



ENTERPRISE DEVELOPMENT SERVICES



LEAN-STARTUP A TRAINING PROFILE



NOVEMBER 2017
UNITED KINGDOM



WHO WE ARE ?

BASED IN UNITED KINGDOM

OFFER ILM-CERTIFIED STARTUP MODULES

TARGET POTENTIAL AND PRACTICING

ENTREPRENEURS

ENTERPRISE DEVELOPMENT SERVICES



ILM-CERTIFIED MODULES

BUSINESS STARTUP MODULES

BOOTCAMP FOR ENTREPRENEURS

GROWTH MAPPER TOOLS

ONE-ONE MENTORSHIP





CERTIFICATION

**ENTERPRISE DEVELOPMENT SERVICES IS A
RECOGNIZED PROVIDER BY ILM- UK**

**TRAINING MODULES ARE APPROVED &
CERTIFIED BY ILM- UK**

**ILM IS, A BRANCH OF THE CITY & GUILDS,
THE UK'S TOP QUALIFICATIONS SPECIALIST**

[HTTP://WWW.I-L-M.COM/](http://www.i-l-m.com/)





TARGET LEARNERS

BOTH GENDERS WITH AGE 16 YEARS AND ABOVE
BASIC LITERACY IN ENGLISH & BUSINESS
HIGH SCHOOL, UNIVERSITY STUDENTS,
GRADUATES, EMPLOYEES, STARTUP OWNERS
POTENTIAL ENTREPRENEURS
GROWING STARTUPS
DISTRESSED STARTUPS



WHY US?

MEET THE NEED OF ENTREPRENEURS

OFFER HIGH-QUALITY & CERTIFIED TRAINING

CUSTOMER-FOCUS DRIVEN

DELIVER TRAINING BY EXPERIENCED TUTORS

OFFER POST-WORKSHOP SUPPORT

ENABLE PROFESSIONAL NETWORKING



ENTERPRISE DEVELOPMENT SERVICES

**“THE BEST WAY TO
PREDICT THE
FUTURE IS TO
CREATE IT.”**

PETER DRUCKER

**“DON'T LET THE
NOISE OF OTHER'S
OPINIONS DROWN
OUT YOUR OWN
INNER VOICE.”**

STEVE JOBS

DELIVERED IN ENGLISH & ARABIC
10 HOURS- 2 DAYS



MINDSET MODULE

Module Objectives

- Explain entrepreneurship mindset
- Develop entrepreneurial thinking
- Discover your entrepreneurial talent

Module Outcomes

- Entrepreneurial mindset skills
- Basic lean-startup methodology
- Basic startup innovation & ideation
- Business basics and market analysis
- Customer development
- Market problems and opportunities
- Introduction to business modeling

Module Content

- Entrepreneurship and management.
- Business culture
- Business concept & branding
- lean-startup methodology
- Market analysis; Ideation techniques
- Understanding customers
- business basics; business model canvas
- Idea testing/validation

Who to attend

- Both genders 16 years and above
- Basic literacy in English & business

DELIVERED IN ENGLISH & ARABIC
10 HOURS- 2 DAYS



IDEATION MODULE

Module Objectives

- Learn business ideation
- Develop & verify business ideas
- understand market testing

Module Outcomes

- Assess your suitability as entrepreneur
- Strengthen your profile
- Develop & verify your business idea
- Pitch for your business idea & receive feedback for improvement.

Module Content

- lean-startup methodology
- Assess your entrepreneurial suitability
- Generate & verify your business idea
- Pitch for your business ideas
- Action to leave workshop with - Test your idea and develop a business model

Who to attend

- Both genders 16 years and above
- Basic literacy in English & business
- Potential entrepreneurs

DELIVERED IN ENGLISH & ARABIC
9 HOURS- 2 DAYS

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BUSINESS SKILLS MODULE

Module Objectives

- Learn business skills to run a business
- Learn business language, terminologies
- learn enterprise aspects

Module Outcomes

- Basic skills to run a startup business
- Assess suitability to run a business
- Reflect in running a startup business

Module Content

- Introduction to lean-startup methodology
- Develop a customer focus
- Understand market, competitors
- Marketing 4 P's; Selling for your enterprise
- Digital marketing for your enterprise
- Market research and Market strategy
- Test feasibility; financial aspects
- Manage resources; protect IP & assets
- Dealing with compliance and regulations
- Assess your suitability

Who to attend

- Both genders 16 years and above
- Basic literacy in English & business
- Potential entrepreneurs

DELIVERED IN ENGLISH & ARABIC
12 HOURS- 2 DAYS



BUSINESS MODEL MODULE

Module Objectives

- Learn Business Model Canvas
- Apply the BM Canvas to business ideas
- Generate & validate your BM Canvas
- Learn to pitch to investors and funders

Module Outcomes

- Develop, strengthen and validate a business model Canvas
- Pitch your business model
- Improve your business model

