

DEVELOP
ENTREPRENEURIAL
LEADERS.

WITH
WADHWANI IGNITE.

Lesson 0.1: Orientasi

Module 1: Mengidentifikasi Masalah





**Perjalanan yang menyenangkan
untuk :**

**mengenal diri anda sendiri dan
mempersiapkan kesuksesan
karir anda**

Welcome to

Wadhvani Ignite



WADHWANI FOUNDATION

Mempercepat pengembangan ekonomi di tengah ekonomi yang sedang tumbuh melalui berbagai jenis pekerjaan dan pemberdayaan keluarga secara berkelanjutan

**Apa yang anda
harapkan dari
Program ini ?**



Tujuan Pembelajaran

Pada akhir pembelajaran anda akan mampu

01

Memetakan tujuan dan keinginan anda pribadi serta memahami mengapa kewirausahaan merupakan hal yang penting untuk dipelajari

02

Terinspirasi oleh tokoh yang menjadi panutan (role model)

03

Menghargai pentingnya menjadi Pemimpin di dunia kewirausahaan

04

Memahami perjalanan belajar tentang Kewirausahaan selama 14 Minggu



Bagaimana program ini dapat membantu anda dalam mencapai tujuan karir anda?

Silahkan menjawab Quiz berikut ini

Apa tujuan karir anda?

Mulai membangun usaha

Bergabung dengan usaha keluarga

Mendapatkan pekerjaan dan berkembang pesat menduduki posisi Pemimpin (Leader)

Mencari pekerjaan yang stabil dan mempertahankannya

Melanjutkan sekolah ke jenjang yang lebih tinggi

Silahkan Scan untuk menjawab



SHARK TANK INDIA

TAHU NAMA PARA JURI INI?



Siapa saya ?



Kewirausahaan:
Usaha Keluarga

Brand the **Haldiram**sekarang menjadi
Merek usaha yang terkenal di India”



1937: Membangun Toko di Bikaner
yaitu *Ganga Bishan Agarwal*
(Haldiram Ji)

400 jenis konveksi India terjual di
100 negara.

Revenues mencapai **INR 8870 crores**
/ \$1.065 Bn (2022)

CEO, Krishan Kumar Chutani (dulu
CEO of Dabur International)

Siapa Saya ?

Startup merupakan salah satu pialang saham retail terbesar di India dan terkenal karena memperkenalkan Model diskon pialang saham

Entrepreneurship:
Startup

Unicorn – sebuah startup yang memiliki valuasi > \$1Bn
Bootstrapped – start up tanpa pendanaan

2010: Zerodha, gabungan antara Zero and "Rodha" (barrier)

Dibangun oleh **Nithin and Nikhil Kamath**; Nithin menjual sahamnya pada umur 17 saat masih bekerja di salah satu call center.

Perusahaan Financial services menawarkan **investasi** gratis di bidang retail, institutional broking, training currencies & commodities

Saat ini melayani 6.3 juta pengguna aktif, 2-3 juta penjualan, memiliki revenue **Rs. 4964 crores**, laba 2907 crores





Siapa saya?

Business yang menemukan iconic **product**

Memanfaatkan kreativitas dan semangatnya pada **their janitor****, menjual idenya pada pimpinan guna meningkatkan penjualan

Intrapreneurship*



Inventor: Richard Montanex

1948: Menciptakan **Cheetos** ketika bekerja di Frito-lay. Frito-lay kemudian diakuisisi oleh PepsiCo dan saat ini sebagai pemilik utama perusahaan



Dr. Mohd Yunus

Pemenerima Nobel
Pendiri Grameen Bank,
memberikan dampak sosial melalui
sistem microfinance



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Whitney Wolfe Herd
CEO of Bumble
Empowering women



Initiative-takers

Problem-solvers

Visionary

Changemakers

Ciri-ciri umum yang dimiliki oleh PEMIMPIN



Ciri-ciri umum
yang dimiliki
oleh PEMIMPIN

itu semua ada pada
**ENTREPRENEURIAL
LEADERS!**

Kita perlu **ENTREPRENEURIAL LEADERS** lebih banyak lagi.

Myth: Skill ini hanya diperlukan oleh mereka yang mau jadi pengusaha.

Entrepreneurial skills membutuhkan **banyak mahasiswa**, tanpa mempertimbangkan minat dan jurusan yang dilihat

Semua jabatan di masa depan : Akan mensyaratkan manusia untuk kreatif dan mampu menyelesaikan problem, serta mampu bekerjasama dalam tim

Sources:
India Today
World Economic Forum
Babson College

Cara membangun Entrepreneurial Leadership Skill anda



**Mengapa perguruan
tinggi merupakan
tempat yang tepat
untuk membangun
Startup?**



Keistimewaan dari Startup Campus

- Berangkat dari pertanyaan : “Mengapa” & “Mengapa tidak”
- Banyak ide segar
- Ada Jaring Pengaman
- Positive energy dari teman sebaya
- E-cells /Incubators
- Kesempatan berjejaring secara National/ global
- Menyenangkan



“There are no failures, only learning opportunities.”

