

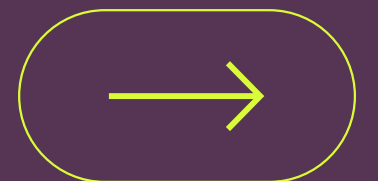
Scalabl[®] Online Course

ENTREPRENEURSHIP AND INNOVATION

Course Outline

Scalabl® Global.

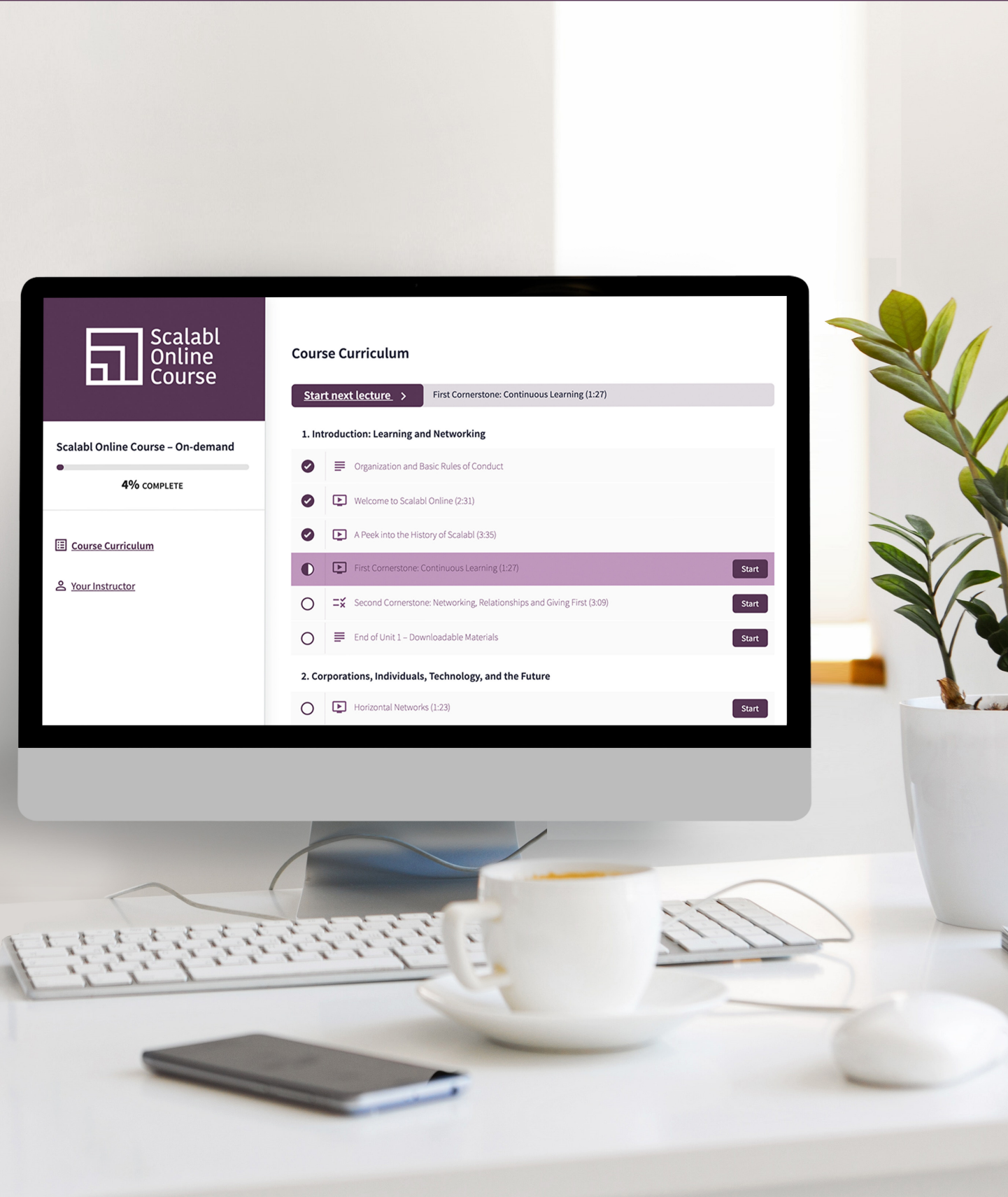
Running operations in 20 countries, Scalabl® is a global Training and Consultancy company specialized in Disruptive Entrepreneurship & Innovation. We are experts in creating profitable, sustainable, and scalable business models with reduced risk and no initial investment.



