

August 5th, 2021



FUTUREPRENEURS

ECONOMIC EMPOWERMENT WORKSHOP

Basic Project Operations & Beyond

COLLABORATION

PROGRESS!!

Uncover the Power of Project on Sustainable Business

IMPACT

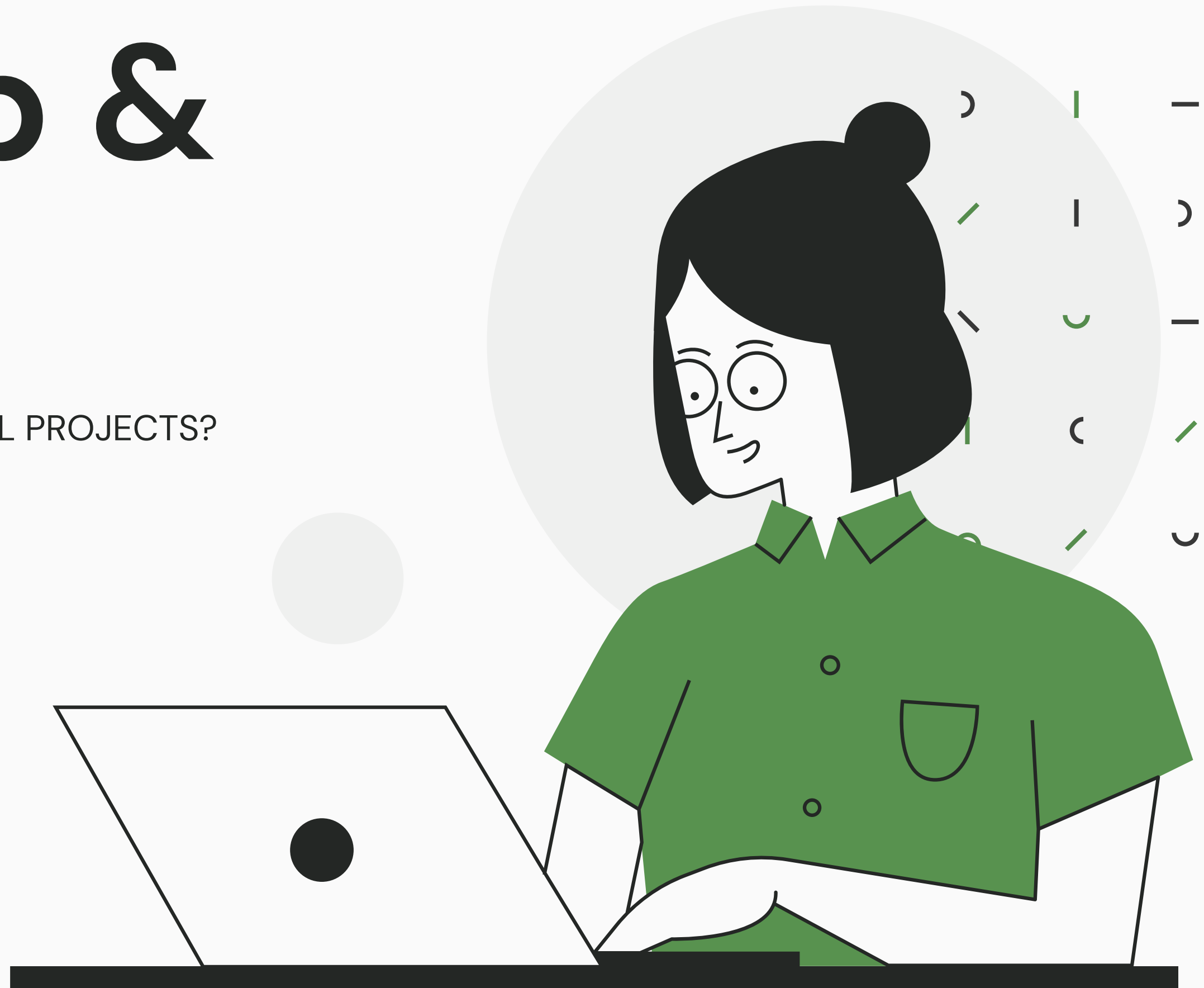
Today's Conversation Topic

- 1 Why do Start-Ups need PURPOSEFUL projects?
- 2 What is Project & Project Management 101?
- 3 What is the SECRET SOURCE to managing purposeful projects?
- 4 Let's Discuss: What's next for my Start-Up?