Apakah anda tahu beberapa Startup ini

Apa yang mereka lakukan ?



INMOB

•practo•



Mereka semua adalah Starup campus

WADHWANI IGNITE OVERVIEW

WADHWANI IGNITE JOURNEY



- 01**
- 02**
- 03**
- 04**
- 05**
- 06**
- 07**
- 08**
- 09**
- 10**
- 11**
- 12**

Customer & Needs Identification

- Identify customer segments
- Outline 'jobs-to-be-done'
- Develop Customer Personas
- Understand Customer Validation
- Validate Customer-Problem fit
- Refine Customer Personas & Problem

Opportunity & Competition Mapping

- Identify & map Global competitors
- Review Industry Trends and Size the Market

Market Opportunity Assessment

- Map your Relative Position in the Market
- Estimate Opportunity Size

Marketing & Sales Strategy

- Understand Marketing & Sales
- Understand & Define Go-To-Market (GTM) approach
- Understand Sales Process

Team & Talent Requirement

- Building a Founding team (A Team)
- Founding team members (Co-Founders & Mentors)
- Defining your Team Requirements

Venture Viability Presentation

- Venture Viability Milestone Submission and Presentation Prep
- Venture Viability Milestone Presentation

Problem Identification

- **Orientation**
- Develop a Macro Industry-Problem view
- Discover 'Real World' Problems
- Examine Chosen Problems
- Analyze Problems

Solution Idea Generation

- Examine Ideation Techniques
- Generate solution ideas

Prototype Dev. & MVP

- Understand Prototypes & MVP
- Build a Prototype
- Use Prototype for early Validation

Business Modelling

- Examine Revenue Model
- Review & Organize the Lean Canvas
- Build the LC for your Startup

Financial Mgmt. for Profitability

- Understand Startup Costs
- Understand Profitability
- Getting Started with Financial Planning
- Understand & Explore Bootstrapping options

Venture Idea and Pitch Readiness

- Thinking Beyond the Prototype - Scale Opportunity & Orientation
- Persuasive Story-Telling for a Viable Venture Idea

We are here!

Apa yang bisa anda kerjakan

- Mengidentifikasi masalah/
peluang
- Mengevaluasi kelanggengan pasar
- Menciptakan produk & pelayanan
yang disukai
- Merencanakan Keuangan &
- Kerjasama yang menguntungkan
- Membuat Bisnis Model
- Mengembangkan Strategi Marketing
yang efektif
- Membuat promosi yang sesuai
- Memberikan dasar yang kuat untuk
membuat usaha yang layak

Skill apa yang akan anda pelajari

- Pemikiran & Tindakan
Entrepreneurial
- Problem-solving & Kreativitas
- Empati terhadap Pelanggan
- Project management
- Kerjasama Tim
- Pengetahuan Financial
- Presentasi

Kelebihn dari Program ini

- Membuat penasaran/ rasa ingin tahu
- Boleh datang/ mengikuti semua sesi
- Partisipasi aktif/ Tanya Jawab
- Dilengkapi dengan aktivitas pasca sesi pelajaran
- Tersambung dengan **Platform**
- Menyenangkan

Learning
Resources

Built-in
Quizzes

Venture
Activities





WADHWANI NEN PLATFORM

Let's login and explore!

Creating Student Login

Platform Access

Here's how you can create your student Login ID:

- Navigate to : <https://web.nen.wfglobal.org/en/guest>
- Click on the "**Get Started**" button.
- On the next page, select "**Sign Up**".
- You have the option to sign up using your **Google ID**.
- Alternatively, you can enter your **email ID** and click on "**Get Started**".
- Enter the password
- Accept** the **Wadhvani Foundation policies**
- Click on "**Submit**"
- Check your mailbox to **Verify** your mail.
- After activation click on **Sign In**
- Complete the registration with the following details:
 - First name
 - Last name
 - Country
 - City
 - Phone Number
- Click on "**Submit**".
- Upon reaching the landing page, you will be prompted to **add a batch code to enroll** to a new course. **Please enter the Batch Code**
- On the subsequent page, click "**View more**" from the "**Go to course detail**" box to access the course content.

