



Innovating with Artificial Intelligence: A New Approach to Entrepreneurship

Founded by Dr Jack McGourty, Columbia Business School, Entrepreneurship, Faculty & Author

Young Minds
THE LARGEST NEWSPAPER FOR YOUNGSTERS IN INDIA

About the program

This brand-new course enhances our signature 8-module venture creation method, taught at Columbia University, with the new possibilities unlocked by the latest advancements in artificial intelligence (AI). Embark on the path of a strategic startup founder, leveraging behavioral psychology and design thinking principles to identify a startup opportunity, define your target customer, analyze the market landscape, and develop a tangible product ready for launch by the end of the course. Moreover, throughout the eight modules, you will apply advanced use cases of the latest AI tools to streamline your business model, strategize marketing, manage finances, and more. This course doesn't just prepare you for the world of tomorrow—it gives you the tools to shape it

Schedule

27th December, 2023 - 5th January, 2024

Time: 7:30am – 10:00am EST

Synchronous Online Program

Benefits

- Learn the process of new venture creation
- Develop an entrepreneurial mindset
- Learn to embrace innovation and apply technology to make efficient processes and products
- Learn to prepare and present an investors pitch
- A certificate of completion will be awarded to participants that meet all program requirements
- Letter of recommendation will be provided to participants who complete all program requirements successfully
- Based on merit, select students will have the opportunity to become VFA teaching assistants in future global programs



Dr. Jack McGourty, Ph.D.

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Contact Us

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Testimonials

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