Module Content

- lean-startup methodology
- Assess your suitability; Business ideation
- Ensure learners have written business idea
- Develop and validate a business model.
- Design thinking; Customer development
- Learn business acceleration (Growth Mapping Tool); Write your BM
- Demo Day: Pitch for your business model
- Learners will plan to form a business

Who to attend

- Both genders 16 years and above
- Basic literacy in English & business
- Potential entrepreneurs
- Ideally entrepreneurs with business idea

DELIVERED IN ENGLISH & ARABIC
10 HOURS- 2 DAYS



RUN & GROW MODULE

Module Objectives

Learn business skills & tools to develop, run and grow a business.
Enable learners to apply their learning to real business situations.

Module Outcomes

Assess their suitability to run a business.
Business ideation and business modeling.
Basic skills to run and grow a startup
Discover and meet customers' needs.
Assess your business, identify any gaps of growing and furnish a plan for growing.
Apply Growth Mapper Tool, assess and develop a business growth

Module Content

Lean startup methodology
Assess your entrepreneurial suitability
Is your business model ready to form?
Is your business ready to form?
Is your business meeting customer needs?
Understand business basics
What do you need to enable business growing?
Learn business acceleration techniques (Growth Mapping Tools).
Pitch for your business growth plan

Who to attend

Both genders 16 years and above
Basic literacy in English & business
Potential entrepreneurs
Ideally entrepreneurs with business model



DELIVERED IN ENGLISH
6 HOURS- 1 DAYS



DIGITAL STARTUP MODULE

Module Objectives

Learn business skills to develop and validate a digital business model
Enable basic skills for digital marketing.

Module Outcomes

Develop and validate a digital business model
Manage basic aspects of digital marketing

Module Content

Develop & validate a digital business model.
Understand & practice a digital marketing.
Studying case studies & group discussion

Who to attend

Both genders 16 years and above
Basic literacy in English & business
Potential entrepreneurs
Ideally entrepreneurs with business model



DELIVERED IN ENGLISH & ARABIC
25 HOURS- 3 DAYS



WEEKEND BOOTCAMP FOR ENTREPRENEURS

Module Objectives

Discover your entrepreneurial talent.
Understand startup innovation.
Understand lean startup methodology.
Learn to develop business ideas,
business models and 100-day roadmap.

Module Outcomes

Entrepreneurial mindset skills.
Startup innovation; Lean-startup practices.
ideation and business concept
development.
Business basics; Customer development.
Assessment for suitability; Business model;
Startup growth.
100-day roadmap; Demo-day pitching

Module Content

Introduction to entrepreneurship
Practice lean-startup methodology
Business basics; Advance innovation.
Market your lean-startup
Customer development
Self-understanding for ideation
Generate & verify your business idea.
Create and validate your business model.
Create your 100-roadmap execution.
Business Clinic to support your plans.

Who to attend

Both genders 16 years and above
Basic literacy in English & business
Potential entrepreneurs



DELIVERED IN ENGLISH & ARABIC
6 HOURS- 1 DAYS

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FINANCIAL MODEL MODULE

Module Objectives

Learn financial modeling for a startup
Learn skills to develop a financial model

Module Outcomes

Skills & tools to develop a financial model.
Applications of financial modeling.
Basic accounting & financial management.
Develop financial models for startups

Module Content

What is the financial model?
What are the uses of financial modeling?
What are the key inputs for developing a financial model?
How to build a financial model?
Illustration of key tools for developing a financial model.
Basics of accounting management.
Basics of financial management.

Who to attend

Both genders 16 years and above
Basic literacy in English & business
Potential entrepreneurs
Ideally entrepreneurs who have startup

DELIVERED IN ENGLISH & ARABIC
12 HOURS- 2 DAYS



PMP FOR ENTREPRENEURS MODULE

Module Objectives

Introduction to the PMBOK.
Understand the processes, tools, techniques of project management.
Enhance project management skills among entrepreneurs.
Provide post-workshop support.

Module Outcomes

Learners will demonstrate ability to:
Understand leanstartup methodology.
Project management definition, framework & applications.
Role, duties & skills of a Project Manager.
Skills & knowledge for managing a project.
Project management processes and knowledge areas.
Roadmap for startup scalability.
Write and present a project plan to target scalability for your startup.

Module Content

Lean startup methodology.
Definition of project management.
Skills & duties for a project manager.
Project management framework , processes and knowledge areas.
Processes for preparing a project plan.
Processes for executing a project plan.
Processes to monitor & control a project.
Processes to deliver and close a project.
Apply our Growth Mapper tools to discover your Lean startup scalability.
Prepare and present your project plan to target scalability.

