

ENTREPRENEURSHIP COURSE DESCRIPTION

This course is for aspiring entrepreneurs, early stage entrepreneurs, students, and everyone with an interest in entrepreneurship. This course offers you a transformation to the right mindset you need to have in order to become a successful entrepreneur. Please bear in mind that not everyone with an entrepreneurial mindset and spirit runs their own business. Entrepreneurial spirited people are also very sought after in the job market in literally any sector or industry. Also remember that every knowledge and skill you learn and acquire is yours for life and can't be taken away from you. The environment has never been better to invest in yourself via a high quality online course, leveraging the latest



technology to equip yourself with the right entrepreneurial knowledge and the needed mindset, while also enlarging your professional network. The learning content of this 8-weeks course is delivered by the instructor in a virtual classroom, using reading materials, video lessons, and powerpoint presentation slides. The class meets virtually twice a week (Tuesday and Thursday late afternoon, exact dates/timing tbc), once for the lessons itself and once for a weekly group coaching meeting, the platform for discussions and Q+A within the group with the course instructor. Each chapter week will be concluded with a short test, which the participants have to pass in order to progress to the next chapter. In order to successfully conclude the entire course, a participant has to pass a minimum of 6 of the 7 weekly chapter tests.

COURSE CURRICULUM

CHAPTER 1: WHAT IS AN ENTREPRENEUR

In this first chapter we cover the history, definitions, and various types of entrepreneurs. You also get to know who the greatest and the most successful entrepreneurs of the 20th/21st Century are and were, from Antinori to Zuckerberg.

CHAPTER 2: THE ENTREPRENEURIAL MINDSET AND THE MANIFESTATION OF YOUR GOALS

In the second chapter the course participants are taught about what it takes to be successful as an entrepreneur and how to manifest their goals and dreams. Manifestation is a process to visualize the participants individual pictures of success. It is important for the aspiring entrepreneurs to visualize his/her future goals and to set adequate action plans for their journey towards reaching those future goals.

CHAPTER 3:: FIVE CONCEPTS EVERY ENTREPRENEUR MUST UNDERSTAND TO BE SUCCESSFUL IN BUSINESS

In this chapter the key discussion points are the customer (the single most important aspect of any business in any sector is the customer!), supply and demand, competition, return on investment, and understanding fixed versus variable costs.

CHAPTER 4: FIVE COMMON FINANCIAL MISTAKES THAT KILL SMALL BUSINESSES

The focus of this fourth chapter is on keeping adequate financial records, not to confuse revenue with profit, spending money on things you don't need, to manage short-term expectations, and understanding the financial independence of your business.

CHAPTER 5: ENTREPRENEURIAL FINANCING

The fifth chapter focusses on the process of making financial decisions for your business, and the aspect of value and resource allocation.

CHAPTER 6: ENTREPRENEURIAL EXIT STRATEGY

In the sixth chapter, we discuss a key element every business plan should contain: the exit strategy! The exit strategy is the business owners personal plan to cash out after a certain time period. The exit strategy literally ensures the monetization of the business owners profits over the years in case of a successful business, and serves as a stop loss in case of a loss making business.

CHAPTER 7: BUILDING AN ONLINE BUSINESS

The seventh and last chapter of this course offers a step-by-step guide to build an online business. As this is a more substantial chapter with much more theory (40 pages of reading material), it will be covered during the 7th and 8th course weeks.

COURSE COMPLETION:

After eight weeks the entrepreneurship course concludes after you have gone through 8 weekly lessons, 8 weekly group coaching and Q+A sessions, which were enhanced by approximately 170 pages of reading material and almost 40 video lessons. Upon successful completion of the course, a certificate will be issued to the successful participants by Info Digital Academy Singapore. Each course week, or in other words every course chapter will be concluded with a short test. To successfully complete and pass the overall entrepreneurship course, participants are required to pass a minimum of 6 of the 7 weekly tests.

YOUR COURSE INSTRUCTOR:

Your course instructor is Manfred Liechti. Manfred is an internet entrepreneur since he founded Info Digital Pte Ltd in 2017 in Singapore. During the 30 years prior to that, Manfred had a very successful banking career, which started as a banking apprentice in Switzerland in 1985 and concluded as a Group Executive and Global Head of Private Banking of the Australian bank ANZ. During his banking decades Manfred has held various senior positions in UBS Wealth Management in Singapore, London and Sydney. Manfred was initially an investment specialist, namely a portfolio manager, for about a decade, before he shifted to the UBS private banking front office to assume senior management roles in Singapore. After he left UBS, Manfred has also headed the South East Asia private banking business of the Queen's bank Coutts, which at that time



