HELP University
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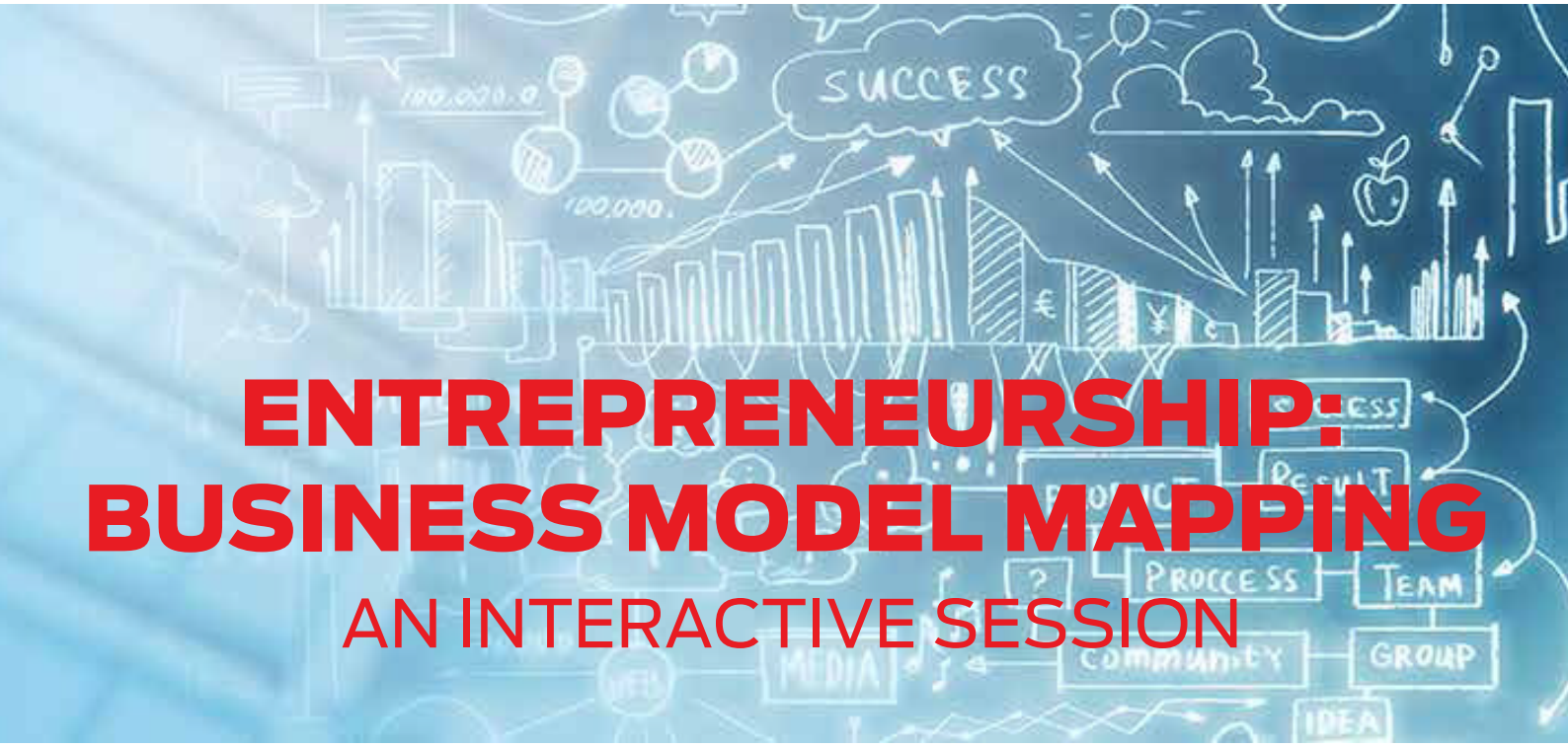
1st CHOICE

LINCOLN CORNERS MALAYSIA



ENTREPRENEURSHIP: BUSINESS MODEL MAPPING

AN INTERACTIVE SESSION

Date : Thursday 27 August, 2.30 pm – 4.00 pm followed by Q & A
Venue : Lincoln Corner Kuala Lumpur, Perpustakaan Kuala Lumpur
No. 1 Jalan Raja, KL (next to Selangor Club in Dataran Merdeka)

Organized by Lincoln Corner Kuala Lumpur, the Kuala Lumpur (City) Library, U.S. Embassy and HELP University

Sabirah Sulaiman, U.S. State Department exchange program candidate, social entrepreneur and researcher will provide a fundamental understanding of how companies may start-up, make money and deliver value to customers. She will help participants understand and use the mapping method, get insights from real business examples, and she will present new ways of evaluating businesses.

