

Milestones	Lesson	Session Details
GET STARTED	Discover Yourself	<ul style="list-style-type: none"> • Effectuation • Find your flow • Case Study: Tristan Walker: The extroverted introvert • Identify your entrepreneurial style
IDEA/PROBLEM	Identify Problems Worth Solving	<ul style="list-style-type: none"> • What is a business opportunity and how to identify it • Find problems around you that are worth solving • Methods for finding and understanding problems - (Observation, Questioning, DT, Jobs to be done (JTBD)) • How to run problem interviews to understand the customer's worldview • Introduction to Design Thinking - Process and Examples • Generate ideas that are potential solutions to the problem identified - DISRUPT • GOOTB: Run problem interviews with prospects • Class Presentation: Present the problem you "love" • Form teams
CUSTOMER	Identify Your Customer Segments and Early Adopters Craft Your Value Proposition	<ul style="list-style-type: none"> • The difference between a consumer and a customer (decision maker); Market Types, Segmentation and Targeting, Defining the personas; Understanding Early Adopters and Customer Adoption Patterns • Identify the innovators and early adopters for your startup • Come up with creative solutions for the identified problems • Deep dive into Gains, Pains and "Jobs-To-Be-Done" (using Value Proposition Canvas, or VPC) • Identify the UVP of your solution using the Value Proposition section of the VPC • Outcome-Driven Innovation • Class Presentation: Communicating the Value Proposition- 1 min Customer Pitch
	Get Started with Lean Canvas	<ul style="list-style-type: none"> • Basics of Lean Approach and Canvas; Types of Business Models (b2b; b2c) • Sketch the canvas- "Document your Plan A"

BUSINESS MODEL	<ul style="list-style-type: none"> • Intro to Risks; Identify and document your assumptions (Hypotheses); Identify the riskiest parts of your plan • Class Presentation: Present your Lean Canvas
VALIDATION	<p>Develop the Solution Demo</p> <ul style="list-style-type: none"> • Build solution (mockups) demo • How to run solution interviews • GOOTB: Run Solution interviews • Does your solution solve the problem for your customers: The problem-solution test <p>Sizing the Opportunity</p> <ul style="list-style-type: none"> • Differences between a Startup venture and a small business; Industry Analysis: • Understanding what is Competition and it's role, Analyse competition • Case study: Blue Ocean Strategy <p>Building an MVP</p> <ul style="list-style-type: none"> • Identify an MVP and build it - I; Document and validate your assumptions • Build-Measure-Learn feedback loop and the MVP/Javelin Board • How to do MVP Interviews • GOOTB: Run MVP interviews • Is there a market for your product --The product-market fit test • Class Presentation: Present your MVP
MONEY	<p>Revenue Streams</p> <ul style="list-style-type: none"> • Basics of how companies make money • Understand income, costs, gross and net margins • Identify primary and secondary revenue streams <p>Pricing and Costs</p> <ul style="list-style-type: none"> • Value, price, and costs; Different pricing strategies • Understand product costs and operations costs; Basics of unit costing <p>Financing Your New Venture</p> <ul style="list-style-type: none"> • How to finance business ideas • Various sources of funds available to an entrepreneur and pros and cons of each • What investors expect from you • Practice Pitching to Investors and Corporates
TEAM	<p>Team Building</p> <ul style="list-style-type: none"> • Shared Leadership • Role of a good team in a venture's success; What to look for in a team; How do you ensure there is a good fit? Defining clear roles and responsibilities • How to pitch to candidates to join your startup

		<ul style="list-style-type: none"> • Explore collaboration tools and techniques - Brainstorming, Mindmapping, Kanban Board, Slack
MARKETING & SALES	Positioning	<ul style="list-style-type: none"> • Understand the difference between product and brand and the link between them • Define the positioning statement for your product/service and how it should translate into what your customers should see about that brand in the marketplace.
	Channels & Strategy	<ul style="list-style-type: none"> • Building Digital Presence and leveraging Social media • Creating your company profile page • Measuring the effectiveness of selected channels
	Sales Planning	<ul style="list-style-type: none"> • Budgeting and planning • Understanding why customers buy and how buying decisions are made; Listening skills • Sales planning, setting targets • Unique Sales Proposition (USP); Art of the sales pitch (focus on customers needs, not on product features) • Follow-up and closing a sale; Asking for the sale
SUPPORT	Planning & Tracking	<ul style="list-style-type: none"> • Importance of project management to launch and track progress • Understanding time management, workflow, and delegation of tasks
	Business Regulation	<ul style="list-style-type: none"> • Basics of business regulations of starting and operating a business; Importance of being compliant and keeping proper documentation • How to find help to get started

Capstone Project: Present Business Model