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

Program starts 6 July 2021
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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 entrepreneurs from various industries. The program is recommended for those who want to disrupt and scale their businesses, and for the aspiring start-up founders who want to make a difference. 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:
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PROGRAM SCHEDULE
July 6, 8, 13, 15, 20, 22, 27, 29, 2021
5:00 PM to 8:30 PM (GMT+08) on all dates
July 10, 17, 24, 31, 2021
1:00 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
*Based on USD 1 =PHP 50. The prevailing exchange rate at the date of payment may apply.

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 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 1 - Driving Self Awareness
What is your purpose?

Day 2 - Driving Self Awareness
Pitch Day

Day 3 - Establishing “Desirability” and Identifying Product Market Fit
- The Bowling Alley
- Technology Adoption Cycle
- Abstracting of Customer Persona
- Mapping of Customer Journey

Day 4 - Establishing “Desirability” and Identifying Product Market Fit
- Value Proposition Canvas
- Business Model Canvas (BMC)
- Re-imagined Customer Journey

Day 5 - Establishing “Desirability” and Identifying Product Market Fit
- The Lean Startup Methodology
- BMC Right Side Integration

Day 6 - Establishing “Feasibility”
- Net Framework
- Service Blueprint Mapping
- 4Ds of Execution
- BMC Left Side Integration

Day 7 - Establishing “Viability”
- Cost and Revenue Structure
- Managing Costs and Profits
- Accounting Essentials

Day 8 - Establishing “Viability”
- Working Capital
- Burn Rate
- Quantity, Frequency, and Price
- Customer and Financial Journey

Day 9 - Establishing “Viability”
- Valuation
- BMC Integration

Day 10
- Change Management
- Organizational Development
- Governance and Structure

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.