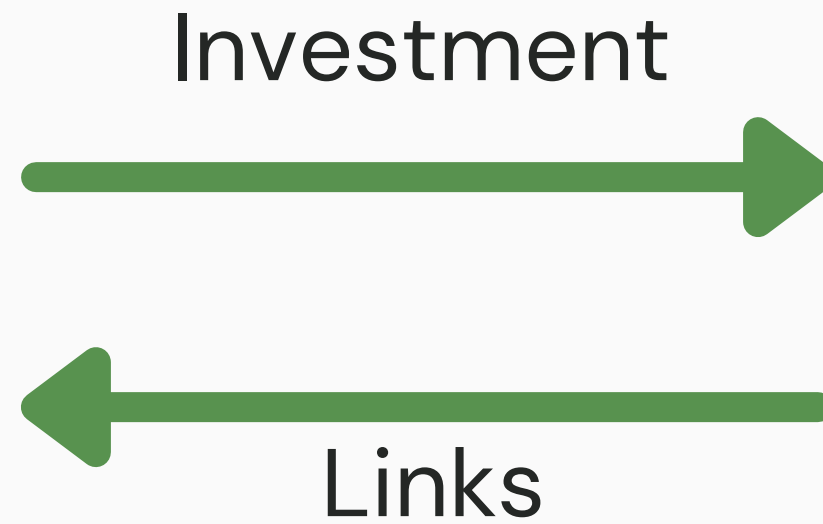
Start-Up & Project

WHY DO START-UPS NEED PURPOSEFUL PROJECTS?

01



Projects



Business Strategy

Projects can be:

MARKETING AND BRANDING

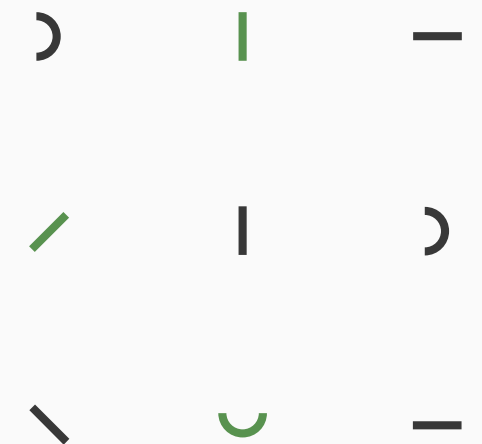
Research, Campaign, Events, Promotions, etc

PRODUCT AND PROGRAM

Testing, Focus Group, Development of new products / services / program

SOCIAL NEED

Immediate Initiatives and Project that aims to serve public goods. CSR, etc





1 INSPIRATION

Getting to know the issues first hand and having strong personal inspiration.



2 PROBLEM INSIGHT

Understanding the issues and problem including all of its contexts.



3 IDEAS

Aligning solutions and projects ideas align with inspiration and problem insight.



4 PROTOTYPE

Developing the ideas into feasible products and(or) services to be tested.



5 MODEL

Evolving the prototype into a full models which can address the issue, generating revenues, and bridging all the gaps.



6 SCALE

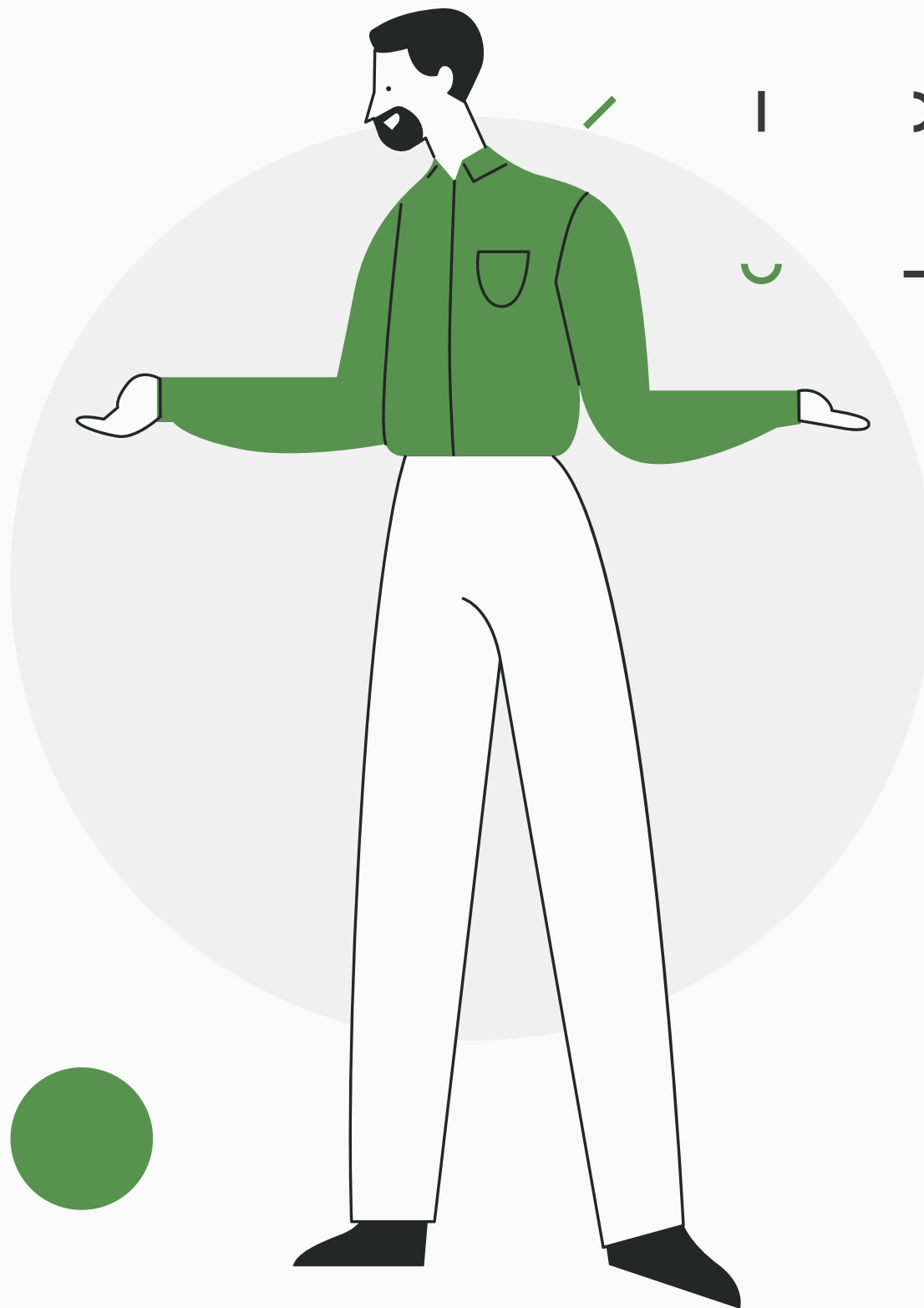
Planning for the future and getting ready to: scaling up/ out or deep, while ensuring their is a vision for the future.

