

**AN INTRODUCTION TO CERTIFIED GLOBAL  
ENTREPRENEURSHIP CONSULTANT CERTIFICATION  
(CGEC)**



## Executive Summary

Considering the ever increasing need to have effective creative and problem solving skills, IICIE offers leading certification program in the field of innovation and entrepreneurship.

CGEC Certified Professionals understand how to utilize various entrepreneurship methodologies to establish and grow start-ups. Thus, this certification is essential for professionals involved in the new product development, marketing management, decision making and risk analysis.

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## **CGEC Certification**

Certified Global Entrepreneurship Consultant (CGEC) is IICIE's premiere certification focussed upon entrepreneurship. Today, we live in the Golden Age of Entrepreneurship. But more importantly, we live in the Global Age of Entrepreneurship. It is essential for any new entrepreneurship or intrapreneurship venture to have a global outlook to succeed and thrive. That is why the Certified Global Entrepreneurship Consultant (CGEC) certification aims to change the mindset of participants to think globally for their start-up. It will teach participants how promising products, processes or services can be successfully commercialized in the local market and then taken one successfully to new markets across the world.

Certified Global Entrepreneurship Consultant (CGEC) is aimed at new Start-ups as well as corporate entities. For start-ups, its global approach brings immediate success in the form of new sales opportunities. For large corporate entities, the CGEC plays an even more critical role in ensuring that a global can-do approach develops and is maintained through-out the organization. Whether it is about corporate strategy, brand-building, execution or partner management, organizations can only survive in today's competitive environment by ensuring that they are as nimble as a start-up and are aware of disruptive innovations through the world. It is imperative to quickly and efficiently bring to market viable processes, products, and services that bring economic value and increase the competitiveness of the organization, thus, ensuring its long term survival.

To become a Certified Global Entrepreneurship Consultant (CGEC), each participant is required to attend the L1 and L2 courses and to take a theory exam. In addition, the candidate must go through the process of launching a new venture with the help of IICIE Certified Mentors while utilizing the concepts and methodologies taught in this course.

### **Audience:**

- Entrepreneurs
- Intrapreneurs
- Consultants
- Innovators
- Mentors/Coaches
- Senior Managers
- Project Managers
- Research & Development Professionals
- Education Professionals
- Government Policy- and decision- makers

## **Benefits: Key Benefits**

- Become a globally recognized expert in Entrepreneurship.
- Understand the basics of entrepreneurship or intrapreneurship.
- Develop and enhance the personal skills and characteristics necessary to become successful in business as an entrepreneur or an intrapreneur.
- Identify and grow business ideas across new markets as an entrepreneur or intrapreneur.
- Identify opportunities across the globe to grow and how they apply to your business venture.
- Understand the business planning process that is involved in making a Start-up Go Global.
- Become an expert in executing a Global Growth strategy.
- Explore how innovative start-ups such as Apple or Google became global players in their fields.

## **IICIE Entrepreneurship Body of Knowledge (EBK)**

### **CGEC Level 1**

This module focuses on the basics of entrepreneurship and the how-to of commercializing your idea that you have developed from various innovation methodologies. The ultimate objective of pursuing the CGEC is to ensure that any entrepreneur's goals and objectives are met i.e. he or she has the tools to make his or her start-up successful. The fundamental concepts cover the definition of entrepreneurship and why today is the golden age of entrepreneurship. The CGEC Level 1 also defines the challenges any start-up faces whether it is focused only on one market or planning to Go Global. In addition, the aim is to ensure that the entrepreneur is able to identify possible opportunities to grow. Furthermore, various sources of funding and growth are also identified. Moreover, a thought process for a global approach to your start-up is highlighted.

CGEC level 1 ensures that an individual is able to grasp the basics of entrepreneurship and can understand how this knowledge can be used to add value to society through his or her endeavor. CGEC Level 1 also serves as a building block for the more advanced topics covered in CGEC Level 2 and the Certification Entrepreneurship Project of CGEC Level 3.

### **Key Sections covered in CGEC level 1 and learning objectives of modules covered**

#### **Section 1: What is Entrepreneurship?**

##### **Module 1: Introduction to the CGEC level 1 syllabus**

This module covers the contents of the CGEC Level 1 and explains how the various sections and modules come together to add value to any new entrepreneur.

