

POSSIBL+ DIGITAL SELF-PACED MODULES

MODULES COVERED	TOPICS	LEARNING OUTCOMES
Module 1: Innovation Module 2: Founder's Mindset	What is innovation? Design thinking Cultivating founder's mindset Values, drivers and drainers	Discuss and apply cognitive strategies that define the mindset of innovators and entrepreneurs.
Module 3: Problem Ideation Module 4: Solution Ideation	What is a problem? Validating your problem Solution brainstorming Addressing risky assumptions	Understand the ideation process to uncover customer problems.
Module 5: The Customer Module 6: Market Research and Analysis	Customer persona Value proposition canvas Market research process and analysis Competitor analysis	Develop an empathic understanding of the customer journey through research and identify new value propositions and business models.
Module 7: Business Model Structure and Numbers	Types of business Business legality Business model canvas	Construct a lean business model canvas with associated revenue and cost structure.
Module 8: Prototyping Module 9: Marketing and Branding	Prototyping and iteration Minimal viable product Create a brand story Your first sale	Design a prototype, test it with the target audience, and market the product.
Module 10: Finance and Capital Raising Module 11: Presenting Yourself	Capital raising Building slide deck Communicating with impact Personal branding	Deliver a confident, customer-focused business presentation (pitch).

ADDITIONAL "YOU" UNIT CONTENT TO CONNECT INNOVATION LEARNING TO PERSONAL VALUES

MODULES COVERED	TOPICS	LEARNING OUTCOMES
Module 1: Your Story Module 2: Your Values	Understanding yourself Personal values Professional values	Discover a deeper sense of self by developing your personal and professional values.
Module 3: Your Personality Module 4: Your Mindset Module 5: Emotional Intelligence	Personality theory and models Fixed and growth mindset Resilience Emotional intelligence	Use self-reflection and emotional intelligence to gain a better understanding of yourself.