

Entrepreneurship Essentials Launches New Venture Development Program to Guide Founders Through Rapid Prototyping

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Entrepreneurship Essentials has introduced an end-to-end New Venture Development program designed to help entrepreneurs move stalled ideas from concept to market through a structured rapid prototyping process. The program addresses a common obstacle reported by early-stage founders who become stuck during the build phase and struggle to validate a product before committing significant time and capital.

The program is organized around a five-stage launch framework covering ideation, building, launching, competing, and scaling. Within this structure, the Rapid Prototyping Workshop focuses on accelerating the path from an initial idea to a testable product, allowing founders to gather customer feedback early and refine their offerings based on real market response. The approach emphasizes creative solutions that help entrepreneurs test assumptions quickly rather than investing in fully developed products that may not meet market demand.

Led by Dr. Greg Watson, a serial entrepreneur and retired professor of entrepreneurship, the program combines advanced business education models with access to seasoned advisors and a supportive community network. The New Venture Development service operates through Essentials Connect, a business networking platform that connects founders with mentors, potential investors, and peers facing similar challenges across the launch journey.

"Most founders do not fail because their idea lacks merit, they fail because they spend months building something before learning whether anyone wants it," said Dr. Greg Watson, founder of Entrepreneurship Essentials. "Rapid prototyping shifts the focus toward solving problems that customers actually have, and it does so early enough to change course without wasting scarce resources."

The program also incorporates guidance on venture finance, giving founders a realistic view of funding pathways that range from bootstrapping and SBA financing to venture capital. By pairing prototyping with a clear understanding of financing options, the program aims to prepare entrepreneurs for the practical demands that follow a validated concept, including market access and the development of marketing strategies to support growth.

In addition to workshops, Entrepreneurship Essentials offers a New Venture Essentials course and a small-group mastermind built around the same five-stage framework. The mastermind format gives participants a systematic process alongside peers who are working through similar stages, providing accountability and shared learning throughout the launch sequence.

"The strength of the program comes from treating each stage as part of a connected system rather than a series of isolated steps," Watson added. "When innovative design and disciplined validation work together, founders gain the confidence to launch and the structure to scale."

The curriculum places particular emphasis on translating early concepts into functional prototypes, a step many first-time founders find difficult to navigate without guidance. By combining hands-on building exercises with advisor feedback, the program helps participants apply innovative design principles while keeping customer needs at the center of each decision.

Entrepreneurship Essentials provides consulting and training services for entrepreneurs, startups, and established businesses. Its offerings include entrepreneurship consulting, digital marketing, corporate innovation, leadership development, new venture development, and private coaching. The company shares insights, success stories, and case studies to support founders at every stage of growth, drawing on the experience of its advisor network and the leadership of Dr. Greg Watson.

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