

ENTREPRENEU Online Materials and Sources

MODULE 1 - Idea Generation, Problem Identification and Validation

[Jobs to get done](#)

[The Mom Test](#)

[How to talk to users](#)

[All about Stage-Gate Process for Product Development](#)

[Preparing your brainstorm like a pro in 3, 2, 1](#)

[Brainstorm cards](#)

MODULE 2 - Solution Validation, Crafting Value Proposition and Solution Development

[Updated Empathy Map Canvas](#)

[Idea Evaluation Checklist](#)

[Dot Voting: A Simple Decision-Making and Prioritizing Technique in UX](#)

MODULE 3 - Market Discovery

[MIT Libraries - Innovation & Entrepreneurship: Market research](#)

MODULE 4 - Business Model Development

[Mapping Business Models](#)

[SWOT Analysis](#)

MODULE 5 - Access to Finance and Funding

[Paths to Scale: Finance lessons from European Entrepreneurs](#)

[EBAN Report on Why Business Angels Do Not Invest](#)

[MIT Startup Tactics Fundraising Workshop](#)

[Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist](#)