##### **Module 2: Entrepreneurship Defined**

This module aims to define just who is an entrepreneur. Is it the person who is developing a new app? Or is it someone who has come up with a new recipe for Apple Pies and want to promote it? Or is it someone who is a blogger and has multiple blogs that make money?

##### **Module 3: Exploring Market Opportunity?**

The most important reason for any entrepreneur to start his or her own company is to sell their product or service. So the question is how can you, the entrepreneur, find out whether your idea is actually sellable and will enable you to make money. And if it is not, how can come up with a new idea by exploring the market and identifying new opportunities in it.

#### **Module 4: Entrepreneurship is a journey, Not a Goal:**

A deep understanding the entire entrepreneurship eco-system. An entrepreneur needs to understand that Entrepreneurship is a journey and not just a Goal. Although, an entrepreneur will have milestones that he or she achieves during the journey, however entrepreneurship is about adding value to the society through the start-up. This value-add might be in the form of new innovations, jobs, profit, or through social welfare initiatives. However, the satisfaction of being an entrepreneur is to go through the journey successfully and that is the reason individuals become serial entrepreneurs.

#### **Module 5: Difference between Innovation and Entrepreneurship**

This module looks at the difference between innovation and entrepreneurship. Innovation is holistically defined as the ideation and adaptation of new products, services or business models. However, entrepreneurship is the actual process through which that new product, service or business model is actually commercialized successfully.

#### **Module 6: The most famous Entrepreneurs of our time**

This module looks at the most famous entrepreneurs of our times and what are the personality drivers that enable them to become great entrepreneurs. Besides entrepreneurs such as Steve Jobs from Apple, Jeff Bezos from Amazon and Elon Musk from PayPal, we will also look at successful entrepreneurs from different countries and what made them successful.

### **Section 2: The Entrepreneurship Process**

#### **Module 1: What is your Business Model?**

So you think that you are an entrepreneur and you want to establish your start-up. The question is how? How do you know that you have a sellable product? How will you actually sell it? How big a team do you need? How will you actually make a profit and what will be the costs involved? All these questions need to be answered and the Business Model is the starting point.

#### **Module 2: Who is your Founding Team?**

Building a dynamic team is the key to success of any entrepreneurship venture. You would need both internal and external team members and would have to ensure that these stakeholders are engaged in your venture and champion your venture. How would they benefit from this association? Would there be equity shares, salaries or some other form of compensation?

#### **Module 3: Do you have a Business Plan?**

Developing a holistic business plan is a key part of focusing your start-up. Such a business plan must cover all aspects of the start-up. This includes details on your company and the product/service that the company is selling, an industry and competitor analysis, Marketing and Operations plan, the founding

team, the risks and the challenges and a detailed financial Model. All these steps are covered in depth in this module.

#### **Module 4: Financing your Start-up**

For any entrepreneur, financing his or her start-up is also a challenge. This module explores different options include bootstrapping, Friends and Family, Angel Investors and Venture Capital. It also looks at various terminologies in investor term sheets that you would need to discuss and finalize with Angel Investors and VCs.

#### **Module 5: Legal and Tax Issues**

Legal and Tax issues are critical to understand for any entrepreneur. Any entrepreneur needs to understand what Intellectual Property is and how he/she can protect the IP of his start-up. The entrepreneur also needs to understand the kind of legal entity that needs to be established and the legal and tax issues involved in hiring an employee. And of course, there are legal and tax issues involved with raising funds for your company.

### **Section 3: Launching your Product / Service**

#### **Module 1: What are you selling? Defining your product / Service**

The product or service that you are selling is the core of your enterprise and how you define this product / service is critical for the success of your start-up. Google is a search engine but is the company, Google really selling you just the search engine or it is about accessing knowledge available anywhere in the world. iPhone was just a phone but is that what Apple is selling? Or is Apple selling you the control over your entire life, the “i” in the iPhone. Defining your product includes its physical specifications, its pricing, its marketing and sales, and the customer support the end user will experience after the sale has been made.

