



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Startup Management Bootcamp Online Program

A Human-Centric, Comprehensive, and Collaborative Learning Journey Focused on Redesigning How Startup Entrepreneurs and Leaders Approach Business Challenges and Opportunities in Today's Unique Environment

Twelve half-days starting January 19, 2021



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A Human-Centric, Comprehensive, and Collaborative Learning Journey  
Focused on Redesigning How Startup Entrepreneurs and Leaders Approach  
Business Challenges and Opportunities in Today's Unique Environment

## OVERVIEW

Whether you are a startup novice or an entrepreneur with some experience, the Startup Management Bootcamp will equip you with the tools and startup thinking necessary to jumpstart and accelerate your entrepreneurial journey.

This holistic and human-centered program will enable active knowledge transfer and creativity among innovation-driven entrepreneurs through mentorship, collaboration, and innovation to help them build and grow their businesses. It will provide the building blocks that will help participants create their own venture from the ground up, including idea generation, business planning, team formation, business validation, pitching to investors, and more.

For sustainable learning and transfer of knowledge, as well as maximum impact, at least two (2) representatives per startup are recommended to join the program.

## PROGRAM OBJECTIVES

- Enable Startups to strengthen their understanding of their customers, their business model, and their corporate strategy
- Help and guide the Startups envision and design their reimagined strategic long term goals as well as map their growth (or starting and scaling) strategy
- Prepare the Startup entrepreneurs for their next strategic endeavors by providing them with a holistic tool to manage and grow their Startup stakeholders – employees, customers, and shareholders.

## WHAT YOU WILL LEARN

- Driving Self Awareness: What is your Purpose?
- Establishing Desirability and Product Market Fit: Product VS Solution
- Brand's Golden Circle: Your Why-How-What?
- Value Proposition Canvas and Business Model Canvas Integration
- Financial Management
- Business Forecasting and Valuation
- Change Management
- Organizational Development
- Storytelling to Your Stakeholders
- Agile and Lean Startup Methodology

## KEY BENEFITS

- Learners will be part of a growing community of dreamers and designers
- Learners will be able to deepen their value proposition understanding and enhance their business model strategy
- Learners will be able to strongly align their brand and business strategy with their financial strategy
- Learners will be able to map business milestones that will drive their valuation to its desired level
- Learners will understand the building blocks of growing a human-centric organization

## WHO SHOULD ATTEND

The program is a must for founders, leaders, managers, and business owners of startups from various industries. For sustainable learning and transfer of knowledge, as well as maximum impact, at least two (2) representatives per startup are recommended to join the program.



FOR INQUIRIES:  
School of Executive Education and Lifelong Learning, Asian Institute of Management  
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus  
123 Paseo de Roxas, Makati City Philippines 1229  
[SEELL@aim.edu](mailto:SEELL@aim.edu) | +632 8892 4011 | [www.aim.edu](http://www.aim.edu)

## PROGRAM SCHEDULE

January 19, 21, 26, 28, February 2, 4, 9, 11, 2021  
5:00 PM to 8:00 PM (GMT+08) on all dates

January 23, 30, February 6, 13, 2021  
1:30 PM to 4:30 PM (GMT+08) on all dates

## PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

## PROGRAM FEE

PHP 60,000.00 or USD 1,200.00  
\*USD 1 = PHP 50.00

## YOUR PROGRAM FACULTY



Raymond Mitchell Mendoza  
Program Director  
Asian Institute of Management

To find out how you can participate, contact us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>

# Learning Content

The program specifics of Startup Management Bootcamp is seen below.





Day 11 - Why do we do  
what we do?

Storytelling

Day 12

Final Pitch Day





## Your Program Faculty



Raymond Mitchell P. Mendoza  
Program Director  
Asian Institute of Management

Raymond Mitchell P. Mendoza is the Founder and Chief Empathy Officer of Mpathy Strategic Consulting. He is also the Managing Partner and Brand Marketing and Finance Head of The Fine Gentleman. He is a startup mentor at AIM-Dado Banatao Incubator who co-led the creation and execution of the AIM-DBI Startup Management Development Track.

He is a strong advocate of the power of empathy in designing human-centered solutions and delivering relevant products and services. This is the starting point of putting together a desirable, operationally feasible, and financially viable business model.

He has an AIM MBA, 2016 and a recipient of a Student Leadership Award. He also graduated in Economics and Finance at De La Salle University. He was part of the Business Development at SM Prime – Shopping Center Management Corporation from 2011 to 2014.



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