Early Stage of START-UP

Project helps Start-Up progress

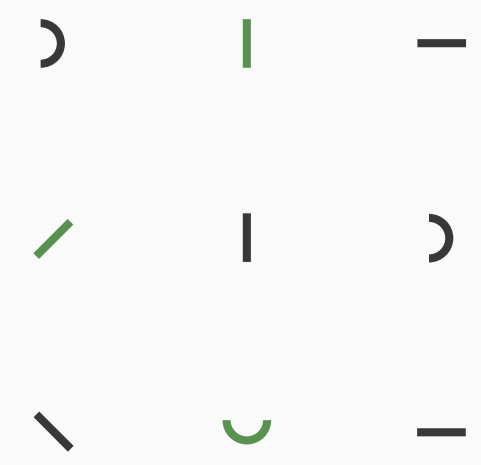
Stage A

*2. Problem
Insight*



Stage B

5. Model



Quick Diagnostic

What is my current StartUp Stage?

Where do WE need to be by the end of this Journey?

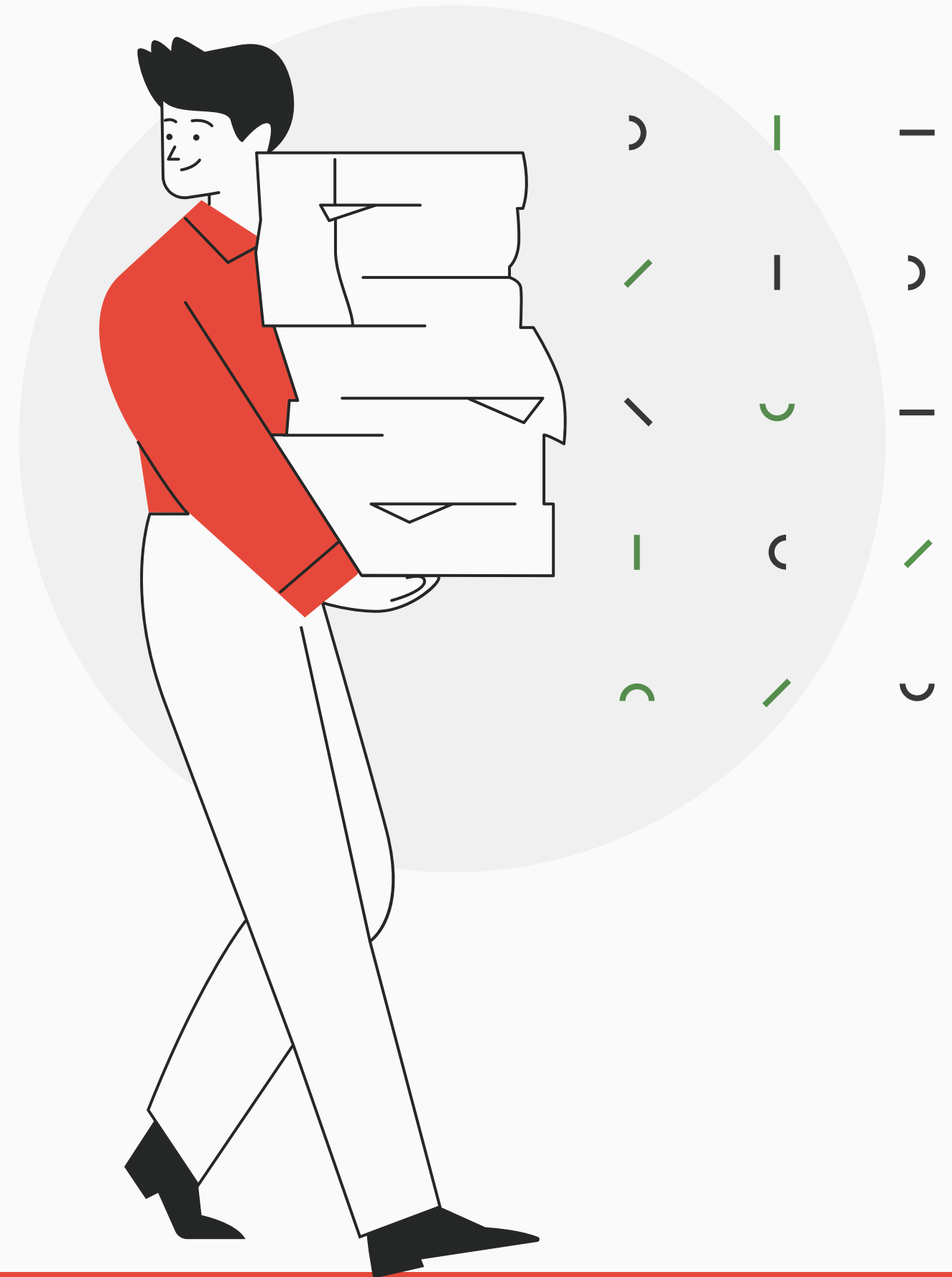
What Projects/Activities are my priorities?



