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COURSE BROCHURE

Entrepreneurial Skills for Opportunity Spotting and Pitching Training Course

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Geneva

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Entrepreneurial Skills for Opportunity Spotting and Pitching Training Course

Ref: 2824_108323 **Date:** 2 – 6 August 2027 **Location:** Geneva **Fees:** 6500 GBP

Entrepreneurial Skills for Opportunity Spotting and Pitching is a 1-week training course for aspiring founders and managers launching new ventures, built around a validated venture pitch pack that each participant completes and presents. Shifting customer habits, cheaper digital channels and investors who expect evidence before belief make founder skills a practical asset for organisations seeking new revenue. Jupiter Prime Training delivers this course on entrepreneurial skills.

Why Entrepreneurial Skills Matter Now

Three forces shape entrepreneurial skills today. Digital channels let a small founding group test an idea with real buyers in days rather than months. Funders ask for customer evidence before they commit money, whether the venture is a food delivery start-up or a new service line inside a logistics firm. An organisation that handles this well wastes less on ideas nobody wants and finds growth earlier; one that handles it badly backs opinions instead of evidence. The course rests on the Business Model Canvas, the value proposition canvas and the lean startup build, measure and learn loop.

Who Gains Most from Entrepreneurial Skills

- Individuals preparing to leave employment and found their own company.
- Managers asked to open a new product line or service.
- Owners of small firms who want to add a second offer without risking the first.
- Innovation and new business staff who screen ideas.
- Family business successors who must renew an inherited model.

Founding pairs and small venture squads gain most when they attend together, leaving with one shared view of customer, offer and pitch.

Entrepreneurial Skills Capabilities

Participants move from a loose idea to a tested offer and a short, persuasive story.

- Assess an opportunity against customer pain, market timing and founder fit — the decision to pursue or park an idea.
- Design a value proposition and revenue logic for the first customer segment — the pricing conversation with early buyers.
- Build customer discovery interviews that avoid leading questions — the evidence a co-founder or sponsor trusts.
- Test the riskiest assumption with a minimum viable product or smoke test — the choice to persevere or pivot.
- Weigh bootstrapping, grants, angel money and crowdfunding — the funding route that fits the venture stage.
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Communicate the venture in a ten-slide pitch and a two-minute verbal version — the investor or sponsor meeting.

Key Entrepreneurial Skills Terms

- Opportunity recognition — the habit of noticing an unmet customer need that a new offer could profitably solve.
- Value proposition — a clear statement of the pain an offer removes or the gain it creates for a named customer.
- Customer discovery — structured conversations with potential buyers to learn their problems before building a solution.
- Minimum viable product — the simplest version of an offer that tests whether customers will use or pay for it.
- Pivot — a deliberate change to one part of the business model after evidence shows the original assumption failed.
- Pitch deck — a short slide set that tells the story of problem, solution, market, model, team and request.

Entrepreneurial Skills Day by Day

Day 1: Seeing Opportunities in Changing Markets

- Trend Scanning and Customer Frustration Logs — Which Needs Are Growing
- Founder Fit Self-Assessment — Matching Skills, Networks and Appetite to Ideas
- Opportunity Scoring Grid — Ranking Ideas by Pain, Timing and Reach
- Problem Statement Writing — Framing the Need Before Any Solution
- Idea Parking Lot — Choosing One Idea to Carry Forward

Day 2: Shaping the Offer and Revenue Logic

- Value Proposition Canvas — Fitting Customer Jobs, Pains and Gains
- Business Model Canvas — Linking Segments, Channels and Revenue Streams
- Early Pricing Hypotheses — Setting a Price Customers Will Test
- Unit Economics Sketch — Contribution per Customer and Break-Even Volume
- Competitor and Substitute Mapping — Where the Offer Must Stand Apart

Day 3: Gathering Customer Evidence

- Customer Discovery Interview Guide — Asking About Past Behaviour, Not Opinions
- Riskiest Assumption Test — Choosing What Could Sink the Venture
- Smoke Tests and Landing Pages — Measuring Real Interest Cheaply
- Minimum Viable Product Options — Concierge, Prototype or Pre-Sale
- Persevere or Pivot Review — Reading Evidence Without Founder Bias

Day 4: Funding the Venture and Telling Its Story

- Funding Route Comparison — Bootstrapping, Grants, Angels and Crowdfunding
- Funding Request Sizing — Linking the Amount to the Next Milestones
- Pitch Narrative Structure — Problem, Solution, Traction and Request
- Ten-Slide Pitch Deck Build — Visual Clarity for Busy Funders
- Objection Handling Drills — Answering Investor and Sponsor Doubts

Day 5: Practising the Validated Venture Pitch Pack

- Opportunity Case Refresh — Updating the Scoring Grid With New Evidence
- Model and Pricing Check — Revising the Canvas After Interviews
- Peer Pitch Rehearsal — Delivering the Two-Minute and Ten-Minute Versions
- Panel Feedback Round — Prioritising the Changes Funders Would Demand
- Validated Venture Pitch Pack — Final Deck, Evidence Log and Next Tests

Applying Entrepreneurial Skills After the Course

- Run ten customer discovery interviews with the guide built on day three.
- Present the ten-slide pitch deck to one sponsor, mentor or angel investor and log every objection.

Entrepreneurial Skills Questions FAQ

What are entrepreneurial skills and why do they matter now?

Entrepreneurial skills are the abilities to spot an unmet need, shape an offer and win backing for it. They matter now because funders and employers expect customer evidence early, and digital channels make that evidence cheap to collect.

Which roles gain most from entrepreneurial skills for opportunity spotting and pitching?

Aspiring founders, managers opening new lines of business, small firm owners and innovation staff gain most. Each must test ideas with real buyers and win backing for the next step.

How does an entrepreneurial skills course differ from a corporate venture governance course?

This entrepreneurial skills course trains the founder's own habits: noticing needs, interviewing customers and pitching. A venture governance course focuses on how boards fund and review portfolios of ventures.

What do you bring back from entrepreneurial skills training?

You bring back a tested opportunity, a revised business model canvas, an interview evidence log and a ten-slide pitch deck. Together they ground your funding request in what customers actually did.

Entrepreneurial Skills: The Way Forward

The validated venture pitch pack first informs whether a founder or sponsor commits money to the next round of customer tests. Founders, co-founders and internal sponsors use it to agree priorities and milestones. After the first funder conversation, the riskiest assumption is worth revisiting, because objections often reveal customer doubts the interviews missed.