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صندوق خليفة
KHALIFA FUND



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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INVESTORS IN PEOPLE
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