



## **SOUTH WEST COMMUNITY DEVELOPMENT COUNCIL**

# ***Ideapolis 2004***

## **AN ENTREPRENEURIAL PROGRAMME FOR YOUTHS**

### **Ideapolis 2004: What is it?**

**Ideapolis 2004** is a South West Community Development Council (SWCDC) initiative focusing on the development of practical entrepreneurial skills among youths in the District in conjunction with the launch of The Village Place (TVP) Project in early 2005.

**Ideapolis 2004** offers an opportunity for youths to pick up hands-on learning experience in being an entrepreneur and concentrates entrepreneurship education within a local community context. It will put them through the rigours of new enterprise development and implementation process. The programme will provide a series of activities where the youths themselves will be responsible for the creation and implementation of their business ideas. The SWCDC will assist by providing a network of resources for teambuilding, networking, mentorship, entrepreneurial education and capital.

TVP will be the physical platform in which the youths will showcase what they have developed throughout the course of the programme, which is scheduled to commence in May 2004.

### **Guiding Principles**

1. **Ideapolis 2004** interprets entrepreneurship as much more than just starting and operating within enterprises. It is fundamentally about helping our youths develop the inclination and ability to see and seize opportunities within their changing external environment. It is about formulating, doing, achieving and creating initiative, rather than just watching, analysing or describing one.
2. **Ideapolis 2004** sees entrepreneurship education as the development of a set of attributes, attitudes, competencies and values that enable individuals, groups,

organisations and communities to be creative, flexible and adaptive in the face of change.

3. **Ideapolis 2004** seeks to prepare our youths to be responsible, and enterprising individuals who become entrepreneurs or entrepreneurial thinkers and contribute positively to the economic and social development of their local community and the nation.

### **Objectives**

1. To identify and develop entrepreneurial attitudes and talent among youths in the South West District.
2. To contribute to the development of an enterprise culture and to stimulate new entrepreneurial activity within the South West District.
3. To support youths respond to changing economic and employment circumstances in Singapore by encouraging self-initiative and enterprise.

The **endgame** for this program is to witness the actual start up of business operations, led by our select group of youths, at TVP, when it is launched in early 2005.

### **Specific Objectives of Ideapolis 2004**

To immerse and expose our youths to the following:

- Learning about the local community and economy
- Enhancing self-awareness and confidence
- Developing critical thinking and enterprising life skills
- Generating and analysing new ideas and possibilities
- Acquiring persuasive communication skills
- Gaining business knowledge, skills and experiences, and
- Undertaking business planning

### **Target Group**

The program is open to youths from the pre-tertiary level and above (i.e. 15 – 24 years old). Participants should be at least a Singaporean or Singapore PR, and is affiliated to the local educational institutions within the South West District. It is envisaged that the starting point will be youths from the existing entrepreneur clubs at the schools.

## The Process

### **Phase 1 – Elevator Pitch Competition (19-21, 28 March 2004)**

Registered youths will participate in a 2-day programme where they will be presented the TVP project and challenged to generate a well-defined business concept arising from TVP. The youths will form teams and brainstorm further to develop an elevator pitch for their business concepts. Over a dinner event attended by qualified judges, the youths will be placed on the firing line where they will make their pitches. The judges will select a group of viable business concepts and teams, which will be taken to the next phase.