formed part of the Wealth Division of the Edinburgh based British banking powerhouse Royal Bank of Scotland (RBS). As a very seasoned private banker, Manfred has worked with many successful entrepreneurs across various business sectors mainly in South East Asia (Indonesia, Singapore, Malaysia) and Australia/New Zealand. As such, Manfred's wealth of experience of managing the wealthy entrepreneurs money and



his personal experience as internet entrepreneur puts him in a ideal position to teach this Entrepreneurship Course. Manfred is a Swiss Citizen and Permanent Resident of the Republic of Singapore, where he has been living for over 20 years now; he is a described as a passionate, optimistic and benevolent entrepreneur, a wealth management expert ,a senior leader, mentor and coach. He is the father of the two wonderful Singaporean teenagers Sidney and Cameron, who are 15 and 13 years old. Manfred loves to play tennis and golf, and is an avid football fan.

This course is delivered via live lessons in a virtual classroom (using Zoom technology), enhanced by reading materials and video lessons, as well as weekly group coaching meetings to deeper discuss the learning content and to answer questions the course participants may have.

GUEST SPEAKERS:

We have planned to include two real entrepreneurs from the real business world as guest speakers during some of the scheduled classroom sessions during this course.. The names of the guest speakers and the exact timings of their appearances will be communicated in in due course. The purpose of inviting guest speakers is to hear their stories and have them share their experiences with the course participants, as a real life addition to the theory in our learning content.

COURSE FEE & PAYMENT OPTIONS:



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he fee for this course is US\$ 3,200 and is payable either in a single payment of US\$ 2,888 (9.75% discount) upon course enrolment or in two payments of US\$ 1,550 upon course enrolment and by the end of course week 4, respectively



(total 3.125% discount). Payments can be made by cheque (issued to Info Digital Pte Ltd, Singapore, or via Visa, MasterCard or American Express credit cards, or via PayPal.

COURSE ATTENDANCE & ABSENCES:

All course participants are strongly encouraged to attend all weekly lessons (on Tuesdays, 6-8pm) and all weekly group coaching and Q+A sessions (on Thursdays, 6-8pm/ Having made a financial investment in themselves in form of the course fee and the personal commitment to develop an entrepreneurial mindset should create the motivation for the course participants to be disciplined when it comes to attendance of the scheduled virtual classroom sessions and the group- coaching and Q+A sessions. Both the lessons and the group coaching sessions take place live in the virtual classroom.) If participants miss a lesson, they can catch up by watching the recording of that lesson after the event. Should accident or personal illness prevent a participant from attending the course lessons and coaching sessions, only in severe cases of continued absence due to justified medical reasons and supported by the written confirmation of a medical doctor, a partial refund of the course fees may be considered. Such cases would be dealt with individually and on a case-by-case basis.

SCHEDULED COURSE TIMINGS:

This course is expected to go live in early June 2020 (the exact dates and times will be announced accordingly All the scheduled lessons and group coaching meetings of the course will start on time. We will also do our best to finish on time. The starting times of the scheduled live classroom sessions on Tuesdays and Thursdays are at 6pm , so that most course participants can conclude their working day before attending the course sessions. .We know from experience that when working in a group, one benefits from the group proportionally to what he contributes to the group himself. Course participants are therefore encouraged to actively participate in their group sessions. On the topic of

benefits to the learning group or individual course participants, it is possible that the group may be having an engaged discussion, which may cause a session to overrun a bit. In such a case it would not be in the best interest of the course participants to abruptly end an engaged conversation, which benefits the learning group.



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**FROM US AT INFO DIGITAL
GROUP**

At Info Digital Pte Ltd or Info Digital Group, of which the Info Digital Academy is a part of, we understand that our clients, like you, are the most important factor in all our businesses as well as one of the key factors determining the success or failure of any business. We are a very client-centric company by choice and by conviction and we fully acknowledge that the success of our clients is our success as a company and employer. On behalf of everyone at Info Digital Group I like to thank you for our trust to have chosen us as your learning content provider and course facilitator and we regard it as our top priority to create a high quality and positive learning environment for you as a participant in our flagship course. We always encourage and appreciate your feedback, whether it's favorable or whether you point out an area for us to improve. We strongly believe in client feedback as a very important management tool, which greatly supports our goal of constantly improving to be the best partner we can be for our clients and stay relevant in the highly competitive online education business sector.

My wish is that this course will in one way or another form a positive foundation for something new and exciting in your life or in your career and that you will have every success and personal satisfaction with whatever that next thing will be for you. Best of luck and always upward and onward.



Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Manfred Liechti', written in a cursive style.

Manfred Liechti
Founder & Director of Info Digital Pte Ltd

A second handwritten signature in blue ink, identical to the one above, appearing to read 'Manfred Liechti' in a cursive style.

