

STARTUP ENGLISH /KIRILL CHEKANOV/

About:

All successful entrepreneurs began their journey in childhood. They were not afraid of doing what others considered impossible. On the «Startup English» course children will learn to create business, validate their ideas and business-models, articulate their business pitch to customers and investors. Through the course we will consider the main stages of business creation and practice the main skills needed to create online or offline businesses.

We recommend «Startup English» to all Coddies from 12 y.o. who have a level of english allowing to articulate and understand spoken english.

Through the course we will learn:

- How to generate and validate business ideas;
- How to make business decisions;
- How to pitch your company to customers and investors;
- How to promote their products using social media tools.

Programme:

Lesson 1:

- Earning money to create an MVP
- Creating an MVP
- Building a team

Lesson 2:

- Doing customer development for your MVP
- Using open channels to market your product
- Lessons learnt

Lesson 3:

- Getting your product to press
- Earning first money
- Customer service

Lesson 4:

- Investor relations
- Building a investor presentation
- Building a financial plan

