

# Syllabus

9 Stages course

## 1 INTRODUCTION TO LEADERSHIP AND ENTREPRENEURSHIP



Introductory session: Getting to know the world of entrepreneurs, startups, the entrepreneurial process and business concepts using PBL.

Understanding the entrepreneurial process and stages of project development

## 2 CREATIVE THINKING WORKSHOP (GROUP FORMATION)



Workshops on creative thinking conducted in groups, featuring engaging competitions and interactive, hands-on learning experiences.

Participants will divide into teams and work together to develop creative problem-solving skills. They will gain tools for thinking outside the box through an interactive lecture by the designer of the Genesis spacecraft and an engaging escape room challenge.

## 3 TECHNOLOGICAL TOOLS - AI, AR



Future-focused technology workshops featuring an in-depth exploration of AI. Participants will build an image recognition model and experiment with a variety of generative AI tools

By the end of this stage, Each team will create a futuristic image model using augmented reality and artificial intelligence tools.

## 4 THE HACKATHON PROJECT DEVELOPMENT



An accelerated workshop where participants will break down challenges, come up with solutions and learn about models for creative thinking.

Using the bot developed for this workshop, participants will generate a list of 20 problems, from which three ideas will be selected for further exploration.

## 5 FEASIBILITY TESTS



Participants learn about the importance of feasibility tests by studying failed startups and develop feasibility testing processes for their own ventures

The teams will work on SWOT model and market surveys

## 6 & STORYTELLING MARKETING



Dive into the world of storytelling and marketing by creating a comprehensive brand identity. This includes developing a company name and logo, crafting a compelling branding story, defining a customer persona, and more.

Using AI tools participants will prepare the marketing products. advanced groups - will prepare a landing page for their venture.

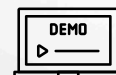
## 7 BUSINESS MODELS (CANVAS MODEL)



Participants will explore various business models designed to effectively explore their venture.

Canvas model, product characterization document, expense and income projections .

## 8 PROTOTYPE DEVELOPMENT (DEMO)



What types of prototypes are there? And what will serve our project best? Preparation of basic simulations and POC with the help of technological tools and AI tools.

Prepare advanced simulations with the help of AI tools, including a basic interface in No-Code software (for software projects).

## 9 FINAL PREPARATIONS AND CLOSING EVENT



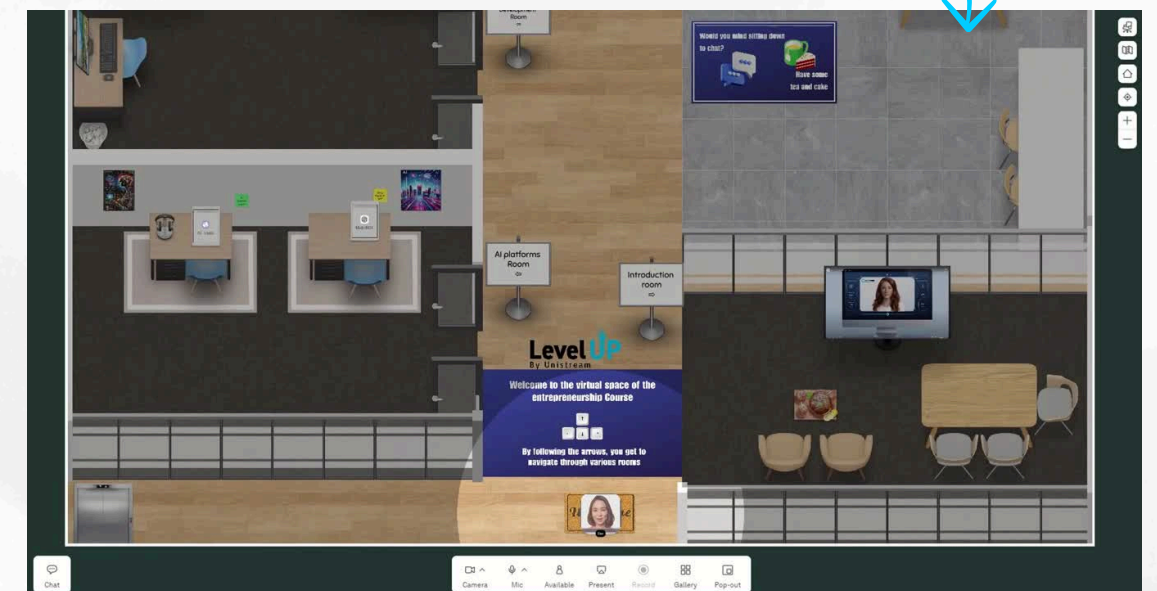
Participants will learn to craft a compelling pitch and prepare for a closing event, presenting their ventures and showcasing all developed products to investors.

Investor Presentation, Pitch

## The virtual escape BOX



## Meet our Kumospace



Only **one link** for everything