Platform Overview

Overview

Click here for Course Content

Click here for Venture Journey

IgniteX

Overview Course Content Venture Journey

0/3 Assessment 12% Overall Progress

Cohort My Venture

About this course

42 hours

Language
English

Sector
Entrepreneurship

ABOUT IGNITEX

The IgniteX entrepreneurship program is a structured 14 week journey and stands out for its systematic, personalized, real-world and experiential approach to undertaking a 'Venture Journey' while learning.

It helps you, the learners, mimic the journey of a real start-up by embarking on a Problem discovery, Venture Idea development and validation, and initial prototype design journey in the context of today's industries and technologies and the opportunities within.

The focus for you is on fulfilling the 'Venture Journey' successfully; you learn ONLY for the purpose of doing that. The learning content packages that you will use leverage micro-learning and interactive engagement formats like simulations and case studies so you never have to go through reams of paper or scores of websites to get what you want.

A NEVER-BEFORE EXPERIENCE

We promise you a 'never-before' highly engaging active building and learning experience, where you will: play games, navigate simulation case studies to see how concepts apply in the real world, draw insights from founders' case stories, find anytime anywhere mobile first support from your AI Tutor, work in teams with like-minded team members and potentially find your Venture idea and your future co-founders.

Module 2 : Customer Identification & Needs Validation

0/6 Lessons Completed



Module 3: Solution Idea Generation

0/2 Lessons Completed



Module 4: Opportunity And Competition Mapping

0/2 Lessons Completed



Quiz 1

0/1 Lessons Completed



Module 5: Prototype Development And MVP

0/3 Lessons Completed



Module 6: Opportunity (Feasibility) Assessment

0/2 Lessons Completed



Module 7: Business Modelling

0/4 Lessons Completed



Quiz 2

0/1 Lessons Completed



Module 8: Marketing And Sales Strategy

0/3 Lessons Completed



Module 9: Financial Management For Profitability

0/4 Lessons Completed



ISI PELAJARAN

The Wadhvani Ignite course mempunyai 12 Modul.

Tiap Modul terdiri dari :

- Konten Pra Sesi (Pre-session content)
- Konten Session (Session content)
- Aktivitas Wajib (Mandatory Activities)

Pre - Session Content

- Membantu anda menyiapkan diri untuk masuk ke Session Content
- Terdiri dari Pengenalan (introduction) and Quize untuk pemula (beginner's quiz)

The screenshot shows a course content page with a red header. The main content area features a 'Quick Explainer' video player with a play button. To the left of the video are two buttons: 'Glossary of Terms' and 'Overview'. The right sidebar contains a progress table:

Content Type	Progress	Status
Pre-Session Content	0/2 completed	0/2
Introduction		✓
Beginner's Quiz		✓
Session Content	0/3 completed	0/3
Entrepreneurship Baseline - Survey	0/1 completed	0/1
Mandatory Coursework	0/1 completed	0/1

Session Content

- Concept Primer- Membantu anda untuk merevisi konsep-konsep yang belum jelas selama sesi berlangsung.
- Tools (if applicable)- Membantu anda mendalami konsep
- Concept booklet- Membantu anda menyiapkan evaluasi.

← Course Content Module 1 : Problem Identification > L1 - Develop Macro Industry-Problem Perspective

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Develop Macro Industry- Problem Perspective

Objective: Learn why is it important to develop macro-industry-problem perspective

- Why are Problem Important?
- How to Understand Problems?
- Techniques for Spotting Problems
- Finding your Problem-Passion Fit
- Your Tool to Explore - Industry Case Study 1
- DELIVERABLE:**
Find your Team using Your Problem - Passion Pitch

CONCEPT PRIMER

← Course Content Module 1 : Problem Identification > L1 - Develop Macro Industry-Problem Perspective

100% 1 / 12

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Ignite CONCEPT BOOKLET

Module 1

Lesson 1: Develop a Macro Industry Perspective

Context:

As an aspiring entrepreneur, understanding the broader industrial landscape is crucial. This lesson, "Develop A Macro Industry Perspective," equips you with the knowledge and skills to take a broader view and analyze industries at a macro level. Grasping this broader perspective is essential not only for identifying emerging opportunities but also for aligning these with your entrepreneurial passion and capabilities.

Q & A

Silahkan bertanya



RINGKASAN



Entrepreneurial skills

Memahami cara berpikir dan bertindak wirausahawan karena hal ini akan menjai suatu Life skill



Build Business Skills

Belajar membangun critical skill yang mampu membantu anda dalam membangun dan mengelola bisnis



Build Life Skills

Belajar skills untuk membangun tim (team building), negosiasi dan presentasi



Action

Kita akan belajar secara langsung dengan mengerjakan sesuatu (Learning by doing)

TERIMA KASIH



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