

## Cycle 1 Explore

**Monday, 22 Jan 2018 - Friday, 6 April 2018 (11 Weeks)**

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

Week	Course Title	Course Code	From	To	Time
Week 1	Introduction	Orientation	O101-2	Mon, 22 Jan 2018	6.30pm-8.30pm
		Design Thinking*	O102-2	Tue, 23 Jan 2018	9.00am-10.30am
		Ideation & Mega Trend	O103-2	Wed, 24 Jan 2018	6.30pm-8.30pm
		Introduction to The Lean Start-up	O104-2	Thur, 25 Jan 2018	6.30pm-8.30pm
Week 2	Knowledge	Designing your Customer Journey in the Digital Age	K101-2	Mon, 29 Jan 2018	6.30pm-8.30pm
		Introduction to Innovation	K102-2	Tue, 30 Jan 2018	6.30pm-8.30pm
		Competitor Analysis, Beach Head, and Market Sizing	K103-2	Wed, 31 Jan 2018	6.30pm-8.30pm
		Understanding the Venture Ecosystem	K104-2	Thu, 1 Feb 2018	6.30pm-8.30pm
Week 3	Workshop	Telling a Compelling Story	W101-2	Mon, 5 Feb 2018	6.30pm-9.30pm
		Designing a Robust Business Model	W102-2	Tue, 6 Feb 2018	6.30pm-9.30pm
		Customer Discovery: Qualitative Interview Techniques	W103-2	Wed, 7 Feb 2018	6.30pm-9.30pm
		Mentor Match Session	W104-2	Thu, 8 Feb 2018	11.00am-2.00pm
Recess Week			Mon, 12 Feb 2018	Fri, 16 Feb 2018	1 week
Customer Validation Field Work (Part A)		Mentor Facilitated	Mon, 19 Feb 2018	Fri, 6 Apr 2018	7 weeks

\* Venue is at S P Jain School of Global Management, 10 Hyderabad Road, Singapore 119579

## Cycle 2 Extend

**Monday, 11 Apr 2018 - Friday, 21 Sep 2018 (24 Weeks)**

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

Week	Course Title	Course Code	From	To	Time
Week 1	Reflection & Insight	Reflection from Customer Analytics Data	R201-2	Wed, 11 Apr 2018	6.30pm-9.30pm
		Problem Market Fit	R202-2	Thur, 12 Apr 2018	6.30pm-9.30pm
		Customer Validation Insight	I201-2	Fri, 13 Apr 2018	6.30pm-9.30pm
		Testing & Measuring Venture: KSF & Metrics (Learning Coach Panel)	I202-2	Sat, 14 Apr 2018	9.00am-3.00pm
Customer Validation Field Work (Part B)		Mentor Facilitated	Mon, 16 Apr 2018	Fri, 1 Jun 2018	7 weeks
Recess Week			Mon, 4 Jun 2018	Fri, 8 Jun 2018	1 week
Week 2	Knowledge	Minimum Viable Product	K201-2	Mon, 11 Jun 2018	6.30pm-8.30pm
		Industry Structure/ Sales & Distribution	K202-2	Tue, 12 Jun 2018	6.30pm-8.30pm
		Basic IP	K203-2	Wed, 13 Jun 2018	6.30pm-8.30pm
		Architectural Reasoning for the Entrepreneurs	K204-2	Thu, 14 Jun 2018	6.30pm-8.30pm
Week 3	Workshop	Advanced Digital Marketing Part 1: Search Advertising & Marketing (SEO/ SEM)	W201-2	Mon, 18 Jun 2018	6.30pm-9.30pm
		Advanced Digital Marketing Part 2: Email Marketing	W202-2	Tue, 19 Jun 2018	6.30pm-9.30pm
		Advanced Digital Marketing Part 3: Social Media Marketing	W203-2	Wed, 20 Jun 2018	6.30pm-9.30pm
		Advanced Digital Marketing Part 4: Marketing Metrics & Measurement of Analytics	W204-2	Thu, 21 Jun 2018	6.30pm-9.30pm
Recess Week			Mon, 25 Jun 2018	Fri, 29 Jun 2018	1 week
Field Work - MVP building and Prototyping		Consulting/ Tutoring	Mon, 2 Jul 2018	Fri, 21 Sep 2018	12 weeks



# 3 Emerge

**Wednesday, 26 Sep 2018 - Friday, 18 Jan 2019 (17 Weeks)**

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

Week	Course Title	Course Code	From	To	Time	
Week 1	Reflection & Insight	Individual Reflection - MVP	R301-2	Wed, 26 Sep 2018		6.30pm-9.30pm
		Product Market Fit	R302-2	Thur, 27 Sep 2018		6.30pm-9.30pm
		Marketing Insights	I301-2	Fri, 28 Sep 2018		6.30pm-9.30pm
		Industry Insights - Takeaways & Next Steps	I302-2	Sat, 29 Sep 2018		9.00am-3.00pm
Recess Week & Hot Desking			Mon, 1 Oct 2018	Fri, 5 Oct 2018	1 week	
Week 2	Knowledge	Creating Life-long Customers & Building a Winning Company Culture	K301-2	Mon, 8 Oct 2018		6.30pm-8.30pm
		New Product Development	K302-2	Tue, 9 Oct 2018		6.30pm-8.30pm
		Driving Growth through Strategic Partnerships	K303-2	Wed, 10 Oct 2018		6.30pm-8.30pm
		Innovation Risk Cube	K304-2	Thu, 11 Oct 2018		6.30pm-8.30pm
Week 3	Workshop	Entrepreneurial Strategy and Resourcing	W301-2	Mon, 15 Oct 2018		6.30pm-9.30pm
		Go to Market Strategy & Resourcing	W302-2	Tue, 16 Oct 2018		6.30pm-9.30pm
		Financial Tools for Scaling the Entrepreneur Journey	W303-2	Wed, 17 Oct 2018		6.30pm-9.30pm
		Through the Lens of a VC - What Makes a Company Investable	W304-2	Thur, 18 Oct 2018		6.30pm-9.30pm
Go-to-Market Field Work		SIM FX	Mon, 22 Oct 2018	Fri, 11 Jan 2019	12 weeks	
	Pitching Workshop	W305-2	Sat, 12 Jan 2019		9.00am-3.00pm	
<b>Demo Day - Pitch to Investors</b>		SIM FX	Fri, 18 Jan 2019		4.30pm-6.30pm	

## Public Holidays in 2018

The following will be observed as holidays during the academic year:

- 1 Jan 2018 - New Year's Day
- 16-17 Feb 2018 - Chinese New Year
- 30 Mar 2018 - Good Friday
- 1 May 2018 - Labour Day
- 29 May 2018 - Vesak Day
- 15 Jun 2018 - Hari Raya Puasa
- 9 Aug 2018 - National Day
- 22 Aug 2018 - Hari Raya Haji
- 6 Nov 2018 - Deepavali
- 25 Dec 2018 - Christmas Day