

## **SETsquared Exeter Entrepreneur's Programme Outline**

### **Day 1**

- Welcome
- The Business Model Canvas
- Understanding your customers
- Building a value proposition

### **Day 2**

- Identifying the opportunity
- Evaluating revenue streams
- Exploring business feasibility

### **Day 3**

- Business model testing
- Presenting your Business Model Canvas
- Speed mentoring session
- Wrap-up and next steps