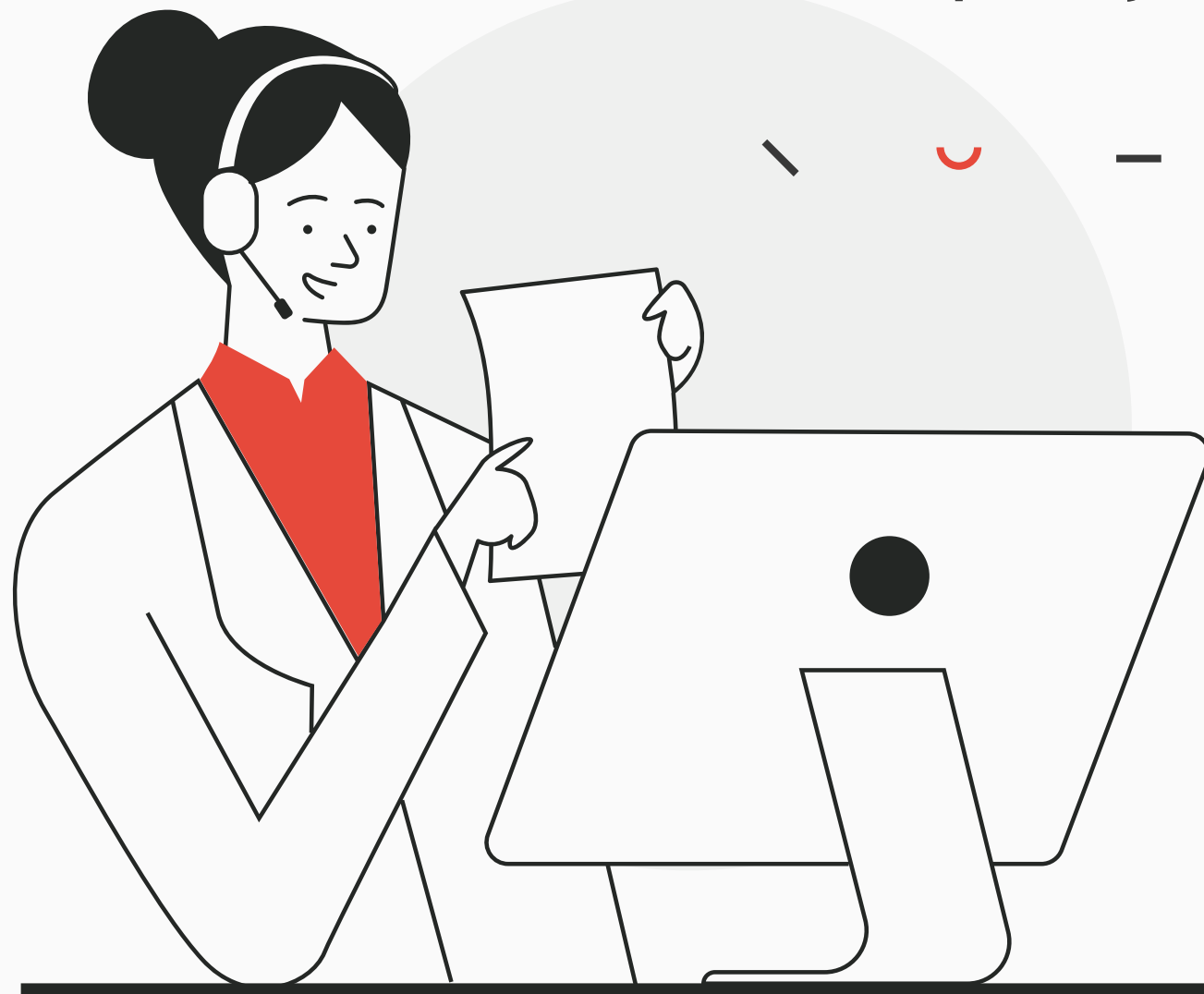
Project & Project Management

WHAT IS PROJECT & PROJECT MANAGEMENT 101?