Students from all over the world have successfully graduated from our face-to-face or online courses and joined the Scalabl® Global Community – an energetic network of 2.000+ entrepreneurs from 50+ countries.



About the course.



Length
30 days
self paced



Format
100% online
on demand



Content
13 modules, 120
videos, exercises



Networking
Practice and
collaboration

100% ONLINE, SELF-PACED, ON-DEMAND EXECUTIVE EDUCATION PROGRAM

We offer a 100% Online Course in Entrepreneurship and Innovation for entrepreneurs, business owners, managers, and professionals in every industry, in which participants can learn and apply our proprietary methodology for business creation and innovation. This can be applied to a new business or business unit or to drive a companies' innovation processes through intrapreneurship.

What you'll learn.



THOMAS MAYR

Alumni Singapore
Head of Marketing / Asia
at Campari Group

At Scalabl, you learn the correct way to start or boost a business or business unit, with insightful, simple, and useful tools valid for any type of industry. This methodology transformed my venture and helped me as an intrapreneur in my corporate career.

A

A critical diagnosis of the current startup ecosystem and how the disruptive impact of exponential technologies will continue to shake the landscape.

B

Techniques for mental awareness that will help you tune into an innovative entrepreneurial mindset guided by purpose and fueled by strategy.

C

The ins and outs of our proven methodology for business creation and innovation, and step-by-step instructions to apply its powerful toolkit.

***Find the answers
to the following
questions:***

- How to start a new business or business unit, or reshape an existing one – and make it thrive.
- How to design and implement sustainable, scalable and repeatable business models that avoid the common pitfalls of unnecessary financial and economic risk.
- How to develop and improve products or services by engaging your customers as co-creators.
- How to design and run cost-effective tests to gain insights fast.
- How to devise a smart pricing strategy and achieve a predictable and repeatable sales roadmap.

Get results.



Skills and tools to optimize and achieve your real-world goals.

- Achieve the right balance between your business, career and life goals through processes, models, and tools that will help you take the steering wheel of your own fate.
- Acquire the knowledge and skills necessary to strategize, design, and implement successful models to launch and grow any businesses and/or personal projects you may have.
- Discover the pains and desires of the relevant stakeholders through the soft skills of empathy and active listening.
- Adopt a data-driven mindset – learn to understand and use the gathered insights to provide, deliver, and extract value.

What is included in the course.

- 30-day access to the learning platform – from any desktop or mobile device, anywhere in the world, anytime you like.
- 120 dynamic video-lessons, exercises, and reading materials.
- Downloadable guides and editable templates.
- Networking practice and opportunities for collaboration.
- Certificate of completion.
- Lifetime membership to the Scalabl® Global Community*.

* You must complete the course and graduate to become a member.



DEMIAN PACK

Alumni USA

International lawyer
Legal and Business Affairs

Scalabl's approach to business challenges the status quo in a unique way, with extremely valuable academic content (Harvard, MIT and Stanford, among other sources), combined with the analysis of real-world cases. It offered me useful tools to rethink many aspects of my business, and opened the doors to an impressive global community of entrepreneurs.



The teacher.



Francisco Santolo is an economist and an MBA graduate who studied at prestigious universities such as Harvard, Stanford, Chicago Booth, Singularity, Kellogg and MIT. In 2017, Forbes magazine featured him as the "Startup Hacker".

A serial entrepreneur from a young age, Francisco gathered over ten years experience in global corporate business. Having co-founded and partnered in 50+ companies, he is a consultant, angel investor and professor of Entrepreneurship in the MBA program at CEMA University. He was selected as a keynote speaker at the G20 Young Entrepreneurs' Alliance Summit and was a charter member of TiE Hong Kong and Delhi. He is a member of the Board of Directors of ASAEDE, Asociación Argentina Española de Emprendedores, and of the Business Board of the Innovation and Change Management Institute – Switzerland.

