

2ND SEMESTER: JULY 2021

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
19	20	21	22	23 <i>1ST WEEK LESSONS OPEN</i> Developing a Purpose Statement & Problem statement Design thinking
26 Developing a Purpose Statement masterclass 10h15 – 12h00	27 Developing a Purpose Statement masterclass 17h45 – 19h30	28 Problem statement Design thinking masterclass 10h15-12h00	29 Problem statement Design thinking masterclass 17h45-19h30	30 <i>2ND WEEK LESSONS OPEN</i> Value proposition Customer segmentation & Channels Customer relationships

PLEASE NOTE:

Lessons open weekly and this means that you can access the content, go through it and start preparing for live masterclass sessions.

Masterclass sessions are interactive sessions hosted by seasoned facilitators who will be unpacking Course resources and facilitate better understanding of materials provided.

Attendance of the masterclasses is an important element of your journey. You will engage in a dynamic, collaborative learning space.



2ND SEMESTER: AUGUST 2021

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2 Value proposition Customer segmentation masterclass 10h15-12h00	3 Value proposition Customer segmentation masterclass 17h45-19h30	4 Channels Customer relationships masterclass 10h15-12h00	5 Channels Customer relationships masterclass 17h45-19h30	6 <i>3RD WEEK LESSONS OPEN</i> Teams Key attributes & Key activities Value proposition
9 PUBLIC HOLIDAY Women's Day	10 Teams Key attributes masterclass 10h15-12h00	11 Teams Key attributes masterclass 17h45-19h30	12 Key activities Value proposition masterclass 10h15-12h00	13 <i>4TH WEEK LESSONS OPEN</i> Key resources Key partnerships & Cost structure
16 Key activities, Value proposition masterclass 17h45-19h30	17 Key resources, Key partnerships masterclass 10h15-12h00	18 Key resources, Key partnerships masterclass 17h45-19h30	19 Cost structure masterclass 10h15-12h00	20 <i>5TH WEEK LESSONS OPEN</i> Revenue streams & Fundraising Pitching
23 Cost structure masterclass 17h45-19h45	24 Revenue streams masterclass 10h15-12h00	25 Revenue streams masterclass 17h45-19h30	26 Fundraising Pitching masterclass 10h15-12h00	27
30 Fundraising Pitching 17h45-19h45				