Goskills

Creating a Business of Your Own

GoSkills online course syllabus

Skill level
Beginner

Lessons
19

Pre-requisites
No prior experience needed

Video duration
1h 7m

Estimated study time
1h 7m

Instructor
Navjot Brar

Introduction

1 Getting down to business

Creating a business from scratch is hard. This course will prepare you to approach the process of creating your own business from the ground up.

Idea Generation

2 Start with a problem

Problems are an important part in coming up with business ideas as these often give insight into an unfulfilled need.

3 Workshopping ideation

If you're having trouble coming up with problems or business ideas, it's important to brainstorm.

4 Execution is worth millions

Business plans, more often than not, don't survive their first contact with customers.

Business Model Generation

5 Product-market fit

Product-market fit is the degree to which a product satisfies a strong market demand.

6 Solution building

The solution is how your business will solve the problem it is advertising to overcome.

7 Market size

Understanding your market size is necessary for growing your business and getting funding.

8 Revenue model

In order to sustain a successful business, you need to obtain money.

9 Pricing models

If you're introducing a market to a product they have never seen before, you will need to determine how to price your product.

10 Go-to-market strategy

Once your product has been created, you will need to determine how to launch your product in order to obtain a greater volume of users and customers.

Lean Startup (Build-Measure-Learn)

11 Creating an MVP

A minimum viable product (MVP) is a version of a product with just enough features to be usable.

12 Interviewing users

Interviewing users can be a great resource for qualitative data directly from the individuals who have the pain point that you plan to solve.

13 A/B testing

One method of evaluating your product-market fit is to utilize A/B testing.

14 Pivot or persevere?

Eventually, your product and idea will reach a point where it's time to move forward, make a change, or scrap the idea.

Team Formation

15 Identifying cofounding skills

Every business model will need a different subset of necessary cofounding skills.

16 Recruiting cofounders

Starting a business is hard enough, and doing so alone can feel impossible.

17 Startup equity

Every set of cofounders eventually has the discussion as to how they want to split up compensation and equity among the team.

18 Creating a new culture
Making sure your team has a common set of values and a core mission can create greater alignment.

Conclusion

19 Parting advice

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