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## School of Entrepreneurship

# The Entrepreneurship Programme

### ABOUT THE PROGRAMME

The Entrepreneurship Programme (EP) is a dynamic and in-person programme by Khalifa Fund, powered by ADGM Academy, and delivered in Al Ain through MZN Hub – a Khalifa Fund-supported accelerator for entrepreneurs and SMEs.

Designed for individuals at any stage of their entrepreneurial journey, the programme offers four tailored tracks – from curious explorers to early-stage founders. Participants benefit from hands-on workshops, real-world case studies, and mentorship.

Certified by ADGM Academy, EP equips aspiring entrepreneurs with the skills, mindset, and confidence to launch and grow sustainable ventures.

### THE LEARNING JOURNEY

The Entrepreneurship Programme is bespoke to meet the needs of four distinct personas, combining technical expertise with hands-on application.

#### Explorer

For those curious about entrepreneurship. Build your mindset, explore opportunities, and gain the confidence to take the first step.

**Ignite → Validate → Launch → Grow**

#### Aspiring Entrepreneur

Have an idea? Structure it, validate it, and build a strong sustainable business model.

**Validate → Launch → Grow**

#### Corporate Escapee

Transition from industry expert to entrepreneur. Reframe your skills, fast-track your ideas, and prototype your venture.

**Ignite → Validate → Launch → Grow**

#### Early-Stage Founder

Ready to grow? Strengthen operations, scale your team, refine your go-to-market strategy, and get funding-ready.

**Launch → Grow**

### HOW TO BOOK ANY OF OUR PROGRAMMES

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We invest in people Platinum

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## THE PROGRAMME LEARNING MODULES

### IGNITE TRACK

Equips participants with an entrepreneurial mindset, opportunity recognition, and foundational business concepts. Builds confidence to begin ideating and get funding-ready.

- LO1:** Have the mindset and self-belief to pursue entrepreneurship
- LO2:** Understand risk-taking, resilience, and startup stages
- LO3:** Identify real problems, generate solutions, and sketch ideas
- LO4:** Understand basic business models and customer insights
- LO5:** Deliver a 2-minute personal pitch

### VALIDATE TRACK

Enables participants to validate ideas, define user personas, and build business models using practical tools and real-world cases.

- LO1:** Have a clear process for validating ideas with real customer feedback
- LO2:** Refine your Unique Value Proposition and customer personas
- LO3:** Understand market dynamics, competition, and customer needs
- LO4:** Create a basic MVP and test it with real users
- LO5:** Understand key unit economics metrics, including CAC and LTV

### LAUNCH TRACK

Prepares participants to operationalise their startup by covering GTM, financials, branding. Gets them investor-ready.

- LO1:** Have initial validation with user data
- LO2:** Clear understanding of product-market fit
- LO3:** Created GTM and digital marketing plans
- LO4:** Structured revenue models, pricing, and startup financials
- LO5:** Developed a clear funding strategy and investor pitch

### GROW TRACK

Helps founders grow their business by refining operations, customer acquisition, financial management, build teams, and legal considerations for growth.

- LO1:** Understand streamlined operations and processes
- LO2:** Strategies for building and managing an effective team
- LO3:** Practical customer acquisition and retention strategies
- LO4:** Understanding basic financials and key growth metrics
- LO5:** Knowledge of essential legal considerations for early-stage businesses