

Founders.School Curriculum

Phase One - Aspiring Founders (From Idea to Product)

1. **Ideation:** Aspiring Founders engage in creative exploration to generate innovative business ideas. Through structured brainstorming sessions and problem-solving exercises, participants learn to identify market opportunities, conceptualise solutions, and assess their ideas' feasibility and potential impact. The goal is to cultivate a mindset of innovation and entrepreneurship, where students develop the ability to recognise and respond to real-world challenges with inventive solutions.
2. **Design Thinking:** This module introduces participants to empathetic design principles and user-centric approaches. Students understand user needs through empathy mapping and journey mapping exercises. They then apply these insights to ideate and prototype solutions that address identified pain points effectively. The expectation is for participants to iteratively refine their prototypes based on user feedback, fostering a culture of continuous improvement and user-centric innovation.
3. **Problem-Solving:** Founders School emphasises systematic problem-solving skills essential for entrepreneurial success. Participants learn analytical frameworks and collaborative techniques to dissect complex challenges, brainstorm solutions, and prioritise actionable steps. By applying critical thinking and creativity, students develop resilience in navigating obstacles and learning to pivot and adapt their strategies based on evolving market conditions and customer feedback.
4. **Communication:** Effective communication is crucial for pitching ideas, building partnerships, and inspiring stakeholders. Participants practise articulating their startup vision clearly and persuasively through pitch practice sessions, storytelling workshops, and presentation skills development. The goal is for students to convey their value proposition confidently, engage diverse audiences, and gain support for their entrepreneurial endeavours.
5. **Teamwork:** Collaboration is critical to startup success. In this module, participants work in teams to simulate real-world startup dynamics. They learn to leverage team strengths, delegate tasks effectively, and foster a culture of mutual support and accountability. Through collaborative projects and team-building exercises, students develop interpersonal skills, conflict-resolution strategies, and a shared commitment to achieving collective goals.
6. **Creativity:** Founders School encourages participants to harness their creative potential to innovate within the entrepreneurial context. Through ideation challenges, design sprints, and creative problem-solving exercises, students explore unconventional ideas and solutions. The expectation is for participants to embrace experimentation, push

boundaries, and challenge conventional thinking to drive innovation in their startup ventures.

7. **Critical Thinking:** This module focuses on developing participants' ability to evaluate information critically and make informed decisions. Students analyse market trends, assess risks, and apply logical reasoning to validate business ideas and strategies. By honing their analytical skills and judgement, participants gain confidence in navigating uncertainties and making strategic choices that drive sustainable growth and competitive advantage.
8. **Foundational Technical Skills:** Understanding basic technical concepts is essential for leveraging technology in startup development. Participants receive hands-on training in relevant digital tools, primary coding languages, or software applications. They learn to integrate technical solutions into their business models, optimise operational efficiency, and enhance product development capabilities. The expectation is for participants to acquire practical technical skills that empower them to innovate effectively in the digital age.

Phase Two - Building Founders (From Product to Business)

1. **Design Skills:** Building Founders refine their expertise to enhance user experience (UX) and user interface (UI) design. They learn advanced design principles, usability testing methodologies, and iterative design processes. The goal is to create intuitive and engaging product interfaces that resonate with target users and drive adoption.
2. **Prototyping:** Participants develop proficiency in rapid prototyping techniques and tools to iterate product designs efficiently. They learn to create mockups, wireframes, and interactive prototypes, visualising product features and functionalities. Students are expected to leverage prototyping as a strategic tool for gathering user feedback, refining product specifications, and accelerating the development cycle.
3. **Product Development:** Founders delve into the intricacies of product development lifecycle management and agile methodologies. They learn to translate conceptual designs into functional products through iterative development, continuous testing, and feature prioritisation. By mastering project management tools and collaboration platforms, participants streamline workflows, optimise resource allocation, and ensure timely delivery of market-ready solutions.
4. **Customer Acquisition Skills:** This module equips participants with strategies to identify target markets, acquire early adopters, and drive customer engagement. Founders explore digital marketing channels, growth hacking tactics, and customer relationship

management (CRM) systems. Students are expected to develop a data-driven approach to customer acquisition, optimise conversion rates, and build sustainable customer relationships that fuel business growth.

