ETIIC

NEDCO's **Entrepreneurial Training Institute and Incubation Centre (ETIIC)** was established to provide a supportive and enabling environment - "where ideas can be transformed into successful, commercially - viable and robust enterprises."

Background

- We have provided training for over 2,000 entrepreneurs at various stages of their development over the past 3 years and as such we are equipped to assist NIHERST with the delivery of Entrepreneurial Skills Training to applicants of the Prime Minister's Award for Scientific Ingenuity.

- This will be achieved by utilizing a series of custom-made, entrepreneurial skills training programmes for participants to improve or gain knowledge, skills and abilities in the subject areas delivered.

Steps to Starting Your Business

At the end of the programme participants would be able to:

- Pinpoint the major issues with starting a business
- Outline the importance of business planning
- Generate business ideas
- Complete a sample business plan
- Appreciate the factors that should be considered when starting a business in Trinidad and Tobago

Innovation and Creativity in Entrepreneurship

At the end of the programme participants will be able to:

- ☐ Define entrepreneur, entrepreneurship, creativity, creative thinking and innovation

- ☐ Outline the qualities of the entrepreneur

- ☐ List the principles of creativity

- ☐ Explain the creative process and identify any barriers to creativity

- ☐ State the elements in innovation

- ☐ Outline challenges to innovation

Developing your Business Model

At the end of the programme participants will be able to:

- Explain the purpose of a Business Model
- Outline the format of a Business Model
- Complete a Business Model using the Business Model Canvas

Marketing for SME's

At the end of the programme participants will be able to:

- ☐ Understand the basic principles of advertising, promotion, public relations and personal selling
- ☐ Explain how they can effectively outpace their competition
- ☐ Explain basic marketing practices for small businesses
- ☐ Understand the keys to designing products and services to meet customer needs

Information Technology

At the end of the programme participants will be able to:

- ☐ Understand the concept of social media
- ☐ Explain basic internet research techniques
- ☐ Explain the most important features of Microsoft Word, Excel and Power Point
- ☐ Utilise Microsoft Word to prepare monthly reports
- ☐ Utilise Microsoft Excel to develop spreadsheets to assist in recordkeeping and analysis of business data

Conclusion

The workshops will be:

- Taught at an introductory level

- Hands on and practical with real world application

- Delivered by well qualified and experienced practitioners