

The Startup Course 2.0:

SESSION 1: BEFORE YOU BEGIN

Understand all the concepts clearly before you get started on your entrepreneurial journey.

SESSION 2: THE MINDSET

Transition from an employee mindset to a strong entrepreneurial mindset and then develop the startup mindset.

SESSION 3: COMING UP WITH THE RIGHT IDEAS

Play around with a framework you can use to stimulate your mind to come up with great ideas across industries.

SESSION 4: UNDERSTANDING YOUR BUSINESS AND MARKET

Decide whether to build a product-based or a serviced startup, whether to go B2C or B2B and all the different business models.

SESSION 5: HOW TO VALIDATE YOUR IDEAS

Learn how to test the hypothesis of the problem and the solution with your target market before you build anything.

SESSION 6: BUILDING YOUR MINIMUM VIABLE PRODUCT (MVP)

Understand what an MVP is and use the 4