

# NeuroHeart Education Foundation 2024



# COURSE PORTFOLIO : 3.3 HOW TO BE AN ENTREPRENEUR



## 3.3 HOW TO BE AN ENTREPRENEUR - DR. JOSEPH RIOS

# YOUTH ENTREPRENEURSHIP: WHERE BIG IDEAS START YOUNG™

## ABSTRACT

Teenpreneurs, unite! Join us for a transformative 10-week bootcamp with Dr. Joe Rios where you will explore global connections, unleash your creativity, and turn big ideas into reality.

### Course Takeaways:

- Collaboration with a team to develop a venture from ideation to pitch
- Understand and implement problem-solution thinking
- Create and test a Minimum Viable Product (MVP)
- Build effective marketing strategies
- Navigate revenue models, financial projection, and funding pitches
- Present and pitch ideas confidently to potential investors

## STRUCTURE

Duration: 10 weeks

Frequency: Once a week

Session Length: 2.5 hours each

# COURSE OUTLINE

## WEEK 1:

Introduction to Entrepreneurship: The Business Plan

## WEEK 2:

Toward a Venture: The Value Proposition

## WEEK 3:

Targeting a Market

## WEEK 4:

Customer Profile and Journey

## WEEK 5:

Testing Ideas with a Minimum Viable Product (MVP)





## **WEEK 6:**

Creating a Marketing Plan

## **WEEK 7:**

Revenue Model and Funding Pitch

## **WEEK 8:**

Draft Presentation of Team Venture/Student Feedback

## **WEEK 9:**

Mastering the Pitch: Presentation Skills Refinement

## **WEEK 10:**

Final Investor Pitch and Course Recap

## **Course Logistics:**

- Student Onboarding: Complete the pre-course questionnaire before starting.
- Student Feedback: Provide outgoing feedback at the end of the course.
- Course Recommendation Letter: Upon completion of the course.



## ABOUT DR JOSEPH

Dr. Joseph Rios holds a Ph.D. from Stanford University in International Comparative Education. He is former Pedagogy Lead, with Google Brain (AI/Machine Learning) and was Lead Instructor in Asia for the Columbia Business School's Venture for All entrepreneurship program before launching his own educational start-up.

He serves annually as a Model Entrepreneurship Competition (MEC) Judge and has over two decades of global experience as Director of Education, HR Consultant and Trainer to fortune 500 companies. He is based in Silicon Valley and is multilingual and multicultural.

Dr. Rios believes great ideas truly start young, and through knowledge, creativity, and a global perspective, entrepreneurship can inspire a new generation of changemakers who build bridges across cultures, fostering innovation, insight, and positive change for a better world.

## CONTACT

Neuroheart Education Foundation  
Ap de correos 29  
43470 La Selva del Camp  
Tarragona  
SPAIN



+34 675 689 843



[team@neurohearteducationfoundation.com](mailto:team@neurohearteducationfoundation.com)



[neurohearteducationfoundation.com](http://neurohearteducationfoundation.com)



NEUROHEART  
EDUCATION  
FOUNDATION