

# Future Founder Bootcamp 2024

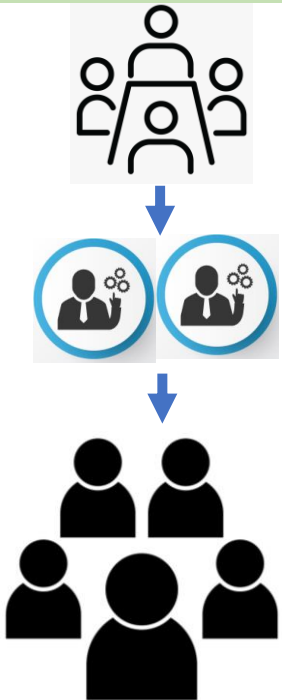
**Goal:** Nurturing Engineering Entrepreneurship mindset, MVP development, Opportunity to pitch for investors

**How, Whom?** Online delivery to the selected Sri Lankan school teams over 20 weeks

## Timeline

Feb 24'	Mar 24'	Apr 24'	May 24'	Jun 24'	July 24'
<ul style="list-style-type: none"> <li>Advertising to Sri Lankan schools</li> <li><b>Bootcamp Kickoff</b></li> </ul>	<ul style="list-style-type: none"> <li>Team meetings</li> <li>Business proposal development</li> <li>Seminars on "Product Market Fit", "Sales and Marketing"</li> </ul>	<ul style="list-style-type: none"> <li>Team meetings</li> <li><b>Interim business proposal presentation</b></li> <li>Seminars on "Develop MVP", "Finance management", "Basic Accounting"</li> </ul>	<ul style="list-style-type: none"> <li>Team meetings</li> <li>Continue MVP development</li> <li>"Leading a team" seminar</li> </ul>	<ul style="list-style-type: none"> <li>Team meetings</li> <li>Continue MVP development</li> <li>Seminars on "Funding and investors"</li> </ul>	<ul style="list-style-type: none"> <li>Team meetings</li> <li><b>Final pitch to the panel of investors</b></li> <li><b>Award ceremony and presentations at SLESA AGM</b></li> </ul>

Team structure and dynamics



### SLESA Advisory Panel

- ✓ Coordinates the overall bootcamp
- ✓ Resolve common issues

### SLESA Team Coordinators

- ✓ 2 SLESA team coordinators per team
- ✓ About 1 hour per week of engagement with the team for motivating and coordination

### Teams

- ✓ 10 teams
- ✓ 3 to 6 members per team
- ✓ Members from Sri Lankan school year 10 to 13
- ✓ Selected set of schools for the pilot program



### Bootcamp Resource Persons

- ✓ Delivers insightful, inspiring, and interactive workshops on *Why Entrepreneurship, Product market fit, MVP, Funding, Finance management, Basic Accounting, Sales and Marketing, Approaching investors, Pitching to investors, Leading a team, Challenges and Opportunities*



### Investor Panel

- ✓ Assess each team's pitch and provide feedback
- ✓ Potentially invest or support the team to realize the full solution

# Bootcamp Resource Persons



## Role

You are the subject matter expert / established entrepreneur who provides practical knowledge and insights into Entrepreneurship offering guidance based on personal, and industrial expertise.

## Responsibilities

- ✓ Delivers insightful, inspiring, and interactive workshops on ***Why Entrepreneurship, Product market fit, MVP, Funding, Finance management, Marketing, Approaching investors, Pitching to investors, Leading a team, Challenges and Opportunities***
- ✓ Seminar length – 30 to 60 minutes delivered online
- ✓ Prepare presentation material for the content delivery
- ✓ Answer any question asked during the seminar
- ✓ Optionally be available for answering any subject matter issue during the whole length of the program (20 weeks)

# Team coordinator



## Role

You are the interface between the SLESA advisory panel and student team allocated. Also, you are passionate about motivating others to achieve the best in their work.

