JUPITER PRIME

Consulting • Training • Advisory

جوبيتر برايم للاستشارات والتدريب

COURSE BROCHURE

Intrapreneurial Leadership and Internal Venture Proposals Training Course

23 – 27 August 2027
Amsterdam

Intrapreneurial Leadership and Internal Venture Proposals Training Course

Ref: 2830_108585 **Date:** 23 – 27 August 2027 **Location:** Amsterdam **Fees:** 5600 GBP

Intrapreneurial Leadership and Internal Venture Proposals is a 1-week training course for managers expected to grow new business inside established organisations, who leave with an internal venture proposal ready for a sponsor decision. Large organisations now look to their own managers to find and test new revenue, making enterprising behaviour part of the management role. Jupiter Prime Training designed it around that shift.

Why Intrapreneurial Leadership and Internal Venture Proposals Matter Now

Three forces shape intrapreneurship today. Customers expect new services faster than annual planning allows. Executive committees want growth from small, staged ventures they can stop cheaply. Talented managers also stay where they can build something. Organisations that handle this well turn frontline insight into funded experiments; those that handle it badly lose ideas with the people who had them, or fund half-built initiatives with no stop point.

Who Gains Most from Intrapreneurial Leadership and Internal Venture Proposals

- Business unit managers responsible for finding adjacent revenue beyond the current product line
- Product and service owners who shape new offers from customer feedback
- Operations managers who spot cost or service openings that could become sellable capabilities
- Commercial and partnership managers who test new customer segments and channels
- Function heads asked to sponsor or coach colleagues running early ventures

Growth offices gain most when several members attend together and leave with a shared way of judging and funding ventures.

Intrapreneurial Leadership and Internal Venture Proposals Capabilities

Participants practise moving an idea from corridor conversation to sponsor-ready venture without harming the core business.

- Assess a commercial opening against the organisation's assets and risk appetite — the sponsor deciding whether to explore
- Design low-cost customer tests of a venture hypothesis — the venture team choosing what to build next
- Calculate a staged funding request with clear stop and continue criteria — the finance partner releasing each tranche
- Build a coalition of internal allies — the line managers whose resources the venture borrows
-

Communicate the venture's case in a short, evidence-led pitch — the executive committee setting growth priorities
- Specify the hand-over route for a scaled venture — the leader who will own it

Key Intrapreneurial Leadership and Internal Venture Proposals Terms

- Intrapreneurship — enterprising behaviour by employees who find, test and grow new business using their employer's assets.
- Internal venture — a small, time-bound initiative with its own team and budget that tests whether a new offer can earn revenue.
- Venture hypothesis — a testable statement about who the customer is, what problem they pay to solve and why this organisation can win.
- Staged funding — releasing money in small tranches, each tied to evidence gathered, so that weak ventures stop early and cheaply.
- Executive sponsor — a senior leader who protects the venture and answers for it at committee level.
- Kill criteria — conditions agreed in advance which, if met, end the venture and free its budget.

Intrapreneurial Leadership and Internal Venture Proposals Day by Day

Day 1: The Enterprising Manager Inside a Large Organisation

- Intrapreneur Role Profile — Balancing Core Duties With Venture Work
- Growth Gap Analysis — Where Current Revenue Will Fall Short
- Organisational Assets Inventory — Brands, Channels and Data a Venture Can Borrow
- Risk Appetite Conversation — What Leaders Will Tolerate in New Bets
- Barriers to Internal Ventures Map — Budget Rules, Incentives and Silos

Day 2: Spotting and Shaping Commercial Openings

- Customer Pain Interviews — Separating Real Demand From Polite Interest
- Adjacent Opportunity Grid — New Customers, New Offers or Both
- Venture Hypothesis Statement — Customer, Problem and Right to Win
- Opening Screening Scorecard — Choosing Which Idea to Pursue First
- Sector Cases From Logistics and Healthcare — Lessons on Fit

Day 3: Testing Ventures Cheaply and Quickly

- Minimum Viable Offer Design — Smallest Thing a Customer Will Pay For
- Experiment Card — Assumption, Test, Metric and Pass Threshold
- Pilot Customer Agreements — Securing Early Users Without Legal Delay
- Learning Log — Recording Evidence That Shifts the Venture Hypothesis
- Pivot or Persevere Review — Changing Direction on Evidence

Day 4: Sponsors, Allies and Staged Funding

- Sponsor Selection Matrix — Finding the Leader Who Will Protect the Venture
- Internal Ally Map — Borrowing People, Channels and Data Fairly
- Staged Funding Request — Tranches Linked to Evidence Milestones
- Kill Criteria Agreement — Ending Weak Ventures Early and Cleanly
- Venture Hand-Over Routes — Absorb, Spin Out or Stop

Day 5: Practising the Internal Venture Proposal

- Opportunity Case Rehearsal — Applying the Screening Scorecard to a Live Idea
- Evidence Plan Review — Turning Experiment Cards Into a Test Roadmap
- Funding Ask Refinement — Stress-Testing Tranches and Kill Criteria
- Sponsor Pitch Simulation — Answering Committee Challenge With Evidence
- Internal Venture Proposal — Final Draft for Sponsor Decision

Applying Intrapreneurial Leadership and Internal Venture Proposals After the Course

- Run five customer pain interviews on the chosen opening and update the venture hypothesis.
- Present the staged funding request to a likely executive sponsor and agree first-tranche kill criteria.

Intrapreneurial Leadership and Internal Venture Proposals Questions FAQ

What is intrapreneurial leadership and why do internal venture proposals matter now?

Intrapreneurial leadership is finding, testing and growing new business inside an established organisation. It matters now because leaders want growth from small, staged bets, and a clear proposal earns backing for one.

Which roles gain most from intrapreneurial leadership and internal venture proposals training?

Managers who carry a growth target alongside their day job gain most. That includes business unit, product, operations and commercial managers, plus function heads who sponsor ventures.

How does intrapreneurial leadership and internal venture proposals training differ from a start-up entrepreneurship course?

It focuses on ventures built inside an employer rather than independent start-ups. You work with sponsors, borrowed assets and internal budget rules rather than outside investors.

What do you bring back from intrapreneurial leadership and internal venture proposals training?

You bring back a drafted internal venture proposal for a real opening. It holds a venture hypothesis, experiment plan, staged funding request and sponsor map.

Intrapreneurial Leadership and Internal Venture Proposals: The Way Forward

The internal venture proposal goes first to a sponsor and informs the decision to release a small first tranche for customer tests. Venture leads, sponsors and finance partners all use it. After the first tranche, revisit the venture hypothesis and kill criteria, since early evidence often reshapes the customer or problem.