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
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| Module 2 | Knowing Customers | * Understand STP (segmentation, targeting & positioning)
 | * Case study
* Role playing
* Class discussion on finding the right target audience
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| 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
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| Module 4 | Legal | * Understanding legal terms, type of documentation required, equity table & founders agreement
 | * Literature review
* Discuss the best choice in legal decision making
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| 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
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| 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
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