

TU109 - Innovation & Entrepreneurial Mindset

(Summer Program 2023)

Course description:

Risk assessment and creating new opportunities. Thinking and planning as an entrepreneur.

Decision making and entrepreneurial venture development. Business communication for delivering concept or initiative in an efficient, effective and compelling manner. Social shared value creation.

Course objective:

- To learn and experiment on what it takes to build a successful startup in Thailand

Tentative schedule:

Day 1: Introduction/ Entrepreneurial mindset

9.00 AM - 12.00 PM

Day 2: True Digital Park visit for Thailand's startup ecosystem learning

10.00 AM - 4.00 PM

Day 3: Pain point

9.00 AM - 12.00 PM & 1.30 PM - 4.30 PM

Day 4: Product development & Business model

9.00 AM - 12.00 PM & 1.30 PM - 4.30 PM

Day 5: Startup medical cannabis lab visit at TARATERA in Samutsongkram and The Hay -

Equestrian Center for entrepreneurial case study

10.00 AM - 4.00 PM

Day 6: Value proposition pitching

9.00 AM - 12.00 PM

Day 7: Feasibility evaluation/ Fundraising

9.00 AM - 12.00 PM & 1.30 PM - 4.30 PM

Day 8: Minor Group company visit

8.00 AM - 2.00 PM

Day 9: Break

Day 10: Fundraising pitching

9.00 AM - 12.00 PM