

the **Interna**
Where startups and interns connect

Why is theInterna training worth your valuable time?

A concise yet detailed insight into Entrepreneurship which provides you with an implementable toolkit

Our learning program is designed to upskill our audience by introducing them to the valuable lessons of Entrepreneurship. Whilst we may all not be entrepreneurs, we can agree that the larger companies differs strongly from the startup world. Startups require teams who are adaptable, able to challenge the status quo and have the tools to ideate widely. Teams that understand the importance of testing ideas with customers, that can build Minimum Viable Products and that can find insights in qualitative and quantitative data will set themselves and the business up for success.

1

Our value lies in combining education & Entrepreneurship

- ❖ Corporates are slow, layered and require consistent approval
- ❖ Startups are described as ‘agile’ and free to ‘ideate’ – but what does this really mean and how is that relevant to you?
- ❖ The lessons explored in this course help to develop high performing and entrepreneurial teams.

2

Providing structure in a world full of information

- ❖ All the information we could ask for is at our finger tips
- ❖ This learning program brings structure and context to this information.
- ❖ Search ‘building a startup’ into Google, you’ll find thousands of pieces of content – the skills comes in knowing where to spend your time!

3

Time efficiency

- ❖ We know your biggest limit is time, that’s why the content presented is carefully chosen so that maximum content is learned in the shortest period of time
- ❖ Remember the 80:20 rule and apply it throughout!

4

Practical toolkit

- ❖ The course is scattered with practical tools from methodologies through to implementable software tools which help with automation and data analysis
- ❖ We believe in combining theory with practical use cases

5

Our workbook

- ❖ The ideas you learn are not simply for your notes!
- ❖ The workbook completed alongside the course gives you the chance to implement the ideas, to make mistakes and produce something that you always refer to.
- ❖ By putting into practice what you learn you can implement the tools and methodologies into your work immediately.

6

Selfled learning allows your to follow your interests

- ❖ This course is not designed to make you an expert in every field it touches on – nor should you expect to be, this takes time.
- ❖ This learning is about giving you a foundational understanding of the world of Entrepreneurship from which you can build
- ❖ Find your interest, work hard, but most importantly, have fun!

Overview of key topics

These topics offer a holistic approach to give you an overview of valuable work in a startup

Why this combination?

- A tool kit which will allow them to take on real responsibility right from the beginning.
- This combination encompasses the necessary pre-requisites that startups look for in many of their employees.
- Mix of creativity, analytics and strategic thinking to enhance your entrepreneurial potential.



1

Strategy

- ✓ The Lean Startup
- ✓ Design Thinking
- ✓ Blue Ocean Strategy
- ✓ Data Analysis (Intro to Excel)
- ✓ Strategy Frameworks



2

Sales & Business Development

- ✓ Direct sales
 - Value Selling
 - Challenger Sales
- ✓ Business Etiquette
 - Networking (In person & LinkedIn)
 - E-mail writing
- ✓ Presentation skills
 - Intro to PowerPoint
 - The Pyramid Principle



3

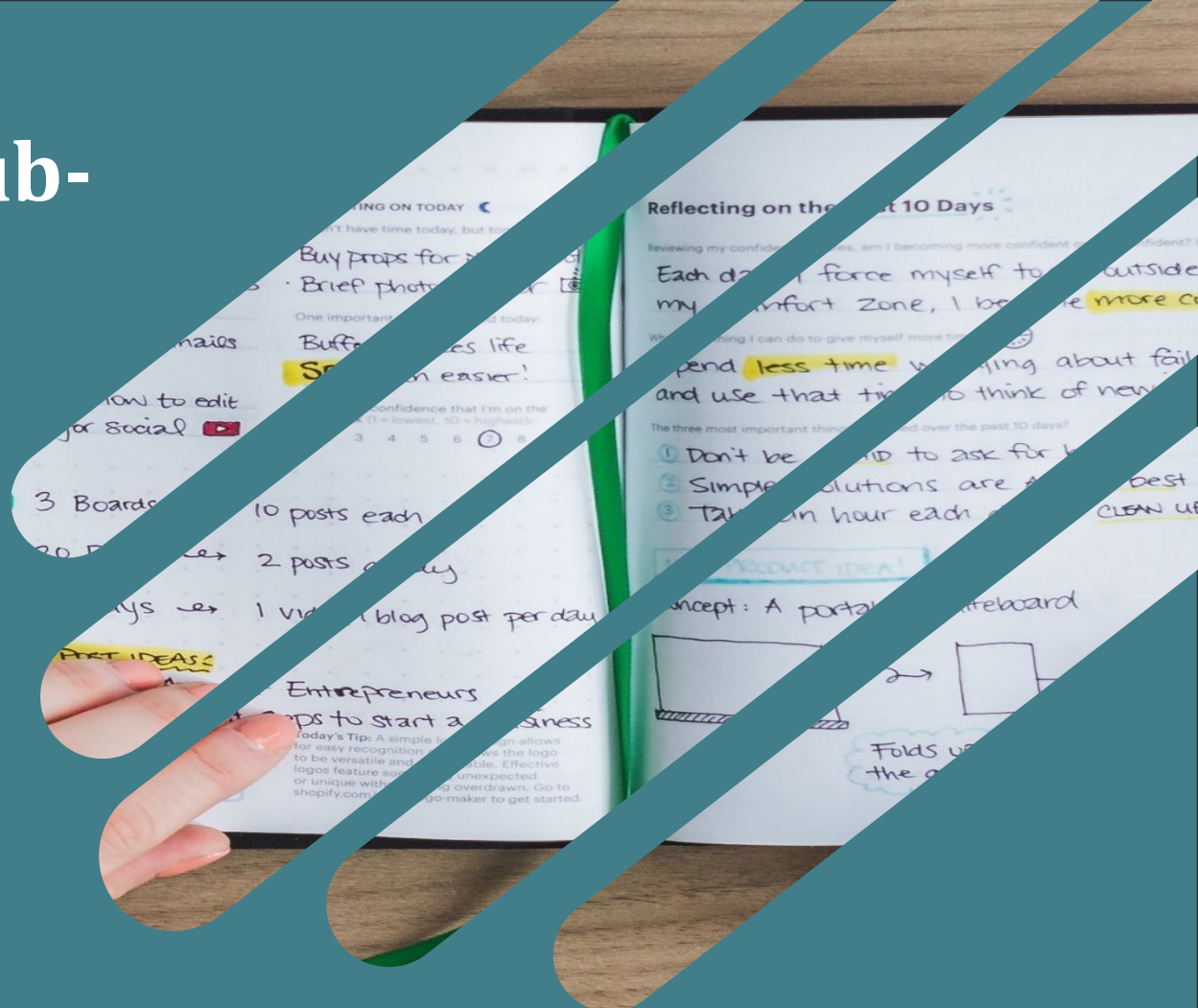
Digital Marketing

- ✓ Marketing Principles
- ✓ Search Engine Optimisation
- ✓ Search Engine Marketing
- ✓ Analytics in Marketing
- ✓ Social Media Marketing



This course focusses on practical elements as much as the theory which means that you will be equipped with useful tools and techniques which you can put to work right away!

Topics and Sub-Topics



Topics in more depth

3 key topics which are important for success in the start-up world

Topic	Sub-Topic		Why is this important?
Startup Strategy 	Lean Startup		Mandatory reading for any entrepreneur. A methodology to solve for customer needs.
	Design Thinking		Building personas to really understand who our ideal customer is.
	Blue Ocean Strategy		Learning how to really differentiate yourself from the competition ,
	Data Analysis (Excel)		A key tool to help collate, analyse and find insights from data .
	Strategy Frameworks		Helping entrepreneurs define where their problem lies and a way to future growth .
Sales & Business Development 	Sales Methodology	Value Selling	Important to finding out your customer's latent needs before offering a solution.
		Challenger Sales	Take control of sale and teach your prospects on how to solve their problem .
	Business Etiquette	Networking	Building a network is key. The more we give to our network, the more it gives back.
		Email writing	Ensure that you come across professionally through online communication .
	Presentation skills	Intro to PowerPoint	A key tool to help show your point. Illustrations remain in our minds more than words.
		The Pyramid Principle	A presentation model defined by an ex-McKinsey consultant to help deliver focused and logical presentations with impact .
Digital Marketing 	Trad vs Digital: Marketing principles		The world is moving online and so is marketing. An online presence is crucial .
	Search Engine Optimisation (SEO)		Ensure that you rank highly naturally on Google to drive traffic to your website .
	Search Engine Marketing		Paid Ads can help give your online presence the boost it needs to find the right clients .
	Analytics for Marketing		We now have the ability to collect data, by analysing it we can find key insights .
	Social Media Marketing		Instagram, Facebook, LinkedIn (to name a few!) all hold a gateway to our clients .

Startup Strategy

Equipping you with the right tools and techniques

Entrepreneurship is changing and the ideas of Corporate Strategy no longer align with an iterative and rapid product development process

The Lean Startup is mandatory reading for any entrepreneur, we couldn't design a course without referencing it.

Startup strategy is about defining your value proposition to test with customers, collect feedback, iterate, pivot and finally hit your goal of securing product-market fit.

In a world full of data, Excel is the most popular tool for looking for insights in data sources. This course offers an introduction to a tool which has endless functionality and value.

Topic	Sub-Topic	Example Tools & Techniques
Startup Strategy	Lean Startup	<i>Minimum Viable Product / Build-Measure-Learn</i>
		<i>Business Model Canvas</i>
		<i>Innovation Accounting – Vanity Metrics</i>
	Design Thinking	<i>Persona building</i>
		<i>Customer Experience mapping</i>
		<i>Human-centred Design</i>
	Blue Ocean Strategy	<i>Blue Ocean Strategy Canvas</i>
		<i>4 path framework</i>
		<i>Case studies</i>
	Data Analysis – (Excel)	<i>Data entry and Basic functions</i>
		<i>Basic data analysis</i>
		<i>Formatting & Presentation</i>
Strategy Frameworks	<i>Profitability framework</i>	
	<i>Market Entry approaches</i>	
	<i>Competitor Analysis approach</i>	

Sales & Business Development

Equipping you with the right tools and techniques

In life, we are always selling, be that a product, services or ourselves (think of a job interview – you’re selling your skills!)

Although the common thought is that sales is natural we strongly believe that methods can be taught to help ensure success and the methodologies we cover are designed to do just that.

Your written communication is becoming increasingly important in a more digital world - writing professional emails is critically important to how you develop your personal brand.

In a world where everyone is fighting for our attention, audiences now want the key information at the very beginning – The Pyramid Principle provides just that.

Topic	Sub-Topic	Example Tools & Techniques	
Sales & Business Development	Sales Methodology	Value Selling	<i>Approach</i>
			<i>Implementation</i>
		Challenger Sales	<i>Approach</i>
			<i>Implementation</i>
	Business Etiquette	Networking	<i>LinkedIn (Online networking)</i>
			<i>In-person networking Dos and Don't</i>
		Email Etiquette	<i>Writing professional emails</i>
			<i>Rebump (Google Add-on)</i>
	Presentation Skills	Intro to PowerPoint	<i>Presentation building</i>
			<i>Formatting & using shapes</i>
Pyramid Principle		<i>Definition & Approach</i>	
		<i>Using technique to build PowerPoint decks</i>	

Digital Marketing

Equipping you with the right tools and techniques

Marketing is becoming digital and more analytical. By implementing these techniques we can decipher much deeper insights.

Marketing tools now allow us to collect a lot of data on our users which offer us the chance, when analysed appropriately, to find key business-changing insights.

Our customers are now on all Social Media platforms. Digital Marketing allows us to be specific with our target audience, especially through Social Media.

Algorithms are becoming mainstream across many platforms. Google's SEO is one type but a key skill to conquer in order to increase website traffic and convert prospects into customers.

Topic	Sub-Topic	Example Tools & Techniques
Digital Marketing	Trad vs Digital: Marketing principles	<i>The Golden Circle</i>
		<i>4Ps of Marketing</i>
		<i>Porter's 5 forces</i>
	Search Engine Optimisation (SEO)	<i>Free online tools e.g. Ubersuggest, Google Trends</i>
		<i>Content Marketing</i>
		<i>Wording optimisation</i>
	Search Engine Marketing (SEM)	<i>Google AdWords – Pay per click</i>
		<i>Keyword efficiency and success analysis</i>
		<i>Google Trends</i>
	Analytics for Marketing	<i>Google Analytics</i>
		<i>Report Generation</i>
	Social Media Marketing	<i>Smartlook</i>
<i>Valuable Content vs Call to Action</i>		
<i>Organic techniques</i>		
		<i>Canva & LinkTree</i>