

Phase 1- Need Identification & Opportunity Spotting				
ATTITUDE BUILDING		Topic	Rationale	Methodology
	1.	Understanding Human Psychology	Before understanding 'why people buy', an entrepreneur MUST understand 'why people behave the way they do'	Talk by a good film-maker & a sufficiently successful entrepreneur Followed by sessions on 'Human Psychology'
	2.	Understanding India in the global context	a. To understand the reality of our country b. To create entrepreneurs who think of 'SCALE' from the beginning c. To realize where India stands in the world order	An economist's perspective
	3.	Entrepreneurial Marketing	An entrepreneur has to be a 'Marketeer' at the core	The students should be able to relate these concepts to human psychology
	4.	Thinking like an Innovator	An entrepreneur has to constantly innovate	A combination of in-class, field assignments
SKILL BUILDING	5.	The Mechanics of Business	An entrepreneur should be able to: a. Create and interpret financial statements b. Understand finance as a means to control operations c. Manage people for high performance	Theoretical concepts backed by practical experience of how the theory pans out in an enterprise (small & medium scale)
	6.	Researching People	An entrepreneur must be always close to the user	
	7.	Presentation skills	For a new-age entrepreneur, these skills are like the '3 Rs' of old times. Basics must be known	Through class-room sessions and internships with various agencies
	8.	Website creation		
	9.	Digital marketing		
	10.	App development		
		Reading a Newspaper		

PHASE 2- CONCEPT GENERATION				
		Topic	Rationale	Methodology
SKILL BUILDING	1.	Sector Analysis	An entrepreneur must understand the contextual Business ecosystem	In-class guidance & meeting industry professionals. This would help them build strong concepts
	2.	Prototyping & Testing	An entrepreneur must understand the importance of iteration to create a near-perfect Product-Market fit	
	3.	Advanced Marketing	Growth strategies	
	4.	Managing operations	An entrepreneur has to be an optimiser	Theoretical concepts backed by practical experience of how the theory pans out in an enterprise (small & medium scale).
Relevant one-off activities to be planned				
ASSIGNMENT OF DOMAIN-SPECIFIC MENTORS				

SKILL BUILDING	PHASE 3:- PLANNING FOR EXECUTION			
		Topic	Rationale	Methodology
	1.	Entrepreneurial Finance	An entrepreneur must have the ability to do quick 'back of the envelope' calculations to understand financial implications	
	2.	Finance for Growth	How to scale up?	
3.	Crafting a Business Plan	Documenting the vision and 'How will I reach there?'	The students begin to build a Business plan for their concepts	
	a. The students should be encouraged to participate in various Bplan competitions b. An open Concept show to demonstrate the concepts & pitch to investors			

SKILL BUILDING & Execution Support	PHASE 4:- EXECUTION			
		Topic	Rationale	Methodology
	1.	Introduction to Law	Laws applicable for startups	
	2.	Setting up an enterprise	Steps involved in setting up	The students should be provided a pool of facilities to help them through the legalities of starting up (at cost)

* Metrics to be met by students in Phase 4

	Chronology	Criteria	Weightage	Your score
A		Milestones met		
	1	Developed clear Product / Service	15	
	2	Completion of Enterprise incorporation (Ex. Partnership, Proprietary, LLP, Limited Company, LLC etc.)	10	
	3	Legally tenable agreements executed (max. three agreements 3 points per agreement related to suppliers, customers, and service providers etc)	10	
	4	Enterprise physical infrastructure created Office set up / Staff recruited /	5	
	5	Raw materials, inventory supplies purchased	5	
	6	Enterprise Bank Account No... Banks Branch name...	5	
	7	Got Enterprise Pan No.... or submitted tax returns		
	8	Got Enterprise GST No. or other relevant Tax registration	5	
	9	Enterprise Domain name registered for website	5	
	10	Firm name listed in Just dial or other such online directories.	5	
	11	Audited Account Books	5	
	12	Entrepreneurs underwent special training related to firm operation	5	
	13	Generated first round revenues by supply of products or / and services	5	
	14	Enterprise level certifications (e.g. ISO etc.) / awards earned	5	
	15	Patents, copyright or trademarks of firm	5	
	16	Credit or funding got in the form of seed fund / loans from Banks, VCs , Angels etc.	5	
17	Total Funds Committed by student entrepreneurs for enterprise	5		
B		Outcomes achieved	(10)	
		Revenues achieved	5	
		Financial Performance - Profit	5	
		Performance – Non-Financial (Repeat Customers served)	5	
C		Plans for Scale up	(10)	
		Enterprise idea	3	
		Operation Plan	2	
		Marketing Plan	2	
		Financing Plan	2	
		Future prospects for Enterprise		
		Risk Mitigation plan	2	
	Winding up Plan	2		
		TOTAL	100	