



ENTREPRENEURSHIP

THE PURPOSE OF THE ENTREPRENEURSHIP STREAM IS TO GROUND PROMISING ENTREPRENEURS IN KEY PRINCIPLES FOR SUCCESSFUL BUSINESS AND LIFE WITHIN THE VIBRANT SOUTH AFRICAN ENTREPRENEURIAL LANDSCAPE. RISE UP, KNOW YOUR GOD, AND DO GREAT EXPLOITS THAT POWERFULLY IMPACT YOUR COMMUNITY.

MAIN CURRICULUM: EXEC EXPERIENTIAL ENTREPRENEURSHIP

Key concepts include:

- Quality idea generation
- Minimum viable product validation
- Basic revenue modeling, financial projections, and business viability
- Customer development
- The importance of an in-depth understanding of the customer
- Effective customer interview techniques
- A study of familiar market segments
- Problem-solving and untested assumptions
- Perseverance and learning to identify problems worth solving

ANCILLARY STUDIES: PRAXISLABS' REDEMPTIVE BUSINESS

Concepts include:

- To thoughtfully develop products, services and experiences that genuinely benefit customers.
- To avoid manipulative design or sales practices that erode broader trust.
- To resist playing to a customer's insecurity or ego through marketing based on fear or status.
- To advance narratives of virtue and hope.
- To responsibly manage financial capital and profits, essential to longevity.
- To promote a team culture that is purposeful and relational, and to develop people beyond their contribution.
- To cultivate gratitude, joy and humility in the way we lead and serve.