Preparing a business plan seems to have taken on the aura of a "rites of passage" along the path to launching a new venture. What does an aspiring entrepreneur still exploring the world of possibilities do? Does it make sense to invest the time and effort to develop a business plan for every option? Definitely not. Nor does it make sense to make an educated guess which direction to pursue without a thorough examination of the alternatives and their implications. There must be something in between.

For those caught in this dilemma, an answer can be found in Business Modeling. The Business Model Canvas or Business Model Mapping is a strategic management and entrepreneurial tool. It allows you to describe, design, challenge, invent, and pivot your business model.

CLICK HERE TO
REGISTER ONLINE

Please register for the session at: http://goo.gl/forms/t6g0bwPfi2 OR
Email inquiries may be directed to: IRCKUALALUMPUR@STATE.GOV or cheny@help.edu.my (Dot Chen).
With the subject line: ENTREPRENEURSHIP SEMINAR AUGUST 20, 2015
Or call: +603-2168-5000 (LRC) or +6017-229-3466.

Sabirah Sulaiman

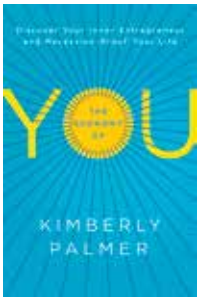
Sabirah Sulaiman is a social entrepreneur, researcher and environmental sustainability activist. Sabirah is currently pursuing her PhD in economics at Universiti Utara Malaysia. She is co-founder of 3 startups and mobile apps: Go Eco, Xploreseum and a social enterprise cooperation for the student council of Universiti Utara Malaysia. She has been involved in over 100 projects and has connected more than 10,000 youths in the fields of entrepreneurship, social work and environmental responsibilities at the local and global level. She has also represented Malaysia in several international conferences in the fields of economics and entrepreneurship.

Sabirah is involved in the Volunteering for International Professionals (VIP) Fellowship Programme, a Malaysian government initiative to create a large pool of talented professionals, who are passionate about sharing their expertise and experiences globally as expert volunteers on social entrepreneurship and women empowerment in the rural areas.

LINCOLN CORNER KL RESOURCES ON ENTREPRENEURSHIP INCLUDE:

Entrepreneurship

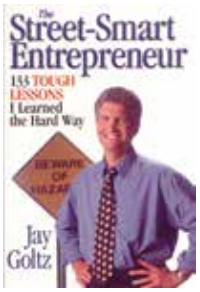
This publication was specifically written for youth interested in entrepreneurial careers. In layman language, it highlights key questions to ask before starting a business, presents examples of small business ventures by young entrepreneurs, and demonstrates how entrepreneurship promotes economic growth.



The Economy of You: Discover Your Inner Entrepreneur and Recession-Proof Your Life

by Kimberly Palmer.

The author, an entrepreneur herself, recounts story after story of people who are liberating themselves from financial strain by running their own business.

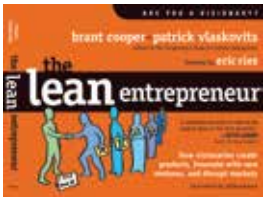


The Street Smart Entrepreneur

by Jay Goltz.

Chicago businessman Jay Goltz discusses what it takes for a small business to succeed. During the past twenty years he has owned and operated a business which has become today the largest custom retail picture framing facility in the world.

These materials are available free for the public to use at the Lincoln Corners or to borrow home. They are produced by highly qualified experts in the field of entrepreneurship and small business.



The Lean Entrepreneur

by Brant Cooper

This New York Times bestseller is a great book for those interested in case studies of entrepreneurship with hard-nosed actionable advice that will move the needle. Cooper tells how visionaries create products, innovate new ventures and disrupt markets.