02



Project & Project Management



PROJECT

A unique undertaking composed of interrelated activities which have a well-defined beginning and end," often involving staff from cross-functional groups, that operates under specific constraints of resources, schedules, and requirements

(Tito Sierra, 2009)

PROJECT MANAGEMENT

A set of skills and methods of planning, organizing, and managing a project from inception to its successful completion

(Tito Sierra, 2009)

Key Elements to Project Management (PM)

GOALS

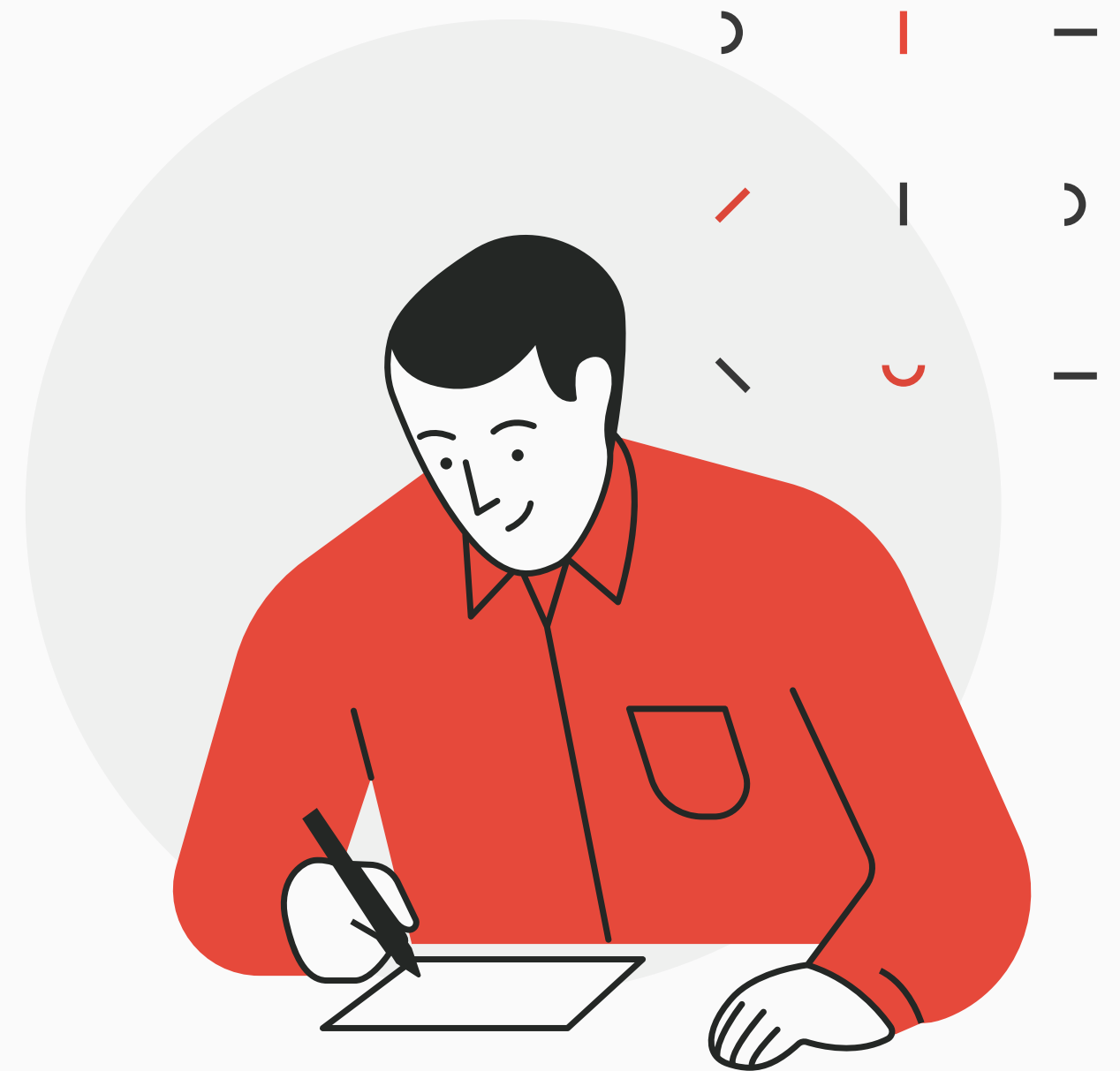
Project Goals must be clear and contribute to your STARTUP success and progress. Recommended to apply SMART Goals Framework for Projects!

TRIPLE CONSTRAINTS

COST, TIME, and SCOPE are the three constraints that ultimately limit and set your projects!

