

THE NEW VENTURE DEVELOPMENT PROCESS



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TRAINING CENTER



Introduction

A new venture moves through predictable stages, and each stage has its own risks and decision points. Skipping validation leads to products nobody wants; skipping financial discipline leads to promising businesses running out of cash. This The New Venture Development Process Training Course gives participants a staged method for building a venture from idea to launch. Furthermore, it covers opportunity screening, feasibility analysis, business planning, funding strategy, legal formation, launch execution, and early growth management. Participants also learn to make go/no-go decisions with evidence rather than optimism. As a result, they leave able to develop a venture through a disciplined, repeatable process.

The New Venture Development Process Course Objectives

- Screen venture ideas using structured opportunity evaluation criteria.
- Conduct market and customer research to validate demand.
- Build venture concepts with the Business Model Canvas and lean canvas.
- Apply feasibility analysis across market, technical, and financial dimensions.
- Prepare business plans with financial projections and break-even analysis.
- Choose legal structures, registration, and compliance obligations correctly.
- Develop funding strategies covering bootstrapping, equity, debt, and grants.
- Plan launch execution with milestones, resources, and clear owners.
- Manage early growth using lean metrics and pivot decisions.
- Assess and mitigate venture risk with structured risk registers.

Course Methodology

- Interactive workshops built around participants' own venture concepts.

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- Guided opportunity screening and feasibility analysis exercises.
- Financial projection and business plan development practice.
- Pitch and funding discussion simulations with feedback.
- Case studies of ventures at different development stages.
- Action planning that links each stage to the participant's own venture.

Who Should Take This Course

- Aspiring founders developing a first business concept.
- Early-stage entrepreneurs structuring a new venture.
- Small business owners formalizing growth plans.
- Corporate teams launching new business units or spin-offs.
- Business development managers assessing venture opportunities.
- Advisors, consultants, and incubator staff supporting startups.

The New Venture Development Process Course Outlines

Day 1: Opportunity Screening and Concept Definition

- Distinguishing ideas, opportunities, and viable ventures.
- Screening concepts with structured evaluation criteria.
- Assessing market size, growth, and competitive intensity.
- Applying jobs-to-be-done analysis to define customer needs.
- Conducting customer discovery interviews.
- Writing a venture concept statement.
- Completing a personal opportunity screening.





Day 2: Feasibility and Business Modelling

- Conducting market feasibility assessment.
- Evaluating technical and operational feasibility.
- Building models with the Business Model Canvas and lean canvas.
- Defining value propositions, channels, and revenue streams.
- Estimating unit economics and contribution margins.
- Assessing resource and capability gaps.
- Drafting a feasibility summary.

Day 3: Financial Projections and Business Planning

- Building three-year financial projections.
- Calculating break-even, runway, and capital requirements.
- Preparing profit and loss, cash flow, and balance forecasts.
- Assessing sensitivity to key assumptions.
- Writing a structured business plan document.
- Setting milestones and performance targets.
- Reviewing a business plan with peers.

Day 4: Legal Formation, Funding, and Team

- Choosing legal structures and registration requirements.
- Handling contracts, licences, and compliance obligations.
- Reviewing funding options: bootstrapping, equity, debt, and grants.
- Preparing investor materials and traction evidence.
- Practicing the funding pitch with structured feedback.

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- Structuring founding teams, equity splits, and roles.
- Drafting a funding strategy.

Day 5: Launch Execution and Early Growth

- Building a launch plan with milestones and owners.
- Setting up operations, suppliers, and systems.
- Acquiring first customers through targeted channels.
- Tracking lean metrics: activation, retention, and revenue.
- Managing early growth risks with risk registers.
- Deciding when to pivot, scale, or pause.
- Preparing a 90-day venture development action plan.

Conclusion

By successfully completing The New Venture Development Process, participants will gain the knowledge to screen opportunities rigorously, prove feasibility, plan finances realistically, and launch a venture through a staged process. They will acquire skills in opportunity evaluation, feasibility analysis, business planning, and launch execution that reduce the risk of costly early mistakes. Gentex Training Center builds this course around participants' own ventures, so learners return ready to develop a business through a disciplined, tested route.

FAQs





Q1 What is "The New Venture Development Process" course about?

It walks participants through the stages of building a new business, from idea screening to launch and early growth. The course covers opportunity evaluation, market research, feasibility analysis, business modelling, financial projections, business planning, legal formation, funding strategy, and launch execution.

Q2 What are the key benefits of "The New Venture Development Process" course?

Participants test and screen ideas before committing resources, build realistic financial projections, and avoid common legal and funding mistakes. They also plan launches with clear milestones, manage early growth with lean metrics, and make go/no-go decisions based on evidence rather than optimism.

Q3 What skills will I gain from "The New Venture Development Process" course?

You will gain opportunity screening and concept definition, feasibility analysis and business modelling, financial projection and business planning, and launch execution and growth management. These four skills work together to carry a venture through each development stage without skipping critical checks.



Q4 What tools, methods, or standards are covered in "The New Venture Development Process" course?

The course covers opportunity evaluation criteria, jobs-to-be-done analysis, customer discovery interviews, the Business Model Canvas, the lean canvas, unit economics and contribution margin analysis, break-even and runway calculation, three-year financial projections, sensitivity analysis, risk registers, legal structure comparison, funding option evaluation, investor pitch structures, and lean growth metrics.

Q5 How is "The New Venture Development Process" course applied in real-world practice?

Participants screen their own venture concept, conduct customer discovery, and build a feasibility summary with financial projections. They also draft a business plan, prepare a funding strategy, and complete a 90-day launch plan with milestones, systems, and early customer acquisition steps.