

## SCHEDULE

<b>COURSE:</b>	ET5101 Deep Dive into Entrepreneurship [60 hours = 18 hours + 42(21) hours project]
<b>ACADEMIC TERM:</b>	AY2024-25 Sem 1
<b>INSTRUCTOR:</b>	Roderick Chia
<b>MENTORS:</b>	Fannie Soubiele, Daryl Goh, Adrian Fan and Jason Lee
<b>VENUE:</b>	Level 2 Seminar Room

TEACHING WEEK	DATE	DAY	LESSON	TIME	REMARKS
2	24 August 2024	Saturday	Lesson 1	9:00 AM - 1:00 PM	Intro to Entrepreneurship and Teambuilding (4h) - Roderick Chia
3	31 August 2024	Saturday	Lesson 2	9:00 AM - 6:00 PM*	9am to 1pm (4h) : Valuation and Ideation - Fannie Soubiele 2pm to 6pm (4h) : Project Proposal - Roderick Chia - oversee
4	7 September 2024	Saturday	Lesson 3	9:00 AM - 6:00 PM*	9am to 1pm (4h) : Customer Profiling and Discovery (1) - Daryl Goh 2pm to 6pm (4h): Project work - Roderick Chia - oversee
5	14 September 2024	Saturday	Lesson 4	9:00 AM - 6:00 PM*	9am to 10am (1h): Progress update and Coaching - Roderick Chia 10am to 1pm (3h) : Customer Discovery (2) - Daryl Goh 2pm to 6pm (4h) : Product Design and Market Fit ; Start-up Finance- Adrian Fan
6	21 September 2024	Saturday	Lesson 5	9:00 AM - 6:00 PM*	9am to 12pm (3h): Channels and customer acquisition - Jason Lee 1pm to 6pm (5h): Revenue Model , Key Activities, Resources & Partners, project - Roderick Chia
7	28 September 2024	Saturday	Lesson 6	9:00 AM - 1:00 PM	9am to 11am (2h): Presenting the Business Model - Roderick Chia 11am to 1pm (2h): Story telling - Jason Lee
8	12 October 2024	Saturday	Lesson 7: Business model improvement	9:00 AM - 1:00 PM	9am to 11am (2h): Fannie and Roderick (online or onsite)
9	19 October 2024	Saturday	Lesson 8: Business model improvement	9:00 AM - 1:00 PM	9am to 11am (2h): Daryl and Roderick (online or onsite)
10	26 October 2024	Saturday	Lesson 9: Business model improvement	9:00 AM - 1:00 PM	9am to 11am (2h): Adrian and Roderick (online or onsite)
11	2 November 2024	Saturday	Lesson 10: Business model improvement	9:00 AM - 1:00 PM	9am to 11am (2h): Jason and Roderick (online or onsite)
13	13 November 2024	Wednesday	PITCHING	6:00 PM - 10:00 PM	<b>Demo Day (4h)</b>

\*Inclusive of an hour lunch

NTU Campus map: <http://maps.ntu.edu.sg/>