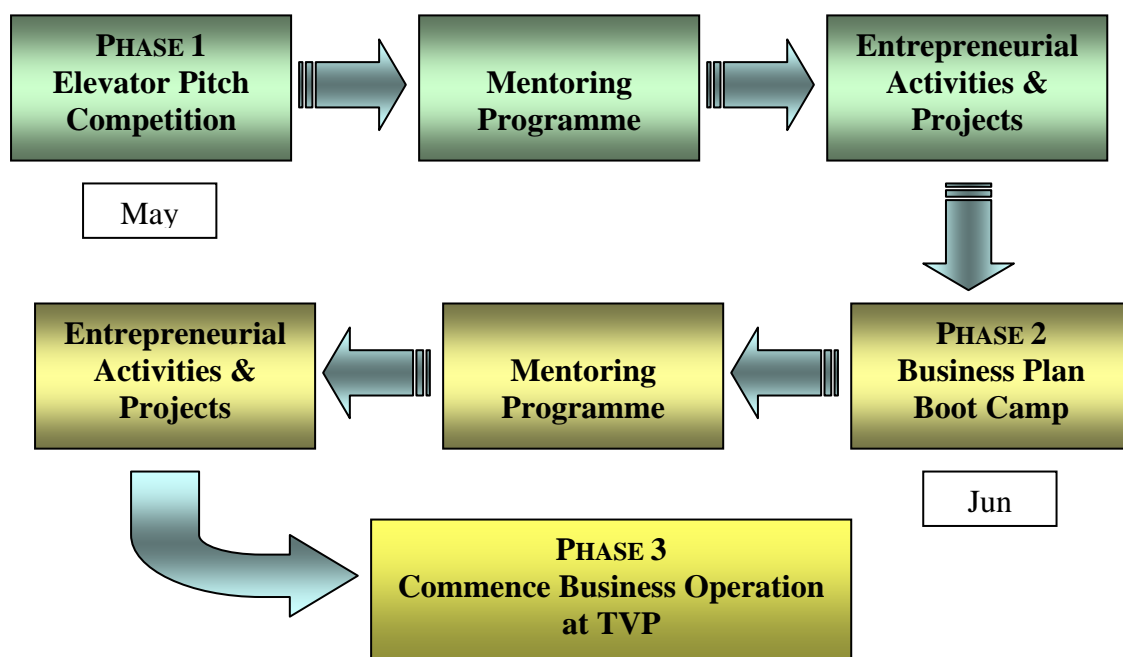
### **Phase 2 – Business Plan Boot Camp (3<sup>rd</sup> week June 2004)**

The selected groups of youths will proceed to the 2<sup>nd</sup> phase where they will refine their business concepts and develop them into complete business plans. This will be a 3-day intensive boot Camp targeted at developing key entrepreneurial competencies and ‘fire-proofing’ their business concepts. The youths will be presented with opportunities to make presentations to potential financiers, resource providers and corporate partners during this phase. Their goal will be to secure the necessary support and funding that is required for their venture to start.

In between Phase 1 and 2, and beyond, will be a series of supporting activities that will replenish our youths on the journey with necessary information and insights necessary for their new enterprise management. All teams of youths will be assigned mentors and mentoring will commence from Phase 1.

### **Phase 3 – Commence Business Operations at TVP (Early 2005)**

3 to 5 selected teams will be eventually selected from the Phase 2 Bootcamp to implement their business plans and putting it through the market test.



## PHASE 2 – BUSINESS PLAN BOOTCAMP

### 4 + 1 - DAY NON- RESIDENTIAL BUSINESS PLAN BOOT CAMP

Time	DAY 1	DAY 2	DAY 3	DAY 4
9:00 to 9:45 AM	Admin Briefing & Safety Drill	Power of Branding	Beyond Infinity Challenge	Business Plan Presentation Practice & Rehearsal
9:45 to 10:30 AM	Ginkrowten Experience	Competitive Intelligence (CI)	Social Responsibility, Commitment, Charity	
10:30 to 11:00 AM	CREATIVE BREAK	CREATIVE BREAK	CREATIVE BREAK	CREATIVE BREAK
11:00 to 11:45 AM	Introduction of BP Boot Camp & TVP (SW CDC)	Can I help you?	Formalising of Business Idea	Group Presentations I
11:45 to 12:30 PM	Excellence through Entrepreneurship	Business Expansion	Mentors to approve group selected business idea	
12:30 to 1:00 PM	LUNCH	LUNCH	LUNCH	LUNCH
1:00 to 1:45 PM	E-Bucks Challenge	How do I setup my company?	Business Plan Writing Activity	Group Presentations II
1:45 to 2:30 PM	So you think you have a great business idea			
2:30 to 3:15 PM		Knowing my Finances I	Preparation for Business Plan Presentation using PowerPoint	What's Next?
3:15 to 4:00 PM	KRAZY GAMES	KRAZY GAMES	KRAZY GAMES	KRAZY GAMES
4:00 to 4:30 PM	POWER BREAK	POWER BREAK	POWER BREAK	POWER BREAK
4:30 to 5:15 PM	Where can I find Money?	Knowing my Finances II	Elim Chew - Creating Opportunities	Entrepreneurs in Action
5:15 to 6:00 PM	Product Concept & Development	Business Plan that Sells		
6:00 to 6:20 PM	Debrief, Recap, Q & A	Debrief, Recap, Q & A	Debrief, Recap, Q & A	Student Evaluation Report & Debrief

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