

Launch Your Business in 1 Week

4 – 8 July 2027
Online

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Introduction

In today's fast-paced business environment, transforming an idea into a viable venture requires speed, clarity, and disciplined execution. Many aspiring entrepreneurs and intrapreneurs struggle—not because they lack ideas—but because they lack a structured framework to validate, build, and effectively present those ideas.

Launching a business is no longer about spending months planning without testing the market. Success depends on developing a Minimum Viable Product MVP, validating assumptions rapidly, designing a sustainable business model, and clearly communicating the value proposition to investors, partners, or internal stakeholders.

This intensive one-week program guides participants from idea generation to an investor-ready concept through a highly practical, hands-on approach. Participants will work on real business scenarios, develop an MVP concept, design a scalable business model, and prepare a compelling funding pitch. By the end of the program, they will have a clear and actionable roadmap to confidently launch or scale their business idea.

Course Objectives

By the end of this course, participants will be able to:

- Validate business ideas using structured frameworks and practical market testing techniques.
- Define and develop a Minimum Viable Product MVP.
- Design a complete, scalable, and sustainable business model.
- Understand funding options and investor expectations.
- Develop and deliver a persuasive business pitch.
- Create a practical launch roadmap for immediate implementation.

Course Outlines

Day 1: Idea Validation and Market Opportunity

- Turning Ideas into Opportunities: Identifying Real Problems Worth Solving
- Essential Market Research for Startups
- Customer Segmentation and Target Market Definition
- Designing a Strong Value Proposition
- Competitor and Industry Landscape Analysis
- Idea Validation Techniques Interviews, Surveys, Rapid Testing

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A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) positioned on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the right side of the board.

Day 2: MVP Development and Product Strategy

- Characteristics of a Strong MVP Scope, Features, Speed to Market
- Feature Prioritization: Must-Have vs. Nice-to-Have
- User Journey Mapping and Experience Design
- Prototyping Methods: From Low-Fidelity to Functional MVP Concepts
- Testing and Iteration Cycles
- Measuring Early Product-Market Fit Indicators

Day 3: Business Modeling and Revenue Strategy

- Designing a Scalable Business Model
- Revenue Streams and Pricing Strategies
- Cost Structure and Unit Economics
- Go-to-Market Strategy Development
- Partnerships and Distribution Channels
- Risk Assessment and Sustainability Planning

Day 4: Funding Strategy and Pitch Preparation

- The Startup Funding Landscape Bootstrapping, Angel Investment, Venture Capital, Corporate Funding
- What Investors Look For
- Financial Projections for Early-Stage Businesses
- Building a High-Impact Pitch Deck
- Storytelling for Business and Investment
- Structuring the Pitch: Problem - Solution - Market - Traction - Financials - The Ask

Day 5: Pitch Delivery and Business Launch Planning

- Pitch Delivery Techniques and Executive Presence
- Handling Investor Questions and Objections
- Business Launch Roadmap First 90 Days Planning
- Legal and Operational Launch Considerations
- Final Pitch Presentations
- Expert Feedback and Individual Action Plans

Why Attend This Course? Wins & Losses!

- Transform your business idea into a structured, testable concept in just one week.
- Learn practical MVP development techniques used by modern startups.
- Master business modeling tools to design scalable and sustainable ventures.
- Understand funding mechanisms and how to position your business for investment.
- Develop and practice a real investor-ready pitch.
- Gain hands-on experience through workshops, exercises, and real-world scenarios.
- Leave with a clear and actionable launch roadmap ready for immediate execution.

Conclusion

This program represents a powerful step toward turning ideas into market-ready businesses. It offers a structured, practical, and results-driven learning experience designed to accelerate business creation and readiness for funding or market entry.

Whether you are launching a startup, developing an internal innovation initiative, or testing a new business concept, the tools, frameworks, and practical outputs gained from this program will enable you to move forward with clarity, speed, and confidence.

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A graphic illustration in the bottom right corner showing a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. In the background, there are concentric circles emanating from a point, suggesting a strategic or forward-looking theme.