Startup Duration: 6 Hours (2 Sessions)

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| Modules | | Takeaways | Key Exercises |
| Module 1 | Product Development | * Disruptive innovation * Know how to align the demands and startup’s products using the concept of Product Market Fit * Learn to use the GTM strategy to drive growth | * Case study * Class discussion on different market strategies * Peer feedback |
| Module 2 | Knowing Customers | * Understand STP (segmentation, targeting & positioning) | * Case study * Role playing * Class discussion on finding the right target audience |
| Module 3 | Market Research | * Know how to do primary and secondary market research for startups * Learn to utilize porter’s 5 forces and SWOT Analysis for the market research; competitive analysis deciding competitive advantage | * In class case, Discussion and role playing on situation and problem analysis |
| Module 4 | Legal | * Understanding legal terms, type of documentation required, equity table & founders agreement | * Literature review * Discuss the best choice in legal decision making |
| Module 5 | Marketing & Promotion | * Learning how to make a website, SEO, social media marketing and other tools of digital marketing; * Learn the ins and outs of a pitch presentations to receive a hefty fund for the startup | * Class presentation * Discussion on right timing and ways of promotion * Peer feedback |
| Module 6 | Fundraising for startups | * Learn types of funding * Know how to attract investors by crafting a compelling fundraising model | * Research, in class case Discussion on all possible alternatives |