In 2016, Francisco founded Scalabl, a global company specializing in business management, innovation and training – a leader in disruptive entrepreneurship. Francisco leads a digital nomad's life and travels the world providing business training and consulting services to entrepreneurs and corporate clients, while he fosters the growth of the Scalabl Global Community, a horizontal network of 2.000+ founders, owners, and business professionals in 50+ countries and in almost every industry.



Thriving through diversity.



Scalabl® Global Community.

After graduating from the course, you will receive an invitation to join the Scalabl® Global Community, a horizontal and collaborative network of 2.000+ graduates from 50+ countries – founders, owners, and talented business professionals in almost every industry.

¿Curious? Click [here](#) to take a look at our awesome members.

- Membership entails no extra fees and grants you access to the community's exclusive communication channels and platform.
- Members enjoy several additional benefits, including early enrollment in training programs taught or hosted by Scalabl, invitations to online and in-person networking events, special offers on books from the Scalabl Books Collection and rewards earned through our referral program.

Syllabus.

13 UNITS.

UNIT 1

Introduction: Learning and Networking

- A Peek into the History of Scalabl
- First Cornerstone: Continuous Learning
- Second Cornerstone: Networking, Relationships and Giving First

UNIT 2

Corporations, Individuals, Technology, and Future

- Horizontal Networks
- What Are Exponential Technologies?
- The 6D's
- Internet of Things, Brain and Cloud
- Robotics and Artificial Intelligence
- Why Did Corporations Emerge?
- The Nike Effect and the Power of Outsourcing
- Own Intangibles and You Will Be Wealthy
- Future, Technologies, and Communities

UNIT 3

The Current Startup Ecosystem

- Exponential Technologies + Investment + Unique Idea
- Stages of Funding: Friends, Family and Fools
- Stages of Funding: Incubators
- Stages of Funding: Angel Investors
- Stages of Funding: Venture Capital
- Stages of Funding: Accelerators
- The Myth About Unicorns and Scaling Your Business Fast

UNIT 4

Sustaining and Disruptive Innovation

- Defining Innovation
- Introduction to the Innovator's Dilemma
- Sustaining and Disruptive Innovation
- Technological and Business Model Disruption: Kodak and Netflix
- Corporate Strategies to Avoid Being Blindsided by Disruption
- Entrepreneurs and Disruption: Gartner's Hype Cycle
- How Can Entrepreneurs Reap the Benefits of Disruption
- Appendix: Blue Ocean Strategy

UNIT 5

Scalabl Methodology

- The Two Ways of Learning
- Our Methodology and Customer Centricity
- Purpose
- Strategy
- The Steps and Tools of Our Methodology
- Business Model
- Problem Interview
- Solution Interview
- Sales Materials
- Sales Roadmaps
- Firing the Founder
- Overview of the Scalabl Methodology

UNIT 6

Investment and Risk

- What Does Investment Mean?
- Economic Risk
- Financial Risk
- Scalable Volume and Hidden Costs and Assets Risk
- The Rules for a Scalabl Virtuous Business Model Distilled from Financial Statements

Ready to enroll?
Click here.



UNIT 7

First Tool: the Scalabl Virtuous Business Model Canvas

- Introduction to Scalabl's Virtuous Business Models
- Learn to Draw the Scalabl Virtuous Business Model Canvas
- Purpose
- Product / Market Fit
- Channels
- Revenue Model
- Activities and Resources
- Costs
- The Scalabl VBMC and the Relationship to Others
- The Scalabl VBMC + Scalabl Rules
- Applying the Scalabl VBMC to Alumni-Owned Companies

UNIT 8

3 Analytical Tools

- Identify Your Ideal Customer
- How Many Customers Do I Need?
- Willingness to Pay, Value and Price
- How to Benefit from Using These Tools

UNIT 9

Problem Interview

- Delimit the Segment for the Interviews
- Generating the Interview
- Powerful Tips for the Problem Interview
- Problem Interview Role Play
- Example of the Work Done with Problem Interviews by a Graduate
- Living in Problem Interview Mode
-

UNIT 10
Solution Interview
and MVP

- Have the Customer Design the Product
- Why Entrepreneurs Confuse the MVP – Steve Blank
- What Are We Not Seeing?
- Solution Interview: Testing the Solution and Its Price
- Best MVPs of All Time
- Living in Solution Interview Mode

UNIT 11
Sales Materials

- Introduction to Sales Materials and Branding
- Useful Tools to Create Sales Materials
- Landing Page
- Landing Page – Examples of Scalabl Alumni-Owned Companies

UNIT 13
Closing Statements
and Graduation

UNIT 12
Sales Roadmaps

- Who to Sell to (or Not to Sell to)
 - (Re)Discovering Sales: The Unsellable Marker
 - So What Are Sales?
 - Designing Sales Roadmaps
 - The “Gecko!” Moment and 5 Tools for Life
-
- Continuous Learning and Network
 - Online Community
 - Certificate

Ready to enroll?
Click here.



