NextEmTech

Startup Execution Bootcamp

Project management for startup founders — 3-day program by NextEmTech

A hands-on program that turns a startup idea into a scoped, planned and fundable MVP, using hybrid (predictive + agile) project management applied to each participant's own venture.

Target audience	Early-stage founders and co-founders, startup and small-business teams, and incubation or accelerator cohorts.
Format	3 days of mostly hands-on workshop work on the participants' own startups. A 2-day option is available.
Approach	Hybrid project management, aligned with the PMBOK® Guide and the Agile Practice Guide, tailored to the venture's stage.
Delivery	Arabic with English terminology; bilingual materials. Delivered in person or online.
Lead trainer	Deeb Haddad, PMP, CPMAI — founder of NextEmTech.

What participants leave with

- A one-page Startup Project Charter
- A 90-day MVP roadmap and prioritised backlog
- A runway budget
- A startup risk register
- A short execution pitch

Learning objectives

- Translate a startup idea into a scoped, value-driven project with clear success metrics.
- Select and tailor a predictive, agile or hybrid approach to the venture's stage.
- Build an MVP roadmap, prioritised backlog and milestone plan.
- Estimate costs and cash runway, and track progress with simple metrics.
- Identify, prioritise and respond to startup risks (market, technical, financial, legal).
- Lead a small founding team: roles, decision rights, conflict, and stakeholder and investor communication.

Trainer background

- Trained entrepreneurs, startups and small companies in international development programs, turning ideas into executable projects: scoping, planning, budgeting, risk and delivery.
- Delivered project management and business transformation training in accelerator programs, and mentored founders on business-model clarity, milestones, pitching and investor-ready execution plans.
- Trained program teams on capacity building, monitoring and evaluation, learning and adaptation, and project sustainability.
- Founder of NextEmTech: took the company through positioning, lean MVP planning and trademark registration, so the teaching comes from first-hand founder decisions.

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DAY 1 — From Idea to Value-Driven Project

Session	Key content	Output
Opening & diagnostic	Program goals; why startups fail on execution; founder self-assessment	Team introductions
Startup as a project	Project vs. operations vs. venture; value delivery; benefits; tailoring to stage	Startup stage map
Problem–solution fit	Lean Canvas; customer segments; value proposition; assumptions	Draft Lean Canvas
Market & compliance context	Registration, licensing, IP and trademark; data and AI ethics basics	Compliance checklist
Startup Project Charter	Vision, objectives (OKRs), success criteria, high-level scope, constraints	One-page charter v1
Wrap-up	Peer review; reflection; homework: customer interviews	Exit ticket

DAY 2 — Planning the MVP: Scope, Time, Money, Risk

Session	Key content	Output
Recap & insights	Interview findings; pivot or persevere	Updated Lean Canvas
MVP scope	MVP definition; product backlog; user stories; MoSCoW; WBS for non-software work	Prioritised backlog
Roadmap & schedule	Release roadmap; sprints; milestones; dependencies; critical path essentials	90-day MVP roadmap
Budget & runway	Cost estimating; burn rate; runway; break-even; funding milestones	Runway sheet
Risk management	Risk register; probability and impact; responses; assumption testing as risk reduction	Risk register
Wrap-up	Clinic: open questions; peer feedback	Plan v1 sign-off

DAY 3 — Execute, Lead and Pitch

Session	Key content	Output
Founding team leadership	Roles (RACI), decision rights, co-founder agreements, motivation, conflict resolution	Team charter + RACI
Stakeholders & investors	Stakeholder mapping; communication plan; investor updates; partner management	Stakeholder map
Execution, MEL & sustainability	Kanban; stand-ups; retrospectives; KPIs (CAC, LTV, burn, velocity); light MEL framework; sustainability beyond grant or incubation funding	KPI dashboard + MEL plan
AI for lean startups	Responsible use of AI tools for planning, research and reporting; PMI-CPMAI phases; AI governance readiness and maturity check	AI readiness check
Capstone pitch	Execution pitch: problem, MVP, roadmap, runway, risks, team	Pitch + panel feedback
Close	Post-assessment; 90-day action commitment; certificates	Evaluation

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Frameworks Adopted in Planning and Delivery

Framework / method	Why it matters for startups
PMI M.O.R.E. framework	Shifts founders from “delivered on time” to “delivered value”: manage perceptions, own success, relentlessly reassess, expand perspective.
Diagnose → Hypothesize → Experiment → Measure → Decide	Turns every assumption into a small, testable bet; the disciplined form of build–measure–learn.
Water-Scrum-Fall (PMI hybrid model)	Separates what must stay fixed (legal, funding, client commitments) from what can be iterated, and what must be escalated.
PMBOK® Guide, 8th Edition	Performance-domain backbone for governance, stakeholders and resources in a growing venture.
Agile Practice Guide	Short delivery cycles, living working agreements and retrospectives as the reassessment engine.
Managing Change in Organizations (PMI Practice Guide)	Individual change curve — awareness, desire, knowledge, ability, reinforcement — for team and customer adoption.
Benefits register / value realisation	Tracks promised vs. realised benefits; evidence for investors, funders and incubators.
Decision-rights matrix	Clarifies who decides, who is consulted and how to escalate; prevents co-founder deadlock.
Psychological safety — *The Fearless Organization* (Amy C. Edmondson)	Teams surface problems early and learn fast from failure instead of hiding it.
The Five Dysfunctions of a Team (Patrick Lencioni)	Trust → conflict → commitment → accountability → results; a health check for founding teams.
The Speed of Trust (Stephen M. R. Covey)	Integrity, intent, capability, results: credibility with investors, customers and partners.
Emotional Intelligence (Daniel Goleman)	Self-awareness and self-regulation for founders operating under constant pressure.
PMI-CPMAI	Data-centric AI project phases plus AI governance readiness and maturity for AI-enabled startups.

2-day option

- Day 1: Day 1 content plus MVP scope and roadmap (compliance as a short brief).
- Day 2: budget and runway, risk, team leadership and capstone pitch (AI session as a short demo).

Materials

- Participant workbook with templates: Lean Canvas, Charter, Backlog, Roadmap, Runway, Risk Register, RACI, Stakeholder Map.
- Small cohorts in team pods for effective coaching.

To run this bootcamp for your founders, incubator or team: info@nextmtech.com — nextmtech.com/contact

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