



DIGITAL ENTREPRENEURSHIP PROGRAM

MINDSET SHIFT & EXPOSURE TO 18 SKILLS

DEP 201

Organizer: Global Wissen Consult

INTRODUCTION

DEP 201 is the foundation of the Digital Entrepreneurship Program. It is designed to shift learners' mindsets, introduce them to 18+ high-demand digital skills, and guide them through the Four Ds (Discover, Develop, Digitalize, Dominate) using Design Thinking principles.

PROGRAM OBJECTIVE

By the end of DEP 201, learners will:

- Develop a growth mindset and entrepreneurial thinking for career success.
- Explore career pathways (entrepreneurship, intrapreneurship, techpreneurship) in Africa's digital economy.
- Gain practical exposure to 18+ digital and productivity skills across data, design, product, marketing, and physical prototyping.
- Learn to research problems using market research, surveys, and persona mapping.
- Apply design thinking to generate innovative digital and physical solutions.
- Build and test a minimum viable product (MVP) supported by no-code and low-code tools.
- Strengthen teamwork, collaboration, and communication through peer projects.
- Present ideas at a Demo & Pitch Day, showcasing their prototypes and business models.

PROGRAM METHODOLOGY

- Blended Learning: Combination of LMS (self-paced), physical workshops, and virtual mentorship.
- Hands-on Training: Practical exercises, assignments, and mini-projects.
- Peer Collaboration: Group projects, teamwork, and peer reviews.
- Mentorship & Industry Exposure: Sessions with experts for real-world insights.
- Performance-Based Evaluation: Continuous assessments, project work, and practical showcases.

OUTCOMES

By completing DEP 201, learners will have:

- Shifted their mindset from consumers to creators of digital solutions.
- Practiced 18+ digital skills, including data analysis, prototyping, market research, and Google Workspace productivity.
- Identified real-world problems and documented them with validated persona maps.
- Built a portfolio of ideas and early-stage prototypes (digital and/or physical).
- Designed a business model canvas and created their first MVP.
- Launched and tested their prototype in a real or simulated market environment.
- Gained experience in teamwork, project management, and pitching.
- Earned a Certificate of Participation and personalized recommendations for DEP 202 specialization.

PROGRAM CURRICULUM

WEEK	FOUR D's MODEL	FOCUS	DELIVERY MODE	TOOLS	LEAD	MILESTONE
1	DISCOVER	Introduction to the session & Mindset Shift: Fixed & Growth Mindset	Physical	Google Meet, LMS	GWC	Students complete mindset reflection exercise. Students fill personality test & skills assessment
2	DISCOVER	General Class: Market Research & Design thinking	Hybrid	Excel / Power BI, Google Meet, LMS	Data Tutor	Product Grouping
3	DISCOVER	Introduction to the 3 Categories: Intrapreneur, techpreneur, entrepreneur	Hybrid	Physical Lab, LMS	GWC	Students are introduced to the categories
4	DISCOVER	Presentation of Ideas	Hybrid	Google Meet + LMS	GWC	Final review of Ideas
WK 5-6	DEVELOP	- Entrepreneurs: Canva sketches, storytelling tools, idea boards - Techpreneurs: Wireframing (Figma), low-code prototyping, AI ideation, Innovation mapping. - Intrapreneurs: Brainstorming tools (Miro/Teams), process automation ideas (Zapier), Workflow simulations, Idea forums.	Hybrid	Google Meet + LMS	Track Tutor	Students focus on category skills

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WEEK	FOUR D's MODEL	FOCUS	DELIVERY MODE	TOOLS	LEAD	MILESTONE
WK 7-8	DIGITALIZE	• Entrepreneurs: Business model canvas, pitch deck design, SEO marketing strategies. • Techpreneurs: MVP scoping (Trello/Jira), no-code prototypes (Bubble), Testing frameworks. • Intrapreneurs: Cost-benefit tools (Excel/Power BI), Stakeholder mapping, feasibility reporting.	Hybrid	Google Meet + LMS	Track Tutor	Students focus on category skills
WK 9-10	DOMINATE	Entrepreneurs: Landing page creation (Wix, Carrd), A/B testing, survey testing. Techpreneurs: App prototyping (Figma/Bubble), GitHub basics, API integration. Intrapreneurs: Pilot workflows (Power Automate), SharePoint solutions, dashboards (Tableau/Power BI).	Hybrid	Google Meet + LMS	Track Tutor	Students focus on category skills

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WEEK	FOUR D's MODEL	FOCUS	DELIVERY MODE	TOOLS	LEAD	MILESTONE
WK 11		Pitch Deck preparation for Track Project i.e Intrapreneur Project, Techpreneur Project & Entrepreneur project	Hybrid	Google Meet + LMS	Track Tutor	MVP tested with users, pitch deck ready
WK 12		MVP Launch & Demo presentation	Physical	Auditorium	GWC + Institution	Learners demonstrate MVPs