

ET5101 - Deep Dive into Entrepreneurship
Schedule for AY2023-24 Semester 1

Course coordinator: Mr Paul Gill Singh
Mentors: Fannie Soubiele, Daryl Goh, Kevin Zhangnan and Jason Lee
Location: Training Room, Research Techno Plaza

Teaching Week	Date	Day	Lesson	Description	Time	Duration/Activity	Instructor/Mentor
AY23 Sem 1 Wk 3	2-Sep-23	Saturday	Lesson 1	Intro to Entrepreneurship	9:30am - 12:00pm	2.5h (1h seminar, 1h workshop, 0.5h discussion)	Paul Singh
4	9-Sep-23	Saturday	Lesson 2	Team building (strengthfinder or cliftonStrengths)	9:30am - 12:00pm	2.5h (2h workshop, 0.5h discussion)	Paul Singh
5	16-Sep-23	Saturday	Lesson 3	Ideation	*9:30am - 3:30pm *incl one hour lunch time	2h (1h workshop, 1h discussion) + 3h Project work	Fannie Soubiele
6	23-Sep-23	Saturday	Lesson 4	Value proposition	9:30am - 12:30pm	1h (0.5 seminar, 0.5h workshop) + 2h Project work	Fannie Soubiele
7	30-Sep-23	Saturday	Lesson 5	Project proposal and Business Model Canvas	9:30am - 12:30pm	1h presentation + 2h Project work	Paul Singh
8	14-Oct-23	Saturday	Lesson 6	Business model improvement	9:30am - 12:30pm	0.5h seminar + 2.5h Project work	Daryl Goh
9	21-Oct-23	Saturday	Lesson 7	Customer discovery (1) - hypothesis, validity, customer feedback, learning from feedback	*9:30am - 4.30pm *incl one hour lunch time	6h Project Work	Daryl Goh
10	28-Oct-23	Saturday	Lesson 8	Progress update & coaching - findings, challenged, approaches and Business Model Canvas	9:30am - 12:30pm	0.5h seminar + 2.5h Project work	Paul Singh
12	11-Nov-23	Saturday	Lesson 9	Customer discovery (2) - concept test, reality check, customer feedback, verification, making sense from the learning	*9:30am - 4.30pm *incl one hour lunch time	6h Project work	Daryl Goh
13	18-Nov-23	Saturday	Lessons 10	Product Design/MVP	9:30am - 12:30pm	0.5h (seminar) + 2.5h Project work	Kelvin Zhang
Dec	9-Dec-23	Saturday	Lesson 11	Product-Market Fit & Iteration - Product design, empathy, Design thinking, prototyping	9:30am - 12:30pm	1h (0.5h seminar, 0.5h workshop) + 2h Project work	Kelvin Zhang
Dec	16-Dec-23	Saturday	Lessons 12	Channels & customer acquisition - Physical vs Virtual, Direct vs Indirect, OEM, B2B, B2C, C2C, Multisided vs omnichannel	9:30am - 11:30am	2h (project work)	Jason Lee
Jan			Lesson 13	Revenue Model - Revenue generation, types and streams		2h (project work)	NA

AY23 Sem 1 Wk 1			Lesson 14	Key activities - Priority vs urgency, outsourcing & focus , do's and don'ts		2h (project work)	NA
2			Lesson 15	Resources & partners - Talent, VIRO, Strategic choices, Give & Take		2h (project work)	NA
3	3-Feb-24	Saturday	Lesson 16	Presenting business model - Product-Market Fit, Pitching , Coaching	9:30am - 12:30pm	2h (1h presentation, 1h discussion) + 1h Project work	Paul Singh
5	17-Feb-24	Saturday	Lesson 17	Story telling - The compelling story , Coaching	9:30am - 12:30pm	1.5h (1h workshop, 0.5h discussion) + 1.5h Project work	Jason Lee
6			Lesson 18	Business model improvement		3h (project work)	NA
Recess week	6-Mar-24	Wednesday	Lesson 19	DEMO DAY - Final presentation	6:30pm - 9:30pm	3h (1h presentation, 2h discussion)	ALL
Recess week	9-Mar-24	Saturday	Lesson 20	Learning reflections - lessons learned			Paul Singh

Note:

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