STARTUP ENGLISH
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About:

All successful entrepreneurs began their journey in childhood. They were not afraid of doing what others considered impossible. On the «Startup English» course children will learn to create business, validate their ideas and business-models, articulate their business pitch to customers and investors.
Through the course we will consider the main stages of business creation and practice the main skills needed to create online or offline businesses.

We recommend «Startup English» to all Coddies from 12 y.o. who have a level of english allowing to articulate and understand spoken english.
Through the course we will learn:

- How to generate and validate business ideas;
- How to make business decisions;
- How to pitch your company to customers and investors;
- How to promote their products using social media tools.

Programme (Each lesson includes 30 minutes for pitching activities and 30 minutes for a Q&A):

Lesson 1:

- Building a global company
- How to focus on your business but leave the life balance
- Global business models

Lesson 2:

- Using scarce resources to build up a local company
- Using scarce resources when scaling

Lesson 3:

- Cost per user- how to calculate?
- Optimizing user acquisition costs on a scale
- Virality

Lesson 4:

- Competitors and how to deal with them
- How global companies challenge local players
- How to keep moving fast when you are growing