

ENGAGING LEARNING EXPERIENCES

PATH 1 - BUSINESS MODEL DISCOVERY

Identifying Value (VBB 130)
Understanding the Market (VBB 140)
User Personas (VBB 150)
Creating Customer Journey Maps (VBB 160)

PATH 2 - BUSINESS MODEL EXECUTION

Problem - Solution Fit (VBB 200)
Customer Validation (VBB 210)
Minimum Viable Products (VBB 220)
Building for Success (VBB 230)



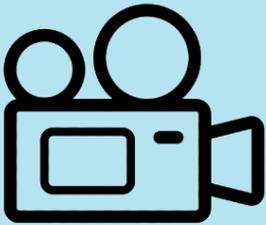
PATH 3 - FINANCING THE VENTURE

Next Steps (VBB 260)
Finances - Bootstrapping (VBB 275)
Finances - Angel Investors (VBB 280)
New Venture Pitch (VBB 250)

ELECTIVE COURSE MODULES

Creativity & Innovation (VBB 170)
Startup Myth Busting (VBB 180)
Startup Success Stories (VBB 185)
Business Building & Failure (VBB 110)

PROGRAM HIGHLIGHTS



Relevant Resources



Engaging Courses



Interactive Content



Self-Paced Learning

GETTING STARTED



- Enroll in one of the NIIC Virtual Business Builders Programs
 - Review & Complete Orientation Information
 - Login to NIIC Navigator® and Get Started