

**Tutor:** Mr. Stelios PROCOPIOU

*(Chrysalis LEAP, Cyprus)*

**Title of the course:** From an idea to a business.

**Summary:**

The course will focus on providing the participants with the basic knowledge and skills needed to start exploring the potential of such an idea, by identifying their first potential market and customers. In this context, the course aims to:

- Refine and define their offering as specifically as possible
- Identify and start exploring their first target market(s)
- Identify their first potential customers, assess their needs and how their offering addresses those needs (their value proposition)
- Have a first indication of the size of the business opportunity (a first look on simple financials)
- Define their next steps

**Syllabus:**

- Explore the potential of an idea
- Refine and define their offering as specifically as possible
- Identify and start exploring their first target market(s)
- Identify their first potential customers, assess their needs and how their offering addresses those needs (their value proposition)
- Understand the size of the business opportunity (a first look on simple financials)
- Define the next steps