What sort of work is required?

You watch the videos, do the exercises, apply the provided tools and templates, and collaborate with other participants through the on-platform communication channels.

Scalabl promotes a culture of networking and knowledge sharing; you will find instances to practice these skills from day one. We encourage participants to engage in constructive discussions about the course content and its real-world application, while fostering the values of diversity and giving first.

When you complete the curriculum, you will be given a certificate of completion and a badge to add to your LinkedIn profile. We will welcome you into our global community.

I'm truly impressed by Francisco Santolo's dynamism - and what can I say about the group? Only good vibes and talent! I'm happy to be part of the first Scalabl cohort in Barcelona.



NICOLAS LAVALLIERE

Alumni Spain

Founder and Leading
Alchemist at LÖV Kombucha

Testimonials.



Graduates from our courses are our best advocates – our success is their success, and their passion fuels our global community.

Go to our [video channel](#) and listen to what they have to say.

FELIPE PITON

Alumni Switzerland
Investment Advisor at UBS

What an amazing journey! Excellent course! As a graduate, I look forward to supporting talented entrepreneurs through investing and becoming a shareholder in their promising companies.



We have answers.

FAQ.

A What are the course's objectives?

B Who can take this course?

C What language is the course taught in?

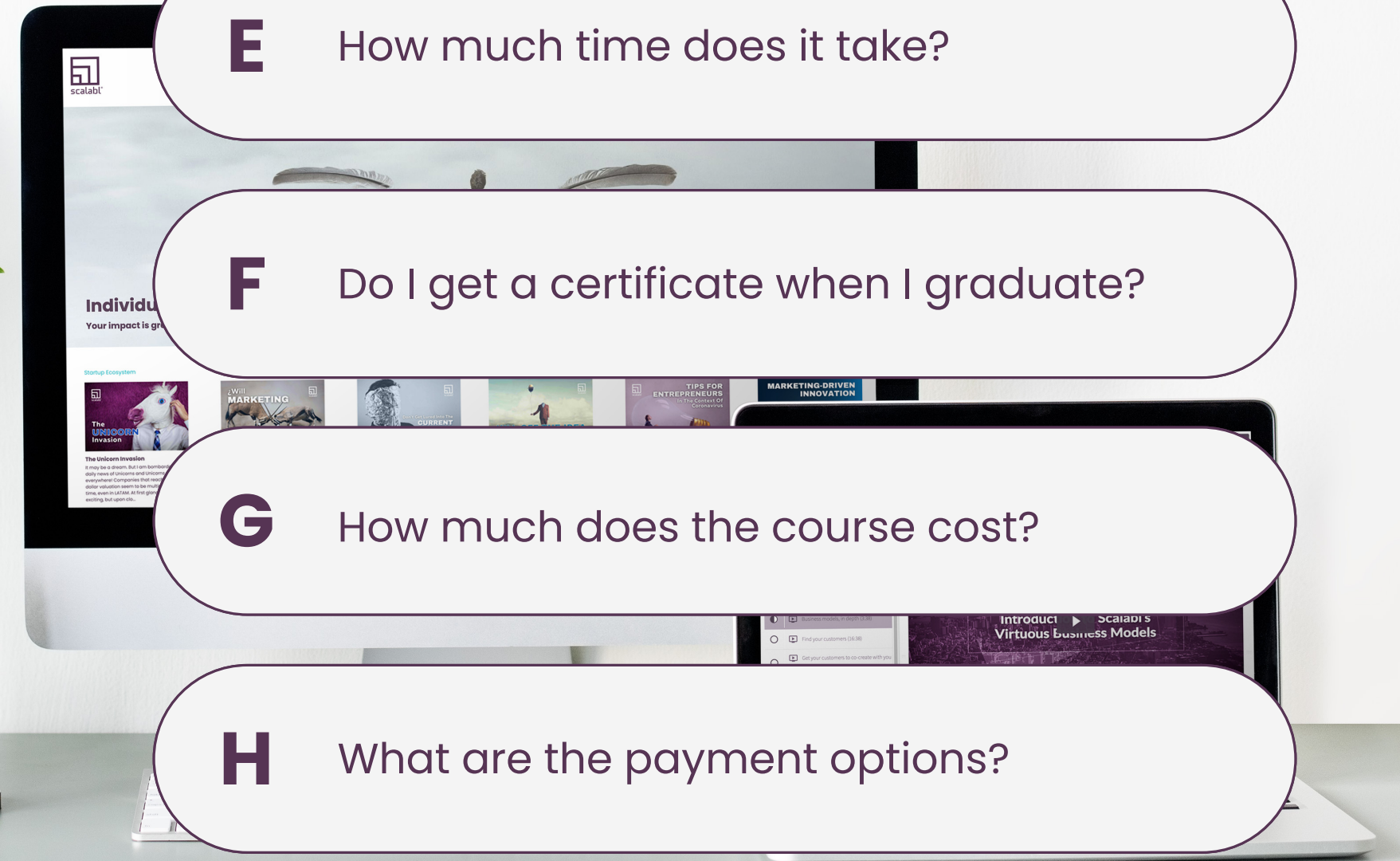
D What is the course's format?

