

Online Training for Your Entrepreneurs, Sorted.

Incubators, Accelerators and Enterprise Developers

Free up your and your mentors' valuable time to focus on strategy, funding and market access, while we teach your entrepreneurs all the essentials through focused, quality online courses.



Moolman Institute

of Technology Commercialization

Benefits to **You** (Incubators, Accelerators & Enterprise Developers)



No need to develop and present your own training programmes



Your mentors don't spend their valuable and expensive time providing basic skills training to entrepreneurs



Course completion certificates, graded quizzes and feedback on course compliance enable you to monitor entrepreneur progress



You know that your entrepreneurs are getting consistent high quality training



No geographical or logistical constraints in delivering the training to your entrepreneurs – they can do the courses from anywhere at any time



Entrepreneurs learn and retain much more than 'live' short courses, due to:

- The ability to work at their own pace
- The modular course structure allows time for mastering each concept before moving on
- Extensive support materials, including exercises and quizzes
- Student forum for assisting each other



Benefits to Your Entrepreneurs



Work at their own pace whenever it suits them



Pause and pick up again at any point



Review or redo any part of the course



2-year access to course lectures and materials



Course completion certificate for each course



Live question & answer sessions with lecturer



Exercises with worked answers and graded quizzes help them improve and embed their understanding



Downloadable materials to support their learning and to use for the rest of their lives:

- Step-by-step guides and decision tools
- Reference sheets with formulas, definitions and shortcuts
- Spreadsheet templates to use for their own businesses



Access to a student forum to share ideas and ask questions of fellow entrepreneurs



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How does it work?



You buy a set of licences for your entrepreneurs for the courses that you wish to include in their training. You get preferential pricing based on the number of licences. They get 2-year access to the courses that you buy.



You receive regular updates on entrepreneur progress and course completion.



Live Q&A (question & answer) sessions can be included in the training package to help ensure course completion.



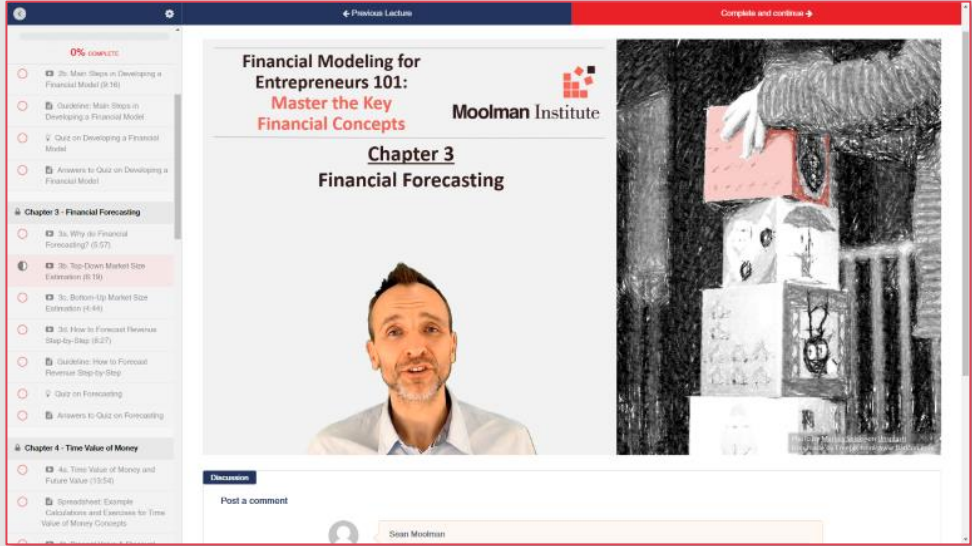
It's as simple as that!