#### **Module 2: Who are your buyers? Do you have a Marketing Strategy**

Today disruptive innovation is about building a new market. Even products that are focussed on existing markets need to define that market. The entrepreneur has to build the persona of the ideal customer. Who will buy that product and how will you reach them? Are you in the B2B segment or the B2C segment? How will that customer make the purchase? All of these questions need to be answered and a comprehensive marketing strategy needs to be developed to reach your customers.

#### **Module 3: Branding Matters: Why someone should buy from you**

Branding matters. The perception of your company and why someone should buy from your company is extremely important for the success of any start-up. At its core, Branding is a Promise to your customers on how your product/service can add value to them. It is enveloped in a Story on what exactly your customers need and how your start-up will provide that value-add. Branding also defines the value of the product/service that you deliver. This is not only important for your customers but also for other

stakeholders such as investors and employees. Finally, the name, look and feel that are associated with your start-up also differentiate your start-up in the market place.

#### **Module 4: Capture the market: Build an effective Sales Machine**

Sales is the single biggest challenge for any venture. An entrepreneur might have the best idea, she might have already raised some funding and built a prototype, she might have also some initial customers, but if the start-up cannot show a steady stream of sales, the company will never survive. The only way to achieve that steady stream of sales is to build an effective Sales Machine.

#### **Module 5: Growth**

So your start-up is successful in your local market. It has steady and recurring sales and your customers are happy and satisfied. The next step is to grow your business and the logical progression is to find new markets to promote your products/services. The majority of start-ups cannot survive this phase and slowly die out before their fifth birthday. That is why, this growth phase of a start-up, is called “The Valley of Death” and you must do everything to avoid it.

## **CGEC Level 2**

CGEC Level 2 helps a participant understand how to craft a viable global strategy for their start-ups. Entrepreneurs need to understand how to explore and identify the opportunities available in this globally inter-connected world and how to leverage the strengths of their start-up in their home base to expand to new and exciting markets. However, to be successful in this new world, Entrepreneurs need to develop a Global Mindset and go beyond the traditional approach to entrepreneurship.

The participants of CGEC Level 2 will understand how to select and target the most profitable markets for their start-ups. They will identify the best strategies to expand into these markets and define the requirements for possible partners in these new markets. Participants will also learn how to calculate and set international pricing keeping in view factors such as currency conversions and international tax codes. Participants also will understand how to manage their distribution channels and how to avoid channel conflicts. They will also understand the new paradigm of Demand Generation and how to effectively promote their products/service in these new countries.

This module consists of GoGlobal Entrepreneurship techniques, practical examples, case-studies and lectures to guide the participants that can be utilized to understand the broader scope of Global Entrepreneurship. It also ensures that a participant is fully prepared to complete the Certification Entrepreneurship Project in CGEC Level 3 to complete the certification.

## **Key Sections covered in CGEC level 2 and learning objectives of modules covered**

### **Section 1: The Global Age of Entrepreneurship**

#### **Module 1: Introduction to the CGEC level 2 syllabus**

This module covers the contents of the CGEC Level 2 and explains how the various sections and modules come together to add value to any Global Entrepreneur.

#### **Module 2: Global Entrepreneurship Defined**

It's a fascinating time to be an entrepreneur as we live in the Global age of entrepreneurship and imagination. Today entrepreneurship is enabling a very strong sense of hope and passion for positive change that entrepreneurs can create, for people and the planet itself. By not constraining themselves to a single location, entrepreneurs can take their start-up in any direction they choose and can make a business that they can be proud of.

#### **Module 3: Why Entrepreneurs need to have a Global Mindset:**

So who is a Global Entrepreneur? The most basic requirement to be a Global Entrepreneur is to have a Global Mindset. This is key to understanding the opportunities that the Global Market place has for any entrepreneur. Once the entrepreneur develops this Global Mindset, he can develop the vision to take his start-up Global and become a dominant worldwide player in his industry niche.

#### **Module 4: Is your Start-up ready to GoGlobal**

How do you know that your start-up is ready to GoGlobal? What are the basic conditions that need to exist in order to make your start-up grow beyond your home market? How do you make sure that it's not too early to GoGlobal and that your foray into new markets will be successful?

