

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:

- Idea generating session
- Brainstorming
- How to build an MVP (Minimum Viable Product)
- Business negotiations

Lesson 2:

- Customer development
- Communicating with a foreign client
- What to start with (money-generating businesses for a start)

Lesson 3:

- Storytelling
- Pitching in front of an audience
- Bringing together a business pitch
- Selling to the group: we will be pitching each other and try selling the product

Lesson 4:

- Pitching to press
- Articulating your competitive advantage
- How to make your product unique
- Marketing your product for free