

# Sample Training Plan

\*This is a sample training plan, and topics are subject to change.

Training Topic	Purpose
<b>Value Proposition</b>	<ul style="list-style-type: none"> <li>▪ Identify target stakeholders (e.g., end user, customers, partners) of your innovation and map out the gain creators and pain relievers your value proposition generates.</li> <li>▪ Develop value proposition statements that clearly outlines the unique benefits and value an innovation offers to its stakeholders.</li> </ul>
<b>Market Testing</b>	<ul style="list-style-type: none"> <li>▪ Design and run fast, low-cost experiments to validate key business assumptions around desirability, viability, and feasibility of your innovation.</li> <li>▪ Apply human-centered design principles across diverse market testing methods/strategies.</li> </ul>
<b>Competitive Advantages</b>	<ul style="list-style-type: none"> <li>▪ Analyze the market landscape, identify competitors, and understand key differentiators through research and SWOT analysis.</li> <li>▪ Assess internal strengths and weaknesses to identify opportunities for competitive positioning.</li> </ul>
<b>Business Models for Social Enterprises</b>	<ul style="list-style-type: none"> <li>▪ Compare different business models for social enterprises.</li> <li>▪ Understand different legal structures for social enterprises.</li> <li>▪ Visualize your own business model to show the flow of resources, value, and money between stakeholders.</li> </ul>
<b>Financial Modeling</b>	<ul style="list-style-type: none"> <li>▪ Forecast revenue with evidence-based assumptions and models.</li> <li>▪ Expense budgeting for operational and long-term planning.</li> <li>▪ Interpret financial statements such as income statements, cash flow, and balance sheets.</li> <li>▪ Conduct break-even analysis to guide investment and project decisions.</li> </ul>
<b>Evaluation to Assess Impact and Evidence of Change</b>	<ul style="list-style-type: none"> <li>▪ Articulate the outcomes you innovation seeks to change.</li> <li>▪ Identify one evaluation strategy to explore further.</li> <li>▪ Identify measures to determine impact at various stages of development.</li> </ul>
<b>Insights Generation</b>	<ul style="list-style-type: none"> <li>▪ Synthesize qualitative and quantitative market testing results into actionable insights.</li> <li>▪ Distinguish between observations, findings, and insights to support evidence-based decision-making.</li> </ul>