## Responsibilities

- ✓ Close coordination and motivating the allocated team
- ✓ Regular meeting with the team (minimum once per fortnight)
- ✓ Providing Engineering and Planning Advise
- ✓ Connecting resource persons for specific Engineering or Business aspects
- ✓ Collaborating with SLESA committee as required
- ✓ Able to commit approximately 1 to 2 hours per week

# Bootcamp Kick-off

- Welcome teams, resource persons, and coordinators
- Overview of SLESA
- Overview of the “Future program”
- Roles and expectations
- Introduce each team, resource person, team coordinators and coordinator
- Structure of the program, and schedule
- Seminar on “Why entrepreneurship”
  - Different types of career opportunities (Employee, Investor, Entrepreneur)
  - Type of entrepreneurship (Small Business, Startup, Large Business, Social)
  - Challenges and opportunities
  - Some real-world entrepreneurs examples
- Questions and Answers session
- Vote of Thanks

# Seminar “Product Market Fit”

- Introduce the speaker
- Potential products, Team passion and Market Needs
- Overview of Product, Service, Market, Customer
- Problem and pain points
- Value proposition
- Customer persona
- Market validation
- Fit or No-Fit
- Identifying product/service feature set
- Questions and Answers session
- Vote of Thanks

# Seminar “Sales and Marketing”

- Introduce the speaker(s)
- Consumer, Customer Behavior, Customer Relationship
- What is Marketing and Selling
- Types of Markets and Marketing
- Marketing research and plan
- Advertising
- Types of Selling – physical, online, hybrid, retail, and
- Sales and Marketing Channels
- Sales tasks – planning, pricing, order taking, delivery, processing
- Sales Leads, Closing sale, After sales support
- Building a brand
- Questions and Answers session
- Vote of Thanks

# Seminar “Develop MVP”

- Introduce the speaker(s)
- Minimum value with minimum effort
- Types of MVP – sketch, mock, prototype
- Value creation and market validation
- Identifying core and essential features
- Agile product development – Build, Measure, Learn
- Metrics of MVP success measurement
- Testing MVP
- Common mistakes in developing MVP
- Questions and Answers session
- Vote of Thanks

# Seminar “Finance management”

- Introduce the speaker(s)
- Importance of finance management
- Capital, Liabilities, Loans, Investments, Risks, and Return
- Time value of money
- Receivable and Inventory
- Earnings analysis
- Cashflow analysis
- Tax
- Financial statements – Accounts, Balance sheet
- Break even point
- Financial projections and planning
- Questions and Answers session
- Vote of Thanks



# Seminar “Basic Accounting”

- Introduce the speaker(s)
- Importance of accounting
- Journal
- Rules of credit and debit
- Assets, Liabilities, Equity, Capital, Inventory
- Types of transactions
- Expenses, Revenue and Net Income
- Payroll
- Accounting cycles
- Accounting Equations
- Book keeping methods – spreadsheet, software
- Questions and Answers session
- Vote of Thanks

# Seminar “Leading a team”

- Introduce the speaker(s)
- Team, Leader vs Boss, Leadership styles
- Visionary
- Personality types
- Team culture
- Goal setting, tracking and motivating
- Communication – regular and critical conversations
- Listening
- Conflict management
- Negotiations skills
- Project management – roadmap, schedule, costing, tracking
- Innovation and new ways of efficiency
- Empowerment, Delegation and Inclusion
- Results oriented
- Appraisal and feedback
- Emotional Intelligence
- Empathic leadership
- Reflect yourself
- Questions and Answers session
- Vote of Thanks

# Seminar “Funding and investors”

- Introduce the speaker(s)
- Need for funding – high growth, leverage
- Types of funding
- Bootstrapping, Friends and Family, Loan, Accelerators, Angel Investors, Venture capitalists, crowdsourcing – features, pros and cons
- Approaching investors, First impressions, Pitch deck
- What investors look for – return for risk taking, exit strategy
- Fund raising campaign
- Next steps after raising funds or failing
- Questions and Answers session
- Vote of Thanks

# Final pitch

- Introduce the teams, resource persons, and investor panel
- SLESA awards judgment criteria explained
- Investor panel – what they look for explained
- Team pitch (10x) of each product/service – 10 minutes presentation + 10 minutes questions/feedback/investor decisions
- SLESA awards presentation
- Beyond SLESA bootcamp – No limit!
- Questions and Answers session
- Vote of Thanks