PROJECT TEAM

Project Team sometimes can involve everyone in the Start-Up, while some are just key people needed! Recommended to apply MOCHA Format to set up good team roles.



SMART Goals

S

Can it be described and understood easily?

M

How will you track your PROGRESS? What methods, tools, numbers are important to you?

A

What are the steps can take to reach your goals? List some of your Key ACTIONS?

R

Why are these GOAL(s) important to your Start-Up?

T

When will you reach your GOALS?



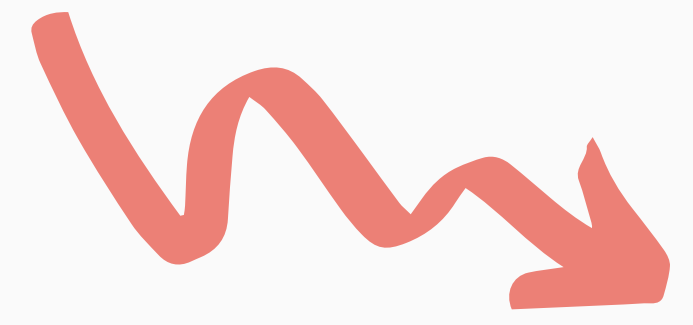
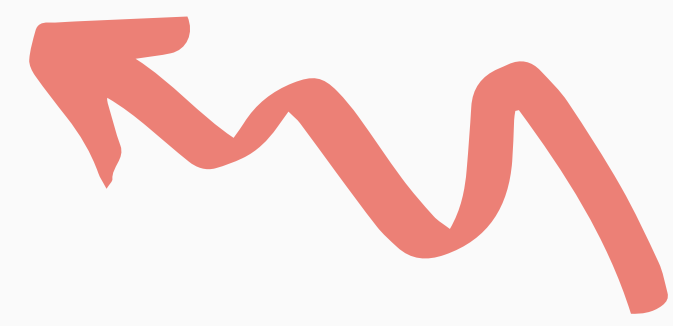
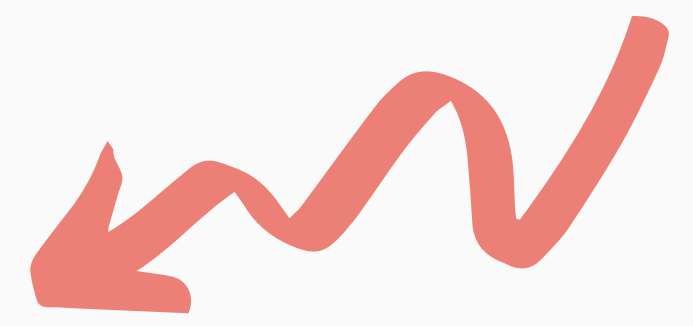
PM Life Cycle

1
Initiating
Aware of the needs, Set the goals of the projects, Create MOCHA

4
Closing
Reports, Reflects, and Reviews

3
Executing & Monitoring
Control ACTIONS and PROGRESS

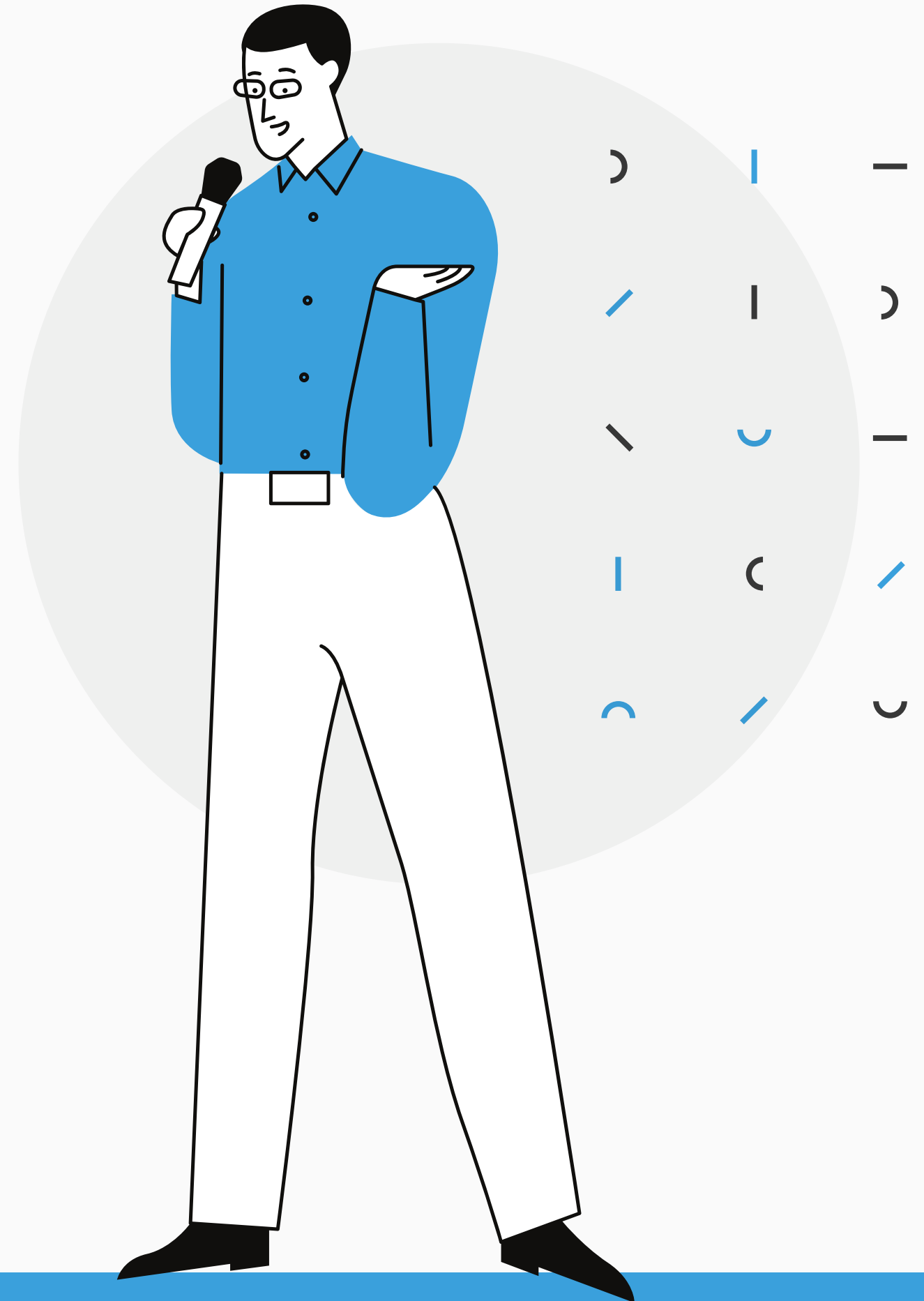
2
Planning
Create an approved plan, work plan/timeline, tasks list, details, R&R, assessments