Who to attend

Both genders 16 years and above
Basic literacy in English & business
Potential entrepreneurs
Ideally entrepreneurs who have business idea or model

DELIVERED IN ENGLISH & ARABIC
12 HOURS- 2 DAYS

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TEST YOUR FEASIBILITY MODULE

Module Objectives

Equip learners with skills to conduct a feasibility study and test feasibility.
Enhance test-feasibility skills for entrepreneurs.
Enable entrepreneurs to test feasibility for their business idea.
Provide post-workshop online support.

Module Outcomes

Lean startup methodology.
Test feasibility for their business ideas.
Answer key-feasibility questions on their business ideas.
Decide to proceed or change on their business ideas.

Module Content

Introduction to lean startup methodology.
Concept & purpose for testing feasibility.
Key components for testing feasibility of your idea.
Learn how to answer key-question feasibility.
Test feasibility for your business idea and decide to proceed or pivot.

Who to attend

Both genders 16 years and above
Basic literacy in English & business
Potential entrepreneurs
Ideally entrepreneurs who have business idea or model

DELIVERED IN ENGLISH & ARABIC
30 HOURS- 5 DAYS



BOOTCAMP FOR ENTREPRENEURS IN UK

Module Objectives

Discover your entrepreneurial talent.
Understand startup innovation.
Understand lean startup methodology.
Learn to develop business ideas,
business models and 100-day roadmap.

Module Outcomes

Entrepreneurial mindset skills.
Startup innovation; Lean-startup practices.
ideation and business concept
development.
Business basics; Customer development.
Assessment for suitability; Business model;
Startup growth.
100-day roadmap; Demo-day pitching

Module Content

Introduction to entrepreneurship
Practice lean-startup methodology
Business basics; Advance innovation.
Market your lean-startup
Customer development
Self-understanding for ideation
Generate & verify your business idea.
Create and validate your business model.
Create your 100-roadmap execution.
Business Clinic to support your plans.

Who to attend

Both genders 16 years and above
Basic literacy in English & business
Potential entrepreneurs

DELIVERED IN ENGLISH & ARABIC
80+ HOURS- 16 DAYS

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BUSINESS STARTUP PROGRAM

Module Objectives

Discover your entrepreneurial talent.
Understand startup innovation.
Understand lean startup methodology.
Learn to develop business ideas,
business models and 100-day roadmap.

Module Outcomes

Entrepreneurial mindset skills.
Startup innovation; Lean-startup practices.
ideation and business concept
development.
Business basics; Customer development.
Assessment for suitability; Business model;
Startup growth.
100-day roadmap; Demo-day pitching

Module Content

Module (1)- mindset
Module (2)- ideation
Module (3)- business skills
Module (4)- business model Canvas
Module (5)- run & growth your enterprise
Module (6)- digital startup
Module (8)- financial model
Module (9)- PMP for entrepreneurs
Module (10)- test feasibility for entrepreneur

Who to attend

Both genders 16 years and above
Basic literacy in English & business
Potential entrepreneurs

OWNED BY OXFORD INNOVATION; DELIVERED IN ENGLISH
10 HOURS- 2 DAYS

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GROWTH MAPPER TOOL

Module Objectives

Explain the framework for the lean-startup growth.
Explain the Growth Mapper- Diagnostic tool.
Enable learners to diagnose their startups for attaining growth.
Assist learners to develop actions plan for business growth.

Module Outcomes

Grasp proven framework for lean-startup growth.
Diagnose their startups and define areas for development.
Develop actions plan for attaining growth.

Module Content

Understand framework for lean-startup growth
Introduced to our Growth Mapper- Diagnostic tool
Learn how to diagnose your startup for growth
Develop your actions plan for business growth
For more information:
<http://www.growthmapper.co.uk/>

Who to attend

Both genders 16 years and above
Basic literacy in English & business
Potential entrepreneurs
Startup owners



OUR TEAM

- **MUNTHER AL DAWOOD: MANAGING FOUNDER, LEAD TRAINER- LEAN STARTUP DEVELOPMENT**
 - **SAIDA DAHA: BUSINESS DEVELOPMENT MANAGER**
 - **AHMED ABDULWAHAB: TRAINER- LEAN STARTUP DEVELOPMENT**
 - **LINDA CHEUNG: TRAINER- LEAN STARTUP DIGITAL MARKETING**
 - **JANE GALSWORTHY: TRAINER- LEAN STARTUP INNOVATION**
 - **RICHARD HOLMES: TRAINER- LEAN STARTUP FINANCING**
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REGIONAL BRANCH



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PARTNERS



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WWW.OXIN.CO.UK



CERTIFICATION BODY: ILM-UK

WWW.I-L-M.COM



HOSTING PARTNER: SMART CHART FOR TRAINING

SAUDI ARABIA WWW.SMARTCHART.COM.SA



HOSTING PARTNER: ASTCDUBAI-UAE

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GHANA HR SOLUTIONS

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ENTERPRISE DEVELOPMENT SERVICES



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