching Your Idea

In the final week, students learn to **communicate** their **business ideas** to **stakeholders** through compelling **pitches.**

1 Storytelling Techniques

Craft a narrative that engages audiences and communicates the problem, solution, and opportunity

2 Presentation Design

Create visual slides that enhance rather than distract from your message

3 Delivery Skills

Master speaking techniques, body language, and question handling

4 Pitch Refinement

Iterate on your pitch based on feedback and practice

5 Understanding Investors

Learn about investment stages from pre-seed to Series funding rounds, and what investors seek at each stage

Program Benefits

1Trepreneur Community

Exclusive membership in a dynamic founders network for ongoing support and collaboration.

Strategic Events

Access to monthly meetups and **1Tank** event at **GITEX** to showcase your ideas.

Business Resources

Discounted licensing from partner free zones and introductions to potential business partners.

Funding Opportunities

Direct introductions to angel investors and venture capital firms interested in youth ventures.