

The Directorate of Innovation, Technology Transfer and Commercialisation
in collaboration with
the College of Economics and Management Sciences and Inhlanyelo Hub

invites you to
the Innovators & Entrepreneurs Training "From Ideation to Market"

Five days of practicals and action orientated training that teaches you the key skills for launching your business

In-person training only (No virtual training)
apply online by the **28 September 2022**

Venues:

Pretoria Muckleneuk: **3-7 October 2022**

UNISA Durban: **10-14 October 2022**

UNISA Parow: **17-21 October 2022**

Who can participate? UNISA Staff and students.
Registration link below

<https://forms.office.com/r/nQxxcvF2gr>

Course outline 01: IDEATION



Idea Generation



Design Thinking
Process



Innovation
Masterclass

Course outline 02: BUSINESS DEVELOPMENT



Business Model
Canvas Overview



Value Proposition
Development



Customer Discovery
Journey



Financial Management
for Startups

Course outline 03: VENTURE CREATION



Starting a business
in South Africa



IP Masterclass



Pitch-deck