

# Platforme BY SIM COHORT 3 ACADEMIC CALENDAR (2019)

## Cycle 1 Explore

Wednesday, 15 May – Saturday, 24 Aug (15 weeks)

All classes are conducted at SIM Management House, 41 Namly Avenue, Singapore 267616

Week	Course Title	Code	Date/Duration	Time	
Briefing: meet the faculty			Wed, 8 May	7.00pm-8.00pm	
Week 1	Knowledge	Introduction to the Lean Start-up	K101-3	Wed, 15 May	6.30pm-9.30pm
		Design Thinking, Ideation and Mega Trends	K102-3	Thu, 16 May	6.30pm-9.30pm
		Introduction to Innovation	K103-3	Fri, 17 May	6.30pm-9.30pm
		Designing your Customer Journey in the Digital Age*	K104-3	Sat, 18 May	9.00am-12.00pm
Week 2	Workshop	Competitor Analysis, Beach Head, and Market Sizing	W101-3	Wed, 22 May	6.30pm-9.30pm
		Innovation Architecture: Business Model Design	W102-3	Thu, 23 May	6.30pm-9.30pm
		Customer Discovery: Qualitative Interview Techniques	W103-3	Fri, 24 May	6.30pm-9.30pm
		<b>Mentor Match Session</b> <b>Self-Discovery:</b> How do I stack up as an aspiring entrepreneur?	W104-3	Sat, 25 May	9.00am-12.00pm
Fieldwork: Customer Validation Fortnightly check-ins with your mentor/coach			Mon, 27 May – Fri, 16 Aug	12 weeks	
Week 3	Reflection & Insight	Reflection from Customer Analytics Data <b>Self-Discovery:</b> How do I fit in the Digital Economy?	R101-3	Wed, 21 Aug	6.30pm-9.30pm
		Problem Market Fit <b>Self-Discovery:</b> Am I ready to take the first step?	R102-3	Thu, 22 Aug	6.30pm-9.30pm
		Customer Validation Insight <b>Self-Discovery:</b> Who are my customers?	R103-3	Fri, 23 Aug	6.30pm-9.30pm
		Pitch Practice: Power of Storytelling*	R104-3	Sat, 24 Aug	9.00am-12.00pm

\*Subject to changes

### Public Holidays in 2019

The following will be observed as holidays during the academic year

New Year's Day	Tue, 1 Jan
Chinese New Year	Tue, 5 Feb & Wed, 6 Feb
Good Friday	Fri, 19 Apr
Labour Day	Wed, 1 May
Vesak Day	Sun, 19 May*
Hari Raya Puasa	Wed, 5 Jun
National Day	Fri, 9 Aug
Hari Raya Haji	Sun, 11 Aug*
Deepavali	Sun, 27 Oct*
Christmas Day	Wed, 25 Dec

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## Extend

**Wednesday, 28 Aug – Saturday, 2 Nov (11 weeks)**

All classes are conducted at SIM Management House, 41 Namly Avenue, Singapore 267616

Week	Course Title	Code	Date/Duration	Time	
Briefing: meet the faculty (new intake only)*			Tue, 13 Aug	7.00pm-8.00pm	
Week 1	Knowledge	Minimum Viable Product (MVP)	K201-3	Wed, 28 Aug	6.30pm-9.30pm
		Basic IP	K202-3	Thu, 29 Aug	6.30pm-9.30pm
		Industry Structure, Sales and Distribution*	K203-3	Fri, 30 Aug	6.30pm-9.30pm
		Innovation Risk Cube*	K204-3	Sat, 31 Aug	9.00am-12.00pm
Week 2	Workshop	Advanced Digital Marketing: Search Advertising and Marketing (SEO/ SEM)*	W201-3	Wed, 4 Sep	6.30pm-9.30pm
		Advanced Digital Marketing: Social Media and Influencer Marketing*	W202-3	Thu, 5 Sep	6.30pm-9.30pm
		Quantitative Validation and Growth Hacking	W203-3	Fri, 6 Sep	6.30pm-9.30pm
		Pitch Practice: Pitch Deck Techniques*	W204-3	Sat, 7 Sep	9.00am-12.00pm
Fieldwork: MVP building and Quantitative Validation <b>ALPHA Camp Online Coding Courses</b> Fortnightly check-ins with your mentor/coach			Mon, 9 Sep – Fri, 25 Oct	7 weeks	
Week 3	Reflection & Insight	Individual Reflection – MVP <b>Self-Discovery:</b> What did I learn from the MVP test? What's next for my prototype?	R201-3	Wed, 30 Oct	6.30pm-9.30pm
		Product Market Fit <b>Self-Discovery:</b> Do I have product market fit?	R202-3	Thu, 31 Oct	6.30pm-9.30pm
		Marketing Insights <b>Self-Discovery:</b> Do I know how to market this product?	R203-3	Fri, 1 Nov	6.30pm-9.30pm
		Pitch Practice: The Ultimate Pitch Deck*	R204-3	Sat, 2 Nov	9.00am-12.00pm

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National Day	Fri, 9 Aug
Hari Raya Haji	Sun, 11 Aug*
Deepavali	Sun, 27 Oct*
Christmas Day	Wed, 25 Dec

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## 3 Emerge

Wednesday, 6 Nov - Saturday, 18 Jan 2020 (11 Weeks)

All classes are conducted at SIM Management House, 41 Namly Avenue, Singapore 267616

Week	Course Title	Code	Date/Duration	Time	
Briefing: meet the faculty (new intake only)*			Wed, 23 Oct	7.00pm-8.00pm	
Week 1	Knowledge	Creating Life-Long Customers and Building a Winning Company Culture*	K301-3	Wed, 6 Nov	6.30pm-9.30pm
		New Product Development*	K302-3	Thu, 7 Nov	6.30pm-9.30pm
		Building a Business Plan*	K303-3	Fri, 8 Nov	6.30pm-9.30pm
		Go-to-Market and Sales Planning	K304-3	Sat, 9 Nov	9.00am-12.00pm
Week 2	Workshop	Understanding the Venture Ecosystem	W301-3	Wed, 13 Nov	6.30pm-9.30pm
		Through the Lens of a VC - What Makes a Company Investable?	W302-3	Thu, 14 Nov	6.30pm-9.30pm
		Fundraising and Term Sheet Mechanics	W303-3	Fri, 15 Nov	6.30pm-9.30pm
		<b>Mentor / Coaching Session</b> <b>Self-Discovery:</b> What else do I need to create a scalable business?	W304-3	Sat, 16 Nov	9.00am-12.00pm
Fieldwork: Go-to-Market Fortnightly check-ins with your mentor/coach			Mon, 19 Nov - Fri, 1 Jan	7 weeks	
Week 3	Reflection & Insight	Go-to-Market Reflection <b>Self-Discovery:</b> Do I still want to do this? Do we have a team?	R301-3	Wed, 15 Jan	6.30pm-9.30pm
		Telling a Compelling Story <b>Self-Discovery:</b> Are we investor-attractive?	R302-3	Thu, 16 Jan	6.30pm-9.30pm
		Pitch Practice: Become Pitch-Perfect (A)* <b>Self-Discovery:</b> Can we pitch this?	R303-3	Fri, 17 Jan	6.30pm-9.30pm
		Pitch Practice: Become Pitch-Perfect (B)*	R304-3	Sat, 18 Jan	9.00am-12.00pm

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\*Following Monday will be a public holiday