E How much time does it take?

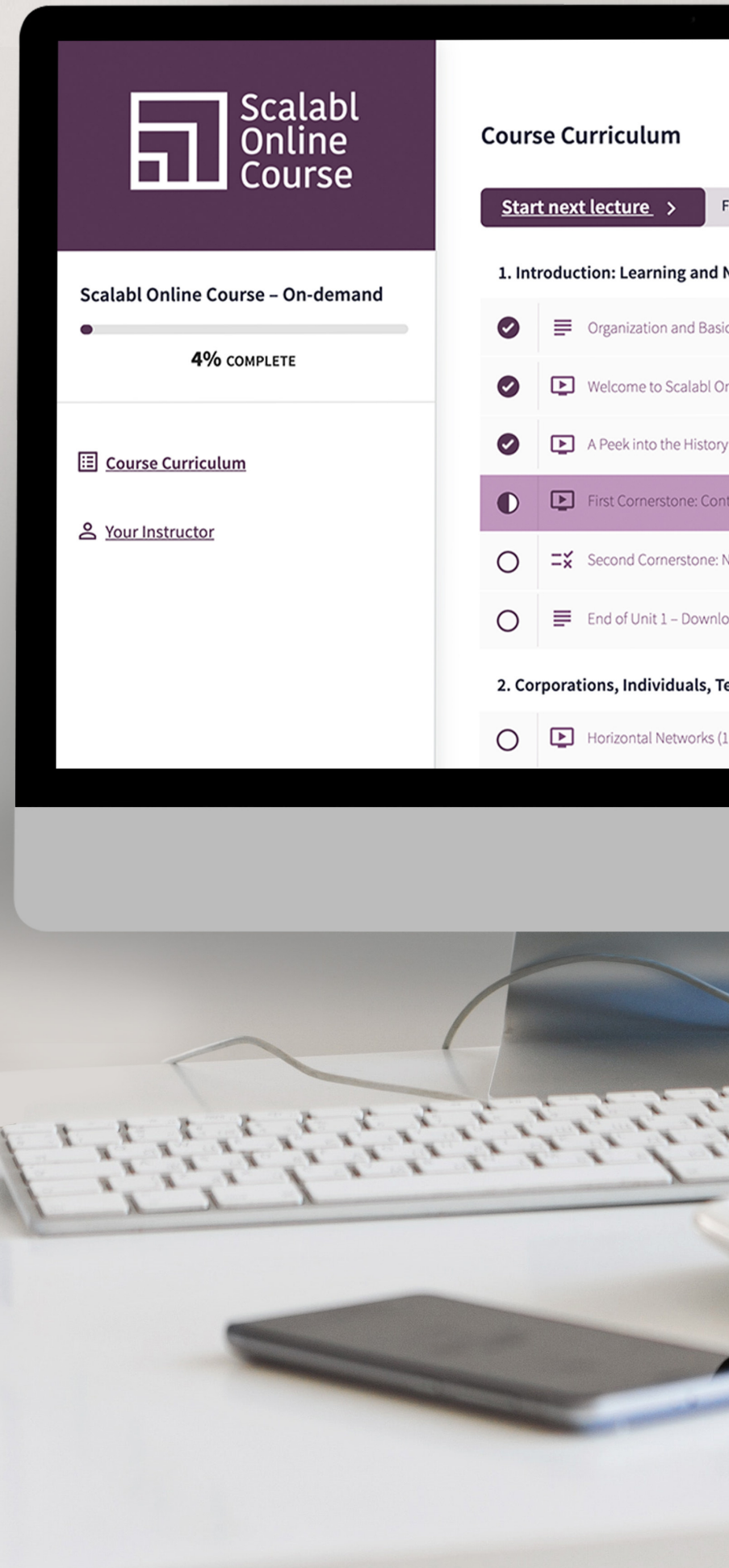
F Do I get a certificate when I graduate?

