



Global Youth Entrepreneurship Bootcamp By A **Columbia Mentor**

Age Group: 13-18

📍 Muscat, Oman

📅 21-24 October 2025



Daniel McQuade

Former Columbia Business School
Instructor & Serial Entrepreneur

MEET DANIEL

Daniel is a seasoned entrepreneur and marketing leader who has truly walked the walk. With over 30 years of experience as a Senior Marketing and Advertising Executive, he has launched four companies, guided food brands from product design to national sales networks, and created powerful retail strategies that build lasting brand loyalty.

Always ahead of the curve, Daniel has leveraged digital and social innovations - from geo-mapping and behavioral targeting to mobile apps and in-store couponing - to design

WORKSHOP OVERVIEW

The Global Youth Entrepreneurship Bootcamp is a global entrepreneurship program curated by top business school professors and industry experts. Created from the “Launch Your Startup” MBA program at Columbia Business School, it serves talented students and professionals who aim to broaden their skills and perspectives.

This signature bootcamp equips participants to excel in a rapidly changing global landscape. It empowers thousands to apply entrepreneurial mindsets and modern leadership techniques, thereby enhancing their capacity for innovation and success.

Become A Columbia Trained Leader

CONFERENCE DETAILS



Official **Certificate of Completion**, from A Learning Lab, signed by Daniel Mc Quade, former Columbia Business School Instructor.



Top performers will be eligible for a personalized **Letter of Recommendation** by a Columbia Mentor.



21st - 24th Oct 2025



9:00am to 3:00pm (GST)



ABQ Seeb International School,
Muscat, Oman



Ages 13-18



1000 USD (380 OMR)



Top performers will be selected to become valued **"The Global Youth Entrepreneurship Bootcamp"** teaching assistants in future global programs.

WHAT YOU CAN EXPECT:

- **Hands-on Learning:** Bring your preliminary venture ideas to life.
- **Team Collaboration:** Work in dynamic teams to refine and build upon selected ventures.
- **Real-World Focus:** This program isn't just about theory; it's about taking action. You'll walk away with practical skills and a clearer path to success.



THE 4-DAY ENTREPRENEURIAL JOURNEY

MODULE 1: START WITH YOUR IDEA

It's crucial to clearly define the problem you're solving and the game-changing benefits it brings to your customers. What are the four questions every entrepreneur/innovator must ask to set the foundation for their venture?

MODULE 2: TRANSFORM YOUR IDEA INTO A BUSINESS MODEL

This is where your innovative idea takes shape and becomes a scalable business model. Discover the nine building blocks needed to frame your venture.





MODULE 3:

UNDERSTAND YOUR CUSTOMER

It's crucial to clearly define the problem you're solving and the game-changing benefits it brings to your customers. What are the four questions every entrepreneur/innovator must ask to set the foundation for their venture?

MODULE 4:

MARKET ATTRACTIVENESS

Market research helps you assess market attractiveness, understand competition, and find your place. This knowledge gives you confidence in your product and your market.

THE 4-DAY ENTREPRENEURIAL JOURNEY

MODULE 5:

DESIGNING YOUR PRODUCT

Using "Design Thinking," which focuses on bias and behaviors and increasing customer value, to design a minimum viable product (MVP) quickly, test engagement, and gather valuable feedback.

MODULE 6:

CREATING YOUR BRAND IDENTITY

How marketing, sales, distribution, and customer service integrate into your brand strategy. Utilize the "tools" to develop the sales funnel and customer acquisition strategy.

THE 4-DAY ENTREPRENEURIAL JOURNEY





MODULE 7:

BUILDING YOUR FINANCIAL PATHWAY

How to build an integrated set of financials, including a balance sheet and income statement. Understand cash flow, critical metrics, and funding challenges.

MODULE 8:

READY, SET, LAUNCH

What legal considerations are necessary? Importance of team selection and partnerships; launch readiness and venture pitch.

THE 4-DAY
ENTREPRENEURIAL
JOURNEY

GLOBAL YOUTH ENTREPRENEURSHIP BOOTCAMP BY A COLUMBIA MENTOR



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