#### **Module 5: Challenges of Going Global**

Major conglomerates face significant challenges while entering an international market. For Start-ups, these challenges are even more difficult and need to be prepared for before entering any new market. First and foremost, any entrepreneur needs to understand the Laws and Regulation of any new country she wants to expand to. Furthermore, communications difficulties and cultural differences would have to be understood and then overcome. There might be additional costs involved in going to this specific market. The entrepreneur also needs to look at Payment Methods and the effect of currency exchange rate on various business transactions. Finally, the entrepreneur needs to focus on how the start-up will deliver and support its products or services in that specific market.

#### **Module 6: How do you measure success of Going Global?**

An important criteria to develop before entering a new market is to how would the entrepreneur measure success with regards to entering a new global market. Would the only criteria be revenue or should certain other KPIs also merit consideration in this regard. Some of these KPIs could be Partners identified, Brand Awareness created, Leads generated and the establishment of the Sales pipeline. Any KPIs established by the entrepreneur entering a new market must be realistic so that the entire team understands the meaning of success.

### **Section 2: Selecting GoGlobal Target Markets?**

#### **Module 1: Innovation Enablers and Entrepreneurship Clusters**

In the 21<sup>st</sup> Century, many countries are promoting themselves as the desired innovation destination of choice for a new venture. From Boston to Dubai, from Sao Paulo to Cape Town, and from London to Singapore, all are jurisdictions that are highlighted as the best Entrepreneurship cluster for the entrepreneur. But what really makes a Cluster great? What are the Innovation enablers in jurisdiction that a start-up would benefit from and needs to identify before even selecting the best location for its growth?

#### **Module 2: Selecting your target market**

How do you, the entrepreneur select the correct Global Market to enter in order to pursue your start-ups growth strategy? Which market suits your product/service the best and has the potential for your start-up to become successful there? What methodologies can you use to identify the top three potential markets to enter? And is entering the number one identified market the best strategy for growth of your start-up?

### **Module 3: Do you have a Market Entry Plan?**

Entering a new market is like starting your start-up from scratch all over again. Only it is more difficult as the entrepreneur has only very limited or no support structure in place in the new location. Hence, the entrepreneur will have to develop a comprehensive market entry plan that looks holistically at the strategy for delivering the start-ups products/services to the target market. It will also need to explore activities such as after-sales services and legal and tax issues in that specific jurisdiction.

### **Module 4: Product and Pricing Strategy**

The entrepreneur needs to decide whether the product needs any minor or major changes to be placed in the new market. One example of this could be new packaging tailored to local expectations or with language translation. She might also want to review the pricing strategy of the product as there might be new costs involved or maybe initially, the entrepreneur wants to use the product/service as a loss-leader to enter the market.

### **Module 5: Channel Development & Management**

An important decision to make while entering a new market is whether to reach potential customers directly or through a distribution channel. Identifying and selecting the correct partners would be the key to the start-ups success in this new market. Not only these partners should be credible and dynamic but they must also be on the same business wavelength as the start-up itself to avoid any future conflicts.

### **Module 6: Understanding Culture and its impact your business**

Understanding the culture of the target market and the effect it has on the smooth operations of your start-up in the target market is a decisive success factor for the start-ups growth strategy. Culture can impact your business significantly in a number of ways. It can derail important contracts during the negotiation phase. It can define whether any business relationship is actually a relationship or just a business transaction. It can affect how various milestones are viewed by both parties and it can define the appetite for risk-taking.

## **Section 3: Demand Generation on a Global Scale**

### **Module 1: Demand Generation is the new Sales**

Demand Generation is defined as “the focus of targeted marketing programs to drive awareness and interest in a company's products and/or services”. For a Start-up, Demand Generation is essential for growth, especially when it is targeting international markets. The start-up must use many different marketing techniques in conjunction with structured sales process to ensure that its customer get to know about the company, its product/service and how these products/service add value to the customer. This would apply irrespective of whether the start-up is focussed on business to business, business to government, or business to consumer sales cycles,

### **Module 2: Do you have Global Branding?**

If an entrepreneur wants to build a global company, his start-up must be perceived as a global entity. So how does an entrepreneur build a Global brand? The secret of understanding a Global brand is to understand customer behavior in all the markets where the start-up operates and then position the start-up properly. It is important to think broadly and consider how the start-ups brand name will translate if the company enters into new markets or product segments. Finally, a start-up needs to find credible partners which add value to its global branding.