G How much does the course cost?

H What are the payment options?



FAQ



A What are the course's objectives?

- Gain awareness about your business, career and life goals and achieve the right balance to live a life of purpose – the course will provide you with processes, models and tools to take the steering wheel of your own fate.
- Acquire the knowledge and skills necessary to start and grow profitable businesses, without depending on an initial investment and minimizing financial and economic risks.
- Understand why the imperative of having a groundbreaking idea or an amazing product pales in the face of the customer development methodology, which avoids delusions of grandeur and proves effective every time.
- Discover how, where and when to find the right customers for your business using techniques that differ from the traditional demographic and socioeconomic segmentation.
- Learn how to develop a smart pricing strategy for your product or service, based on the value perceived by your customers.
- Tackle the development of your branding, marketing and sales materials at the right time, cost-effectively and avoiding unrealistic expectations that get in the way.
- Design, implement and optimize predictable and repeatable sales roadmaps that transforms every dollar put towards selling into \$1+ dollars.
- Identify business opportunities and market niches that open up in a constantly and exponentially changing landscape – anticipate the future to act upon your forecast in the present.

Ready to enroll?
Click here.



FAQ



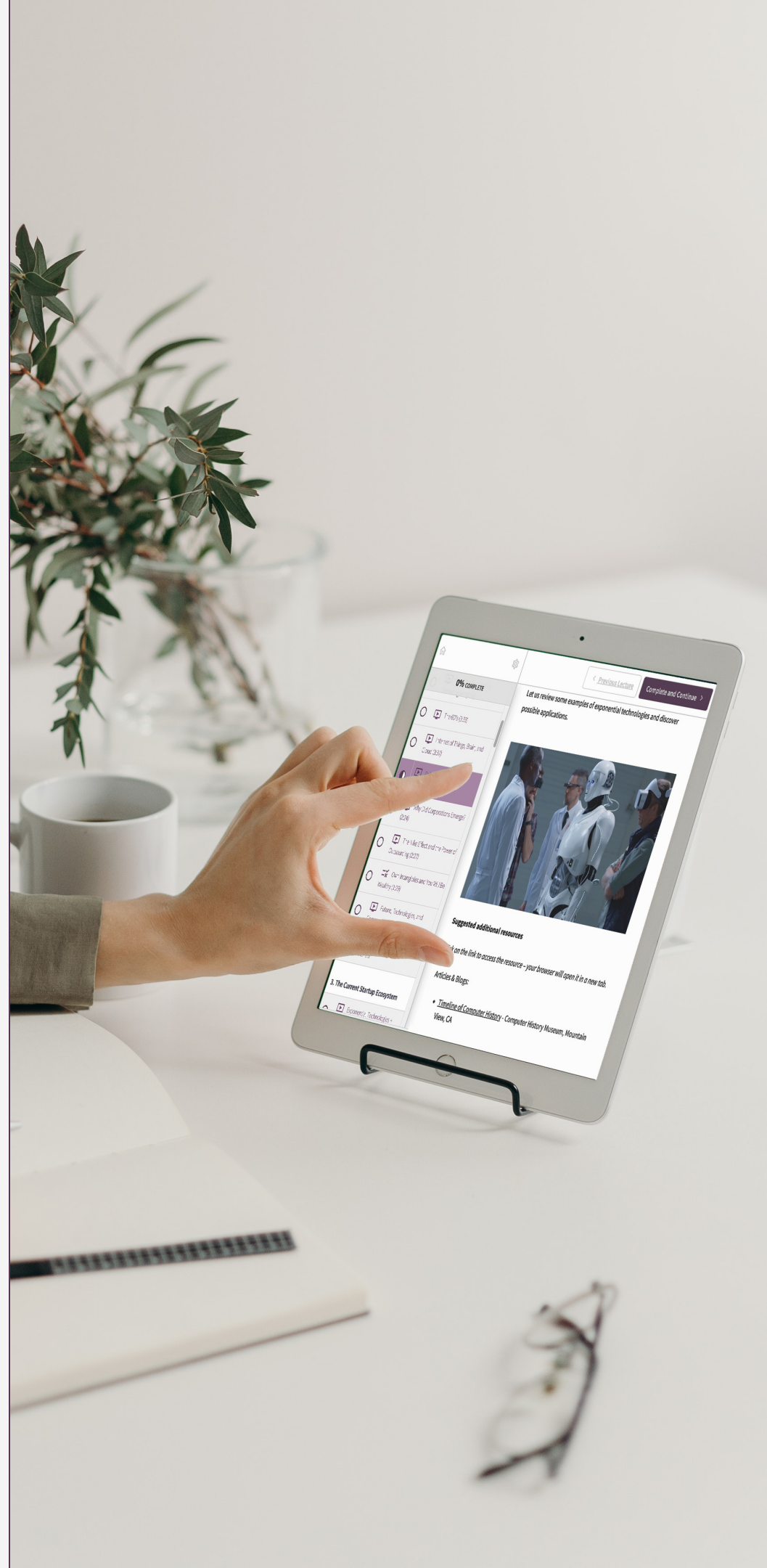
B Who can take this course?

The Scalabl® Online Course is for individuals, teams or SME's who want to start a new business or business unit, or reshape an existing business, and make it thrive. It works for anybody, regardless of your previous knowledge, experience or professional background.

C What language is the course taught in?

- The course is taught in English – video-lessons have optional English CC.
- Because some of the videos are compiled from footage taken during in-person editions of our training programs all over the world, you there may be videos or segments with audio in Spanish or Portugueses – English subtitles are always available.
- Discussions and networking activities are conducted on-platform in English.
