

SEARCHING & VALIDATING **ENTREPRENEURIAL OPPORTUNITIES**

Transform your start-up ideas into reality



3 - 13 September 2018



SMU

SINGAPORE MANAGEMENT
UNIVERSITY

**Institute of Innovation &
Entrepreneurship**

The Institute of Innovation & Entrepreneurship (IIE) anchors the Area of Excellence in Innovation at SMU. IIE is a practise-oriented institute that fosters innovation and entrepreneurship excellence at SMU and beyond. Our activities range from innovation & entrepreneurship events, competitions and workshops, to training programmes, study missions and internships for budding student entrepreneurs. We also run a full-fledged incubation programme that helps aspiring entrepreneurs take their ideas to market.

Programme Overview

Searching and Validating Entrepreneurial Opportunities is a two-week course that equips aspiring entrepreneurs with relevant and timely know-how. Aspiring entrepreneurs will learn how to identify opportunities and develop a plan to validate their business ideas.

Notably, this course is taught by Paul Santos, an experienced entrepreneur and one of the most successful venture capitalists in Southeast Asia. It includes case analyses and discussions of real-life startups, business idea presentations and feedback sessions, and sharing by successful entrepreneurs.

Key Dates



Programme Structure

3 - 7 Sept 2018 Searching for & Identifying Opportunities	10 - 13 Sept 2018 Validating and Market Testing
Peter Drucker's 7 sources of innovative opportunity	Formulating a preliminary business model
Analysis of 6 Case studies such as Luxola (acquired by LVMH and now part of Sephora) to learn about how successful Asian entrepreneurs have searched for and maximized opportunities	Developing a testing plan for validation
Sharing by guest entrepreneur speakers featured in the above case studies	Presenting business ideas and testing plans

What Will You Gain

This course is designed and taught by one of the most successful venture capitalists in the region. Participants will learn how to:



Search & Discover
Entrepreneurial
Opportunities



Challenge &
Improve Your
Business Ideas



Develop & Validate
Hypotheses Behind
Key Business Components



About the Instructor



Keynote Instructor

B. Paul Santos is Managing Partner at Wavemaker Partners and is based in Singapore. He has made over 80 investments across Southeast Asia including Luxola (acquired by LVMH), Gushcloud (acquired by Yello Mobile) and Pie (acquired by Google). Prior to becoming a venture capitalist, Paul was an entrepreneur who co-founded 6 companies across multiple industries, including Indio Communications (acquired by Dentsu), Vertex Solutions (acquired by Alorica) and PAPI (acquired by New Leaf Ventures). Paul started his career in Brand Management at Procter & Gamble (P&G) Philippines. He was Brand Manager for Safeguard, the company's most profitable brand, which he led to record levels of revenue, market share, image ratings and profit. Paul graduated from the Ateneo de Manila University in the Philippines with a BS in Management Engineering and a Joint Minor in International Management from the University of Antwerp in Belgium. Paul is an Advisory Board member of the Singapore-MIT Alliance for Research and Technology (SMART) Innovation Centre and a member of the Singapore chapter of the Entrepreneurs Organization (EO).



Academic Advisor

"This course is a rare opportunity for aspiring entrepreneurs to be taught by one of the top investors and entrepreneurs in the region, Paul Santos. You will learn about how he identified and supported many winning startups such as Zilingo, Luxola and more. You will also gain insights as entrepreneur speakers featured in the case discussions share about their startup journeys."

*Reddi Kotha
Academic Director of Masters in Innovation at SMU*

Who Should Attend

1. Anyone who has business ideas but does not know how to take the next step
2. Anyone who is interested in starting a business but is still looking for ideas
3. Large corporates / SME owners who want to develop a new business line
4. Entrepreneurs who are stuck in growing their start-up

Upon successful completion of the course, participants will receive a certificate of participation issued by Singapore Management University.

Programme Fees

S\$3,424 (Inclusive of 7% Goods & Services Tax)

Financial grants are available for Singapore Citizens and Permanent Residents. Terms & Conditions apply.



SMU Business Innovations Generator

Commitment to Lifelong Learning

After completing the course, participants will:

1. Be added to the global I&E community mailing list
2. Be given priority consideration for admission into IIE's incubator, the Business Innovations Generator (BIG)
3. Receive special invites to closed-door events

The SMU IIE Advantage



GLOBAL RECOGNITION

IIE is housed under the SMU Lee Kong Chian School of Business, globally recognized as one of the best business schools in Asia. In early 2018, we were the first Singapore school to receive the “triple crown” of AMBA, AACSB and EQUIS accreditations.



PROPRIETARY I&E CURRICULUM

We offer an original and experiential curriculum co-developed by award-winning faculty and the best in industry practitioners.



CITY CAMPUS

Singapore is a dynamic, cosmopolitan hub and SMU is right in the centre of it. As the country's only city campus, we are perfectly located to foster strategic links with business and the community.



NETWORKING OPPORTUNITIES

Meet the top investors and entrepreneurs from around Southeast Asia in our courses.





FAQs

How do I enrol in the course?

To enrol in the course, participants must fill out the application available on the website in mid-June.

Can I enrol in a course if I live outside of Singapore?

Yes, the course is designed for participants from all over the world.

Since the course is only at night, what should I do in the day if I am flying in for this?

Participants will be granted access to hot desks in IIE's incubator, BIG, during working hours (9am-6pm) of the course duration.

What is included in the course fee?

The course fee is S\$3,424 and it covers tuition and all course materials. Travel and accommodation are not included.

What is the class size?

The average class size of our course is about 25 participants.

What is the typical attire during a course?

Smart casual.

What forms of payment are accepted?

The program fee can be paid using bank transfer, telegraphic transfer, cheque, offline credit cards or mail order (Visa and Master card only).

- Bank transfer/ Mail order: Please email yshuo@smu.edu.sg for bank details and form.
- Cheque: Please forward the cheque of the due amount (SGD) made payable to "Singapore Management University".

Please mail to:

Yasi Huo
Institute of Innovation & Entrepreneurship
Singapore Management University
81 Victoria Street, Administration Building, Level 9, Singapore 188065

What is your cancellation policy*?

More than 30days prior to the programme commencement: no charge
15-30 days prior to the programme commencement: 30% of program fee
7- 14 days prior to the programme commencement: 60% of program fee
Less than 7days prior to the programme commencement: 100% of program fee

Contact Us

For enquiries, please contact

HUO Yasi

yshuo@smu.edu.sg



Scan to apply or to
find out more about
the programme!





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