SECRET SOURCE

WHAT IS THE SECRET SOURCE TO MANAGING
PURPOSEFUL PROJECTS?

03





Secret #1: Identify CLEARLY

1 Your Start-Up Stage

2 Your Project Goals

3 Your Assessment Methods

4 Your Team Readiness

Secret #2: START OFF RIGHT

1

Align all team members clearly with both GOALS and PRIORITIES

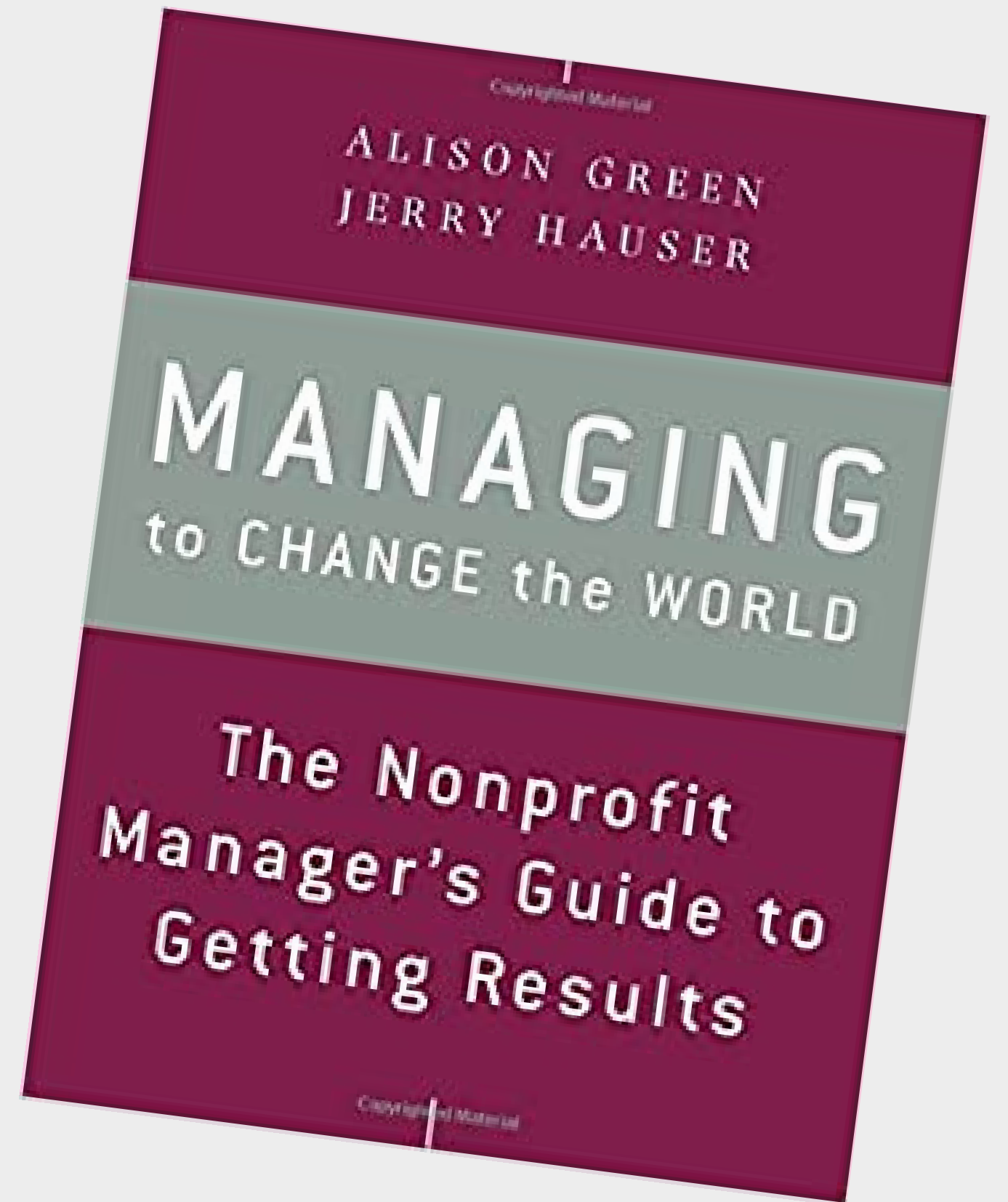
2

Host Kick Off Meeting / Conversation before launching any projects

3

Utilize the Tasks Delegation Methods from: "Managing To Change The Worlds"

Time: Until all members are CLEAR!



Secret #3: PROGRESS VS PROCESS

"TRUST your team with the PROCESS.
COMMUNICATE your PROGRESS."

1

PROCESS can be experienced on
and celebrated seperately.



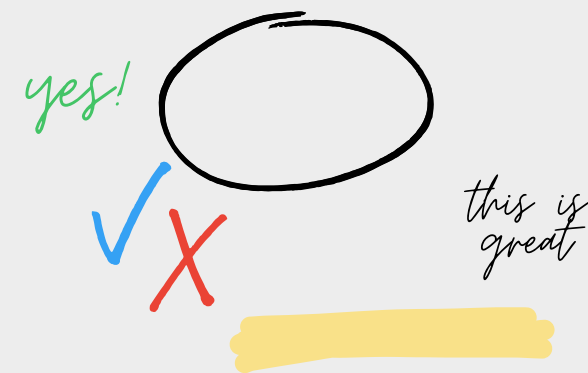
2

PROGRESS UPDATE
should focus on
INSPIRATION



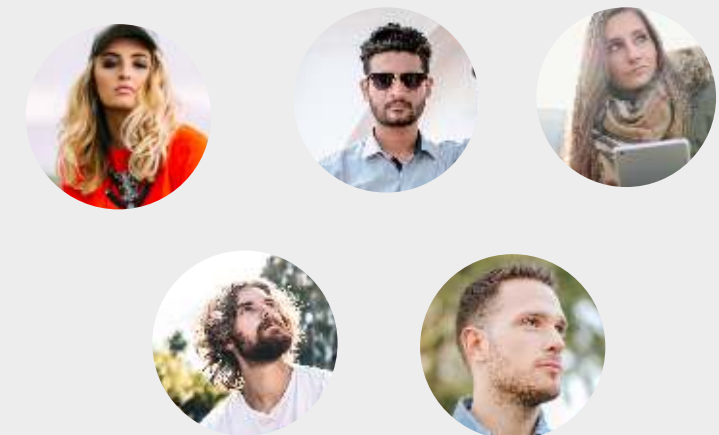
3

ACCOUNTABILITY
should focus on WHAT
and HOW, not WHY!



4

Check your TEAM
Frequently!



Secret #4: Master Different Templates

"DO NOT SPEND TIME RE-INVENTING THE WHEEL"

There are many templates available. It is recommended to:

1. Use Existing Template
2. Agree upon usage with team
3. Reflect on its usability, utility, and uniqueness
4. Contextualize and Internalize



"A good PROGRESS update is not only data/goal-driven, but it is also a compelling NARRATIVE that inspired."



**Secret #5:
Powerful
Updates**

NEXT STEP

LET'S DISCUSS: WHAT'S NEXT FOR MY START-UP?

04



Something to Look forward to:

Project Summary

Summarize your program activities completed through this grant. If not all program activities were completed as outlined in your application, please tell us why.

Project Results

Your program's results stated in workplan are here.

Your achievement during the grant period

Describe the factors or obstacles that contributed to your results

Goal	KPIs	Achievement (percentage)	Challenges

**When Update:
Progress 1st, Process 2nd**

**Setting Everyone Up for Success:
Know the Weight of the Activities
and WHY it is important**

YSEALI Project Work Plan

Project Name: _____

Implementation Plan	Jul-21				Aug-21				Sep-21				Oct-21			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Activity 1:																
Activity 1.1:																
Activity 1.2:																
Activity 1.3:																
Activity 1.4:																



Continue Diagnostic

What is my current StartUp Stage?

Where do WE need to be by the end of this Journey?

What Projects/Activities are my priorities?

) | -

/ |)

\) -

) | -

/ |)

\) -

Thank you!

Any Questions?