- People from all over the world whose first language is not English have graduated from our training programs and become part of our global network, where interaction happens in different languages among individuals from diverse backgrounds and cultures.
- If your first language is Spanish, you can also choose to enroll in the next session of the course to be taught “en español”. You can find more information about it [here](#).
- New sessions for our online course in Portuguese will open for enrollment from March 2022.

FAQ



D What is the course's format?

The course is 100% online, self-paced and on-demand, and consists of 13 units comprising 120 dynamic video lessons, exercises, and additional reading materials. Downloadable guides and templates are also included. Interaction with other participants and members of our team happens in on-platform discussion boards.

Access to the learning platform is granted for 30 days, during which you can complete the program at your own pace. You can access the platform 24/7 anywhere in the world and from any desktop or mobile device.

E How much time does it take?

After you enroll, you can start learning right away. You will need to allocate 3-4 hours per week to watch the video content, read through some of the recommended literature and complete the activities. We suggest you put some extra time towards networking, collaborating with other participants, building genuine relationships, and having fun.

FAQ

F Do I get a certificate when I graduate?

When you finish the last lecture you will be automatically issued with a digital certificate of completion. You can also add an official badge to your LinkedIn profile, if you so wish.

G How much does the course cost?

You can check the current price [online](#). This includes 30-day access to the platform and, after you complete the course and graduate, lifetime membership to the Scalabl® Global Community.

H What are the payment options?

Payments are processed through Stripe. All major credit and debit cards are accepted.



Ready to enroll?
Click here.





Enroll now and start
learning right away!



IS THERE ANYTHING WE CAN HELP YOU WITH?

If you have any questions, reach out to our team.
Send us an email at admissions@scalabl.com.