



How to think like an Entrepreneur

In this half-day course students will learn from an experienced entrepreneur how to apply for themselves the essential thinking tools to create a new and viable business.

They will leave trained in a valuable and practical business skill.

The Track Record

- Businesses built by Second Mile people: 20
- Capital raised: £30m
- Years of new venture experience: 100

What course participants have said:

“The best thing I have done in my three years at the University”

- PAVOL GANZARCIK
WARWICK UNIVERSITY

“It definitely opened my eyes on a new thought process of analyzing opportunities. I would definitely recommend such an event to my friends. Thank you again as I have learned a lot.”

- JACOB CHEW
WARWICK UNIVERSITY

“This course condenses years of front-line entrepreneurial start-up experience into a practical and informative methodology”

- TIM POWELL
MINERVA BUSINESS ANGELS

Equipping students for today's careers

Few of today's students will take their place in the corporate beehive as their parents once did. A fluid career landscape is placing initiative and creativity at an increasing premium. Consequently, the tools and skills required to assess a promising idea and then turn it into a commercially sound business are becoming a core career skill for many.

Learning the tools real entrepreneurs use

This course teaches the key tools that experienced Second Mile entrepreneurs use in developing their own new ventures. The methodologies are based on over 100 years of start-up experience in numerous market sectors and geographies and are what our entrepreneurs use, day to day, on real projects.

Using a relevant case study, students will develop and test their entrepreneurial thinking, gaining a practical skill they can use in their working careers.

Learning from experienced entrepreneurs

Each course is led by an experienced entrepreneur who is able to give students an insight into the real experience of developing and running their own business. They have a wealth of practical insights to pass on to students, grounded in the challenges they themselves have faced.

Just as importantly, they are able to put their knowledge and enthusiasm across effectively to students. They want to pass on what they have learned so that others can follow in their footsteps.



Linking Universities and Entrepreneurship

Innovation and entrepreneurship are increasingly seen by government, business and students as essential elements of the 21st century economy.

As founders or employees, this course equips them to take the commercial initiative and progress their careers in today's competitive business world.

Course content

Thinking Like an Entrepreneur' will train participants to:

- Think analytically about a new business proposition
- Think from a customer's perspective to decide if an idea will sell once launched
- Think commercially regarding the benefits to customers vis-à-vis the competition
- Think strategically to determine whether an idea can generate wealth and employment over time

Our teachers

All our teaching entrepreneurs have several years of personal entrepreneurial experience. They have started and built new businesses, and can explain the challenges involved. They have raised investment, won sales, built teams and sold businesses. Furthermore, many have lived through business failure, learned from it, and can pass on insights to help others avoid the pitfalls.

Course style

The course alternates between explanation and interactive small- group exercises, and is structured in three main blocks, each of which lead logically to the next to build a complete thinking approach to new business development.

As the course unfolds, the work of each group is discussed, with the groups learning from the approach of the others and hearing the practical perspective of the entrepreneur who is teaching the course.

The course aims for a rigorous but informal style, with students encouraged to develop and critique their own thinking - as they would in their own business.

Arranging a course

Courses can be run at your University, and need only a room where students can carry out small group exercises and engage with the teaching entrepreneur. Second Mile will provide all the materials needed. Please contact Claire Aikman to find out more.

Contact Us

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