



## MODULE 1

**WHAT IS STREET CULTURE AND HOW DOES IT RELATE TO OPPORTUNITIES FOR ENTREPRENEURSHIP?**



## MODULE 2

**IDEATION: BUSINESS MODEL DESIGN, BUSINESS TOOLS & STRUCTURES, BUSINESS PLAN**



## MODULE 3

**BUSINESS DEVELOPMENT: PRODUCT/SERVICE DEVELOPMENT & MARKET CLIENT UNDERSTANDING**



## MODULE 4

**SUSTAINABILITY: FINANCIAL OPPORTUNITIES & HUMAN RESOURCES  
RESOURCING YOUR IDEA:  
HOW TO GET THE SUPPORT YOU NEED**



## MODULE 5

**MARKETING YOUR IDEA ON A SHOESTRING: BRAND DEVELOPMENT, WORD OF MOUTH, SOCIAL MEDIA AND REPUTATION MARKETING.**

## MODULE 6

**COLLABORATION FOR SUCCESS  
STREET CULTURE INTERCONNECTIONS:  
HOW TO MAKE THEM WORK**