### **Module 3: Exhibitions, Tradeshows & Conferences**

There is a perception that Demand Generation is only about online marketing campaigns. However, attending Exhibitions, Tradeshows and Conferences is still essential to generate awareness of your start-up and its product and services. These events help the entrepreneur build new connections and foster stronger relationships, have face-to-face contact, demo products potential customers and partners, and get free media exposure. These events are also a great sales opportunities as a majority of the attendees of such exhibitions, tradeshows and conferences have buying authority and budgets to spend.

### **Module 4: Social Media Marketing**

Twitter, Facebook, Google plus, LinkedIn and many other Social Media Marketing tools are available for the would-be entrepreneur. However, she needs to understand the benefits and drawbacks of each one of these and what are the best methods to get the greatest exposure from each one of them. Furthermore, Search Engine Optimization (SEO) also needs to be addressed and it needs to be ensured that your website is best positioned for online success.

### **Module 5: Content Marketing**

Content marketing has become a critical part of demand generation for any enterprise, but for start-ups it provides significant opportunities to differentiate itself. A good content marketing campaign will be focussed on specific audience through the creation and distribution of valuable, pertinent and consistent content. The ultimate goal of any content marketing campaign is to make the customer aware of the benefits of the start-ups products/services and how these would add value to the customer itself.

### **Module 6: You're best Salespeople: Your Satisfied Customers**

What better way to promote a Start-up's product and services then to have its existing customers become its greatest champions. This module will explain the methodologies that an entrepreneur can use to develop its satisfied customers into a Demand Generation machine and reach new heights for her start-ups in the process.

## **Section 4: Building on Global Success**

### **Module 1: Access to more opportunities as a Global Brand**

A company that has a Global Brand can leverage on its strengths to tap into opportunities in different markets and industries. Consider a company like Coca Cola or Nike that sponsors major Global events. These companies benefit from exposure on a global scale and that, in turn, provides them insights into new customer needs for their future roadmaps. Start-ups can also benefit from being perceived as a global player in their own industry niche and ensure success in multiple markets through this positioning.

### **Module 2: Leveraging Global Economies of Scale**

An important benefit of being a global entity is the capability to have a global distribution and manufacturing system. This positions the company to have significant competitive advantage in getting the product to the consumer from the manufacturing plant. The source of this competitive advantage could be the ability of the company to have a cost structure that enables the consumer to get a higher quality product at more economical prices. This competitive advantage could also be achieved just by having a superior distribution system that provides faster delivery of the product/service to the consumer. Also, this global distribution and manufacturing system would also provide extra-national economies of scale that result in the entity being more effective in all its business functions.

### **Module 3: The Experience Effect**

Being a global entity ensures continuous learning and know-how on improving all the aspects of running the organization. Ultimately, the experience gained from entering new markets, setting up new distribution channels, selling to customers with different mindsets and needs, and customizing products/service to those new mindsets and needs all lead to insights on how to effectively operate the organization and thus, gain a competitive advantage.

### **Module 4: Accessing Global Cash flows**

In today's competitive global economy, countries are ensuring that their innovation policies make them the most sought after location for companies to establish their offices, distribution centers and manufacturing plants in those jurisdictions. Being a global entity enables company to use the incentives to access Global money flows by investing in the most attractive locations and thus, gain a competitive advantage.

### **CGEC Level 3**

The candidate has to submit his/her final project to complete the CGEC certification. The project will be selected by the participant based upon his/her professional background and will be the BILLION Dollar idea that he/she can pursue as a viable business after achieving CGEC certification. Each participant is required to fulfill all requirements of the project in order to complete the certification successfully. These includes

- Module 1: Phase 1 report
- Module 2: Phase 2 report
- Module 3: Final report
- Module 4: Presentation / Video

For more information: [www.iicie.com](http://www.iicie.com)

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