

## Startup & Entrepreneurship -Curriculum

**1. ENTREPRENEURSHIP - BUSINESS VS STARTUPS**

**2. HOW TO LAUNCH BUSINESS**

**3. GO TO MARKET STRATEGY**

**4. IDENTIFYING PROBLEM STATEMENT**

**5. CUSTOMER VS CONSUMER**

**6. COMPETITOR ANALYSIS**

**7. SALES VS MARKETING**

**8. INTRODUCTION TO DIGITAL MARKETING**

**9. TAKE A BUSINESS ONLINE - THE ONLINE OPPORTUNITY**

**9.1 Build your Web Presence**

**9.2 Plan your Business Strategy**

**10. MAKE IT EASY FOR PEOPLE TO FIND A BUSINESS ON THE WEB**

**10.1 Get Discovered with Search**

**10.2 Be noticed with Search ADS.**

**10.3 Improve your Search Campaigns**

**11. REACH MORE PEOPLE LOCALLY OVER SOCIAL MEDIA OR ON MOBILE**

**11.1 Help people nearby find you Online**

**11.2 Deep Dive into Social Media**

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### 12. GUIDE TO START-UP

#### 12.01 Start-up and Business Terminologies

#### 12.02 USP

#### 12.03 Target audience

#### 12.04 Potential Prospect

#### 12.1 Shortlisting 2-3 Ideas

- Should you become an entrepreneur or not?
- Generating Idea
- Shortlisting Ideas
- Offline Approaches
- Online Approache - CTR, CPC, & CPA

#### 12.2 How to pick the right Start-up idea

- Overview
- Usual sceneries OF Idea which you shortlisted
- 1st FRAMEWORK : SIZE - GROWTH - COMPETITION FRAMEWORK
- 2nd FRAMEWORK - B2C IDEAS
- 3rd FRAMEWORK :- B2B IDEAS

#### 12.3 Finding your Co-Founder and the founding team

- Is a co-founder needed ?
- How you can assess if you need a founder or not ?
- If you're looking for a cofounder, what all should you look for ?
- Building a founding team
- Best hiring practices-
- Along with hiring right, it is important to fire right

#### 12.4 Basics of Founder equity and ESOP's

- Founder Equity
- ESOPs- Employee stock options plans
- Stock V/S Stock options
- What % of ESOPs should be given to employees ?
- Vesting Schedule
- Management of ESOPs

#### 12.5 Basics of fund raising

- Fundraising - Understand investors
- Right time & purpose of raising money
- How does fundraising work ?/ terms around fundraising
- Tech- revenue - growth framework
- Dilution

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### 12.6 Planning and building your 1st version of product

- Product building phase
- TMT Model
- Do's & don't

### 12.7 Pricing your MVP

- VCF framework for pricing
- Dos & Don'ts around MVP pricing
- 5 strategies of pricing

### 12.8 Releasing your product and getting your 1st customers

- Standard mechanisms to get the 1st few customer
- Product market fit (PMF)
- Pivot

## CAPSTONE PROJECTS

- 1 Entrepreneurship
- 2 Digital Marketing - Facebook and Google campaign

## LIVE PROJECTS

Guide To Startup - From shortlisting the ideas till launching the MVP