5. **Business Modelling:** Founders refine their business model canvas and value proposition design to align product offerings with market demands. They analyse revenue models, pricing strategies, and cost structures to optimise profitability and scalability. Participants develop a strategic mindset for business planning and resource allocation through case studies and financial modelling exercises.
6. **Pitching & Presentation Skills:** Participants hone their pitching skills to communicate their business vision, market opportunity, and growth strategy to potential investors and stakeholders. They receive personalised feedback on presentation style, content clarity, and delivery impact. Students are expected to deliver compelling investor pitches, secure funding opportunities, and build credibility in the startup ecosystem.
7. **Financial Skills:** Understanding financial fundamentals is critical for sound business management. Founders learn to interpret financial statements, perform cost-benefit analyses, and forecast cash flow projections. They develop budgeting strategies, financial planning frameworks, and risk management protocols to mitigate financial uncertainties and optimise resource utilisation.
8. **Hiring and Team Building:** This module focuses on strategies for recruiting, developing, and retaining top talent to drive organisational success. Participants learn effective hiring practices, team dynamics management, and leadership development techniques. Students cultivate high-performing teams capable of adapting to evolving business needs and scaling operations effectively by fostering a culture of transparency, accountability, and continuous learning.

Phase Three - Scaling Founders (**Scaling The Business**)

1. **Fundraising:** Scaling Founders explore advanced fundraising strategies and investor relations management. They refine their pitch decks, conduct due diligence processes, and negotiate funding terms with potential investors. Participants are expected to secure capital investments that support strategic growth initiatives, expand market presence, and fuel innovation in product development and market expansion.
2. **Go-to-Market Strategy:** Participants develop comprehensive plans to accelerate product adoption and market penetration. They analyse market segmentation, define target customer personas, and craft tailored marketing campaigns. Founders explore channel distribution strategies, pricing optimization tactics, and customer acquisition cost (CAC) management. The goal is to drive sustainable revenue growth, achieve

competitive differentiation, and establish a strong market foothold.

3. **Finding Product-Market Fit (PMF):** This module focuses on validating and optimising product-market fit through iterative customer feedback loops and market testing. Scaling Founders refine product features, user experiences, and value propositions using qualitative insights and quantitative data analysis. Participants are expected to iteratively refine their offerings, align product features with customer needs, and drive user adoption and retention rates.
 4. **Growth Hacking:** Founders explore growth hacking techniques to accelerate user acquisition, improve conversion rates, and enhance customer engagement. They leverage data analytics tools, A/B testing methodologies, and viral marketing strategies to optimise digital marketing campaigns and maximise ROI. The goal is for participants to identify scalable growth opportunities, experiment with innovative marketing tactics, and achieve exponential business growth.
 5. **Advanced Tech Skills:** Participants delve into advanced technological solutions and emerging trends relevant to scaling operations. They explore cloud computing platforms, artificial intelligence (AI) applications, and scalable infrastructure solutions. Founders integrate cutting-edge technologies to automate processes, enhance product functionalities, and drive operational efficiency. Students are expected to leverage technology as a strategic enabler of growth, innovation, and competitive advantage.
 6. **Advanced Business Skills:** This module equips Scaling Founders with strategic decision-making frameworks and operational excellence strategies. Participants analyse market dynamics, competitive landscapes, and industry trends to inform strategic planning and business expansion initiatives. They develop proficiency in negotiation tactics, partnership development, and crisis management strategies to navigate complexities and drive sustainable growth.
 7. **Growth, Scaling and Exit Strategies:** Founders explore strategic growth pathways, scalability challenges, and exit planning considerations. They develop contingency plans, diversification strategies, and succession plans to sustain long-term business viability. Participants evaluate exit options, including mergers and acquisitions (M&A), IPO readiness, and equity buybacks. The expectation is for Scaling Founders to position their ventures for scalable growth, optimise operational efficiencies, and maximise shareholder value through strategic exit opportunities.
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This comprehensive curriculum at **Founders.School** is designed to equip Aspiring, Building, and Scaling Founders with the holistic skill sets, practical insights, and strategic acumen needed to navigate every stage of the entrepreneurial journey successfully. Each phase builds upon foundational concepts, fosters experiential learning, and prepares participants to innovate, lead, and thrive in the dynamic landscape of startup entrepreneurship.