



**NANYANG
TECHNOLOGICAL
UNIVERSITY**
SINGAPORE

Entrepreneurship Academy



Start Strong Entrepreneurship Programme

Begin with Confidence. Turn Ideas into Action.
Launch with Impact.



Programme Overview

Starting a business can be exciting—but it can also be overwhelming. Many aspiring entrepreneurs struggle with validating ideas, attracting customers, managing risks, and building sustainable business models.

The **Start Strong Entrepreneurship Programme** is designed to help you navigate these challenges with confidence. Through practical learning, real-world case studies, expert-led workshops, and personalised coaching, you will gain the essential knowledge, skills, and tools needed to transform your ideas into successful and future-ready businesses.



Target Learners



Aspiring
entrepreneurs



Early-stage
start-up
founders



Professionals
considering
career
transitions



Family
business
successors



Freelancers
and
solopreneurs



Individuals with
business idea



Part 1: Core Knowledge Series



Overview

Through a structured and experiential learning approach, participants will gain practical insights into business planning, market validation, business and growth strategies. The programme emphasises the importance of identifying real market needs, reducing business risks, and developing resilient business models that can adapt to today's evolving economic landscape.

Why Sign-up?

- ✓ Validate whether your business idea addresses a genuine market need
- ✓ Gain insights into how successful entrepreneurs think, strategise, and execute their ideas
- ✓ Develop a structured business model and growth strategy
- ✓ Avoid common start-up mistakes that lead to business failure
- ✓ Build confidence in making informed business decisions
- ✓ Gain practical insights from experienced entrepreneurs and industry practitioners
- ✓ Create an actionable business plan that can be implemented immediately



2-Day Courses

Course 1 Demystifying Entrepreneurship

Course Highlight: Develop the entrepreneurial mindset required to succeed in today's competitive business environment.

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| <ul style="list-style-type: none">• What is entrepreneurship?• Born or Made?• Know yourself before risking yourself.• Myths and demystifying entrepreneurship. | <ul style="list-style-type: none">• Wolf or Sheep: Your mindset.• Know Why, What? and How to?• Winning the Entrepreneurial Game - from research to applications. |
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Course 2

From Discovering to Planning: How to Turn Your Idea into a Business Plan

Course Highlight: Learn how to transform a promising idea into a structured and viable business.

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| <ul style="list-style-type: none">• Recap: Your idea or identified business opportunities• Style: Lean, Standard or One-page Business Plan• Develop a Go-to-Market Strategy (GTM) with clear value propositions for products or services• Market and competitor analysis• Marketing Strategy• Market Business Operations and support | <ul style="list-style-type: none">• Financial Forecast• Market and Target Audience• Marketing & Sales Strategy• Product Development• Operation Plan• Financial Projection• Risk Assessment and Contingency Plan |
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Course 3

From Knowing to Discovering: Entrepreneurship Essentials

Course Highlight: Validate your ideas before committing substantial time and resources.

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| <ul style="list-style-type: none">• Brainstorm and identify business opportunities• Ideas Evaluation and Market Studies | <ul style="list-style-type: none">• Apply the theories and concepts to a Case Study• Validate concepts and refine business strategy |
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Course 4

Social Media Marketing: From Knowing to Doing

Course Highlight: Harness the power of digital platforms to build visibility, engagement, and customer acquisition.

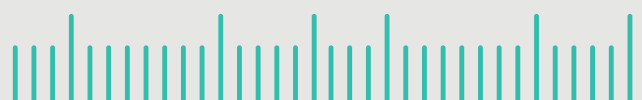
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| <ul style="list-style-type: none">• Evolution of Digital Marketing• Mobile apps and freemium marketing• Theories of social media and consumer behaviours | <ul style="list-style-type: none">• Examples of social media marketing• Applying social media marketing in a real product or service |
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Course 5

Entrepreneurial Marketing in the Digital Era: Customer Experience

Course Highlight: Build stronger customer relationships and create memorable customer experiences.

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| <ul style="list-style-type: none">• Overview of Digital Marketing and Customers, Company and Competitors (3C) Framework in Action• Content Marketing• Organic Search Marketing and Search Engine Optimisation (SEO) | <ul style="list-style-type: none">• Digital Marketing in Business to Business (B2B) and Business to Consumer (B2C) Environments• Psychology of Customer Experience in Digital Marketing• Overview of Various Digital Platforms (Facebook, LinkedIn, Instagram, TikTok) |
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Part 2: Coaching (6-hr)

Receive practical guidance and feedback to accelerate your entrepreneurial journey.



Start-up roadmap
and business setup
essentials



Funding and grant
readiness



Legal, governance,
taxation, and compliance



Crafting effective
elevator pitches



Human resource
fundamentals



Company incorporation
and regulatory
requirements

Intended Learning Outcome

By the end of the programme, participants will be able to:

- Understand the fundamentals of entrepreneurship and sustainable business development
- Identify and validate market opportunities using practical customer insights
- Develop a viable and customer-centric business model
- Apply financial planning and cash flow management techniques
- Create effective branding, marketing, and customer acquisition strategies
- Recognise and mitigate common start-up risks and challenges
- Leverage digital tools and innovation to enhance business competitiveness
- Make informed entrepreneurial decisions with greater confidence
- Develop an actionable business growth or start-up implementation plan



Programme Duration:
4 Weeks



Course Format:
**Seminars and
Workshops & Coaching**



Minimum Class Size:
25 Participants



Start Right. Build Smart. Grow with Confidence.

Join the **Start Strong Entrepreneurship Programme** and gain essential knowledge, practical skills, and confidence needed to transform your ideas into sustainable and successful business ventures.

Contact us

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