



Want to make
money while
doing good?

SANTA'S TANK

A VIRTUAL HOLIDAY WORKSHOP PROGRAM
FOR BUDDING SOCIAL ENTREPRENEURS

This Christmas, is different. The world has changed, and Christmas celebrations would not be the same.

You might not be able to celebrate with your friends & family. You might not travel for holidays.

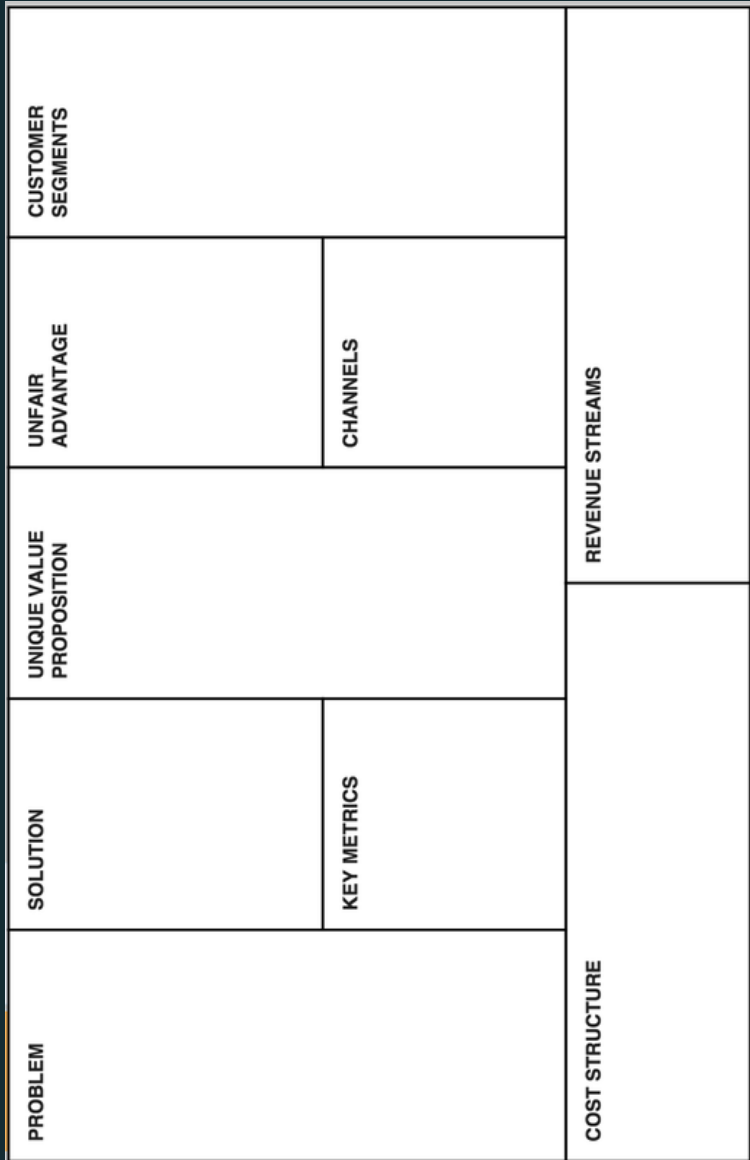
But what is the same is the spirit of Christmas. The spirit of Giving. The spirit of Hope.

As you are all now the beacons of hope for the future of all humankind - you will need to be prepared to chart your future.

One way to do that, is through creating a meaningful business, that serves the greater good.

Are you ready?

LEAN CANVAS MODEL



COURSE OUTLINE:

DAY 1: (3 Hours on Zoom)

- **Defining the future that we want to create in this world.** (Participants will start with a visioning process of what the world would look like when they are 20-30 years old)
- **Discovering what sort of problems are there in the world today that needs solving to create a meaningful future.** (Participants will share and learn how to Identify the problem & needs of society today.)
- **Identifying what sort of product or service that you can immediately do to help contribute to solving that problem.** (Participants will google research, share and discuss what sort of products or services that will solve the problem & needs above)
- **Choosing a team that shares the same vision, purpose, & idea.** (Participants will choose a team and identify specific roles for each person to start this venture CEO/Marketing/Product etc)

COURSE OUTLINE:

DAY 2: (3 Hours On Zoom)

- Using the Lean Canvas Model, we will first identify who are our "target customers"

(Participants will be introduced to the Lean Canvas and start to develop a profile of their targeted customer that are facing this problem/need)

- Discovering what other businesses are out there selling a similar solution, and then learning on how we can do it even better!

(Participants will learn how to google research on "competitors" and come up with Unique Value Propositions (including where and how will they sell their services and products)

- Now, let's figure out how much does it cost to create this product, and how much should we sell it for?

(Participants will learn how to analyse costs and come up with revenue strategies)

COURSE OUTLINE:

DAY 3: (3 Hours on Zoom)

- Understanding how to know whether we are winning or not in the game of business.

(Participants will then learn to identify what are some critical numbers to know and measure in order to know if their business is growing or not)

- Reflect on learnings about the Lean Canvas Model and how it works. (Participants will now take the opportunity to share what they have learnt using the Lean Canvas model about how to run a business)

- Finally, coming up with a marketing pitch for the Santas. (Participants will learn how to come up with a presentation that will be needed to be pitched to the Santa "investors" aka "voluntary parents" to validate their business plans - and hopefully actually fund it and mentor it should they choose to pursue this business for real.)

COURSE OUTLINE:

Day 4: (3 Hours on Zoom)

- Pitch Day! Teams will present their marketing pitch to a group of "Santas" that will either choose to invest or not invest in the participants' business (Participants will experience learning how to present their marketing pitch to investors in teams virtually) - approx. 15 Mins per team.

- Close and Wrap Up with Reflections

(Participants will share what are their key learnings and takeaways from this holiday workshop)

THE END

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