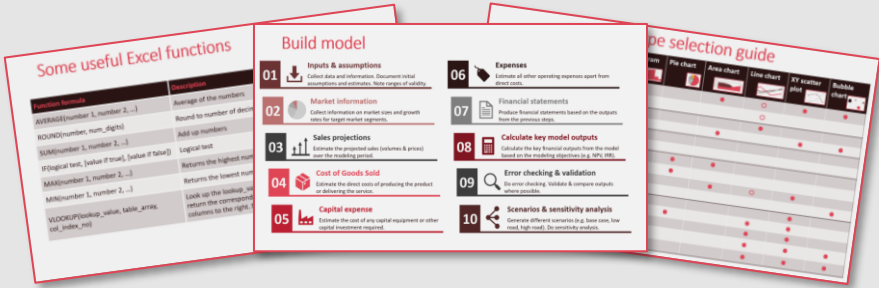
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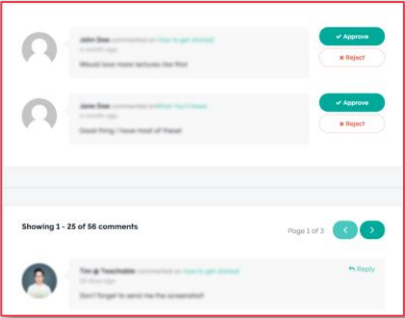
What is included in the courses?



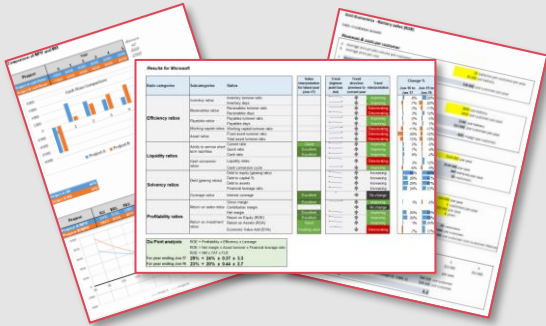
Video Lectures



Step-by-Step Guides & Decision Tools



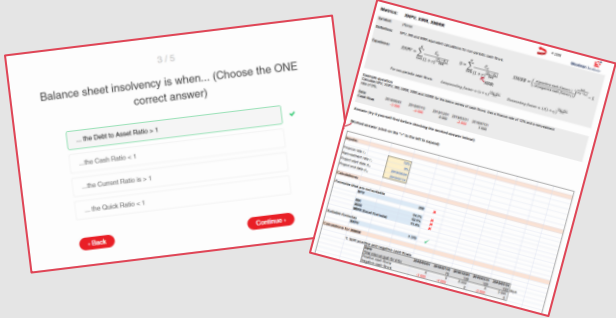
Discussion Forums



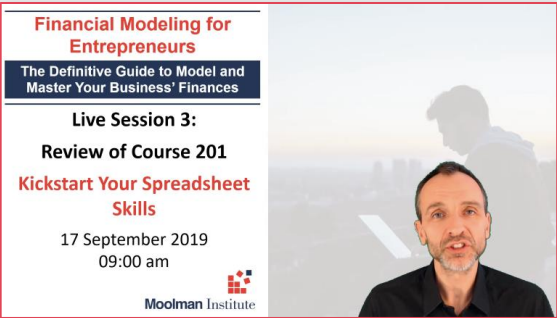
Spreadsheet Templates



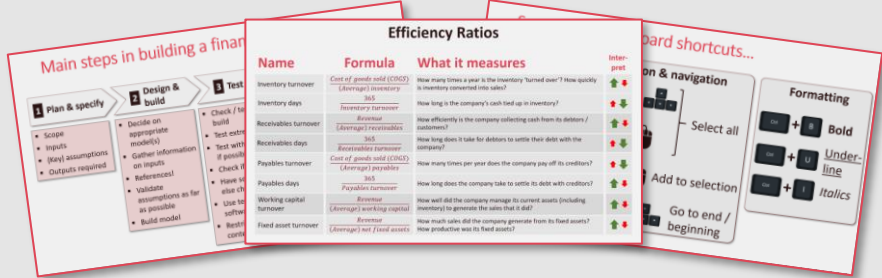
Course Completion Certificates



Quizzes and Worked Exercises



Live coaching or Q&A sessions (Optional)



Formulas & Definitions of Terms

What courses are available?

Current portfolio

Opportunity Assessment for Entrepreneurs & Innovators

Financial Modeling for Entrepreneurs

- Master the Key Financial Concepts
- Kickstart Your Spreadsheet Skills
- How to Understand and Analyze Financial Statements
- Build Your Own Financial Model

Upcoming courses*

* Contact us for custom courses & packages

Introduction to Valuation of Technology IP and Start-Ups

IP Fundamentals

Business Model & Strategy Development

Business Plan & Proposal Writing

Term Sheet and Licence Agreement Basics

Sales & Marketing Fundamentals

Fundraising & Pitching

Leadership



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Overview of Opportunity Assessment for Entrepreneurs and Innovators Course



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1

Why Assess Opportunities?

WHY You Should Assess Your Business or Technology Idea

WHEN You Should Assess Your Business or Technology Idea

2

What Makes Start-ups & Innovations Succeed or Fail?

The Key Innovation & Startup Success and Failure Factors

Strategy and Business Model Fundamentals

3

How to Assess Your Business or Technology Idea

6 Tests to Know Whether You Should Pilot Your Idea

Test 1: How to Check Market Potential

Test 2: How to Check the Competition

Test 3: How to Check Technical Feasibility

Test 4: How to Check Financial Viability

Test 5: How to Develop a Basic Intellectual Property Strategy

Test 6: Do You Have the Right Team?

What Next?

Risk Assessment

4

Opportunity Assessment Tool

Tool Background

How to Use the Tool

Example Assessment

Overview of Financial Modeling for Entrepreneurs Course Series



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101. Master the Key Financial Concepts

Overview: How to Develop a Financial Model
The Time Value of Money
Financial Forecasting
Financial Evaluation Metrics (NPV, IRR, etc.)
Financial Evaluation of Projects and Investments



301. How to Understand and Analyze Financial Statements

Financial Concepts (*types of costs, profit, margin, mark-up, gross & net, unit economics*)
Financial Statements (*income statement, balance sheet, cash flow statement*)
How to Analyze Financial Statements



201. Kickstart Your Spreadsheet Skills

Introduction to Spreadsheets
Spreadsheet Functions
Spreadsheet Error Checking
How to Draw Charts
How to Spot Errors and Deceptions



401. Build Your Own Financial Model

Steps in Building a Financial Model
Market Research and Data Collection
How to Do Sales Projections
How to Estimate Costs
Build Your Own Financial Model

About the Presenter



Sean Moolman *PhD RTTP*

Dr. Sean Moolman has a broad range of experience stretching across chemical plant design and cost engineering, R&D (research and development), management of innovation, technology transfer, intellectual property management, investment and entrepreneurship. He is an inventor on several international patent families.

Sean is a co-founder of PowerOptimal (Pty) Ltd, a renewable energy technology company, and has served on the boards of several other early-stage companies. Before his first start-up, Sean was the head of technology transfer (licensing & ventures) at the largest R&D institute in Africa, the **CSIR** in South Africa.

He has a PhD in Chemical Engineering, is a Registered Technology Transfer Professional (RTTP) with the **ATTTP** and has completed the Management Advancement Programme at Wits Business School.

Sean **regularly presents courses** in **financial modeling** and **technology & startup valuation**, including for the World Intellectual Property Organization (**WIPO**), the Licensing Executives Society of South Africa (**LES**) and the Southern African Research and Innovation Management Association (**SARIMA**).

Sean is passionate about innovation, entrepreneurship, reason and science, life-long learning and inspiring people!



Example lecture: click to view



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Why Draw Charts?

The Value of Data Visualization



An extract from the course
**Financial Modeling for
Entrepreneurs 201:**

Kickstart Your Spreadsheet Skills



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"Traditionally, life has been divided into two main parts: a period of learning followed by a period of working. Very soon, this traditional model will become utterly obsolete, and the only way for humans to stay in the game will be to keep learning throughout their lives and to reinvent themselves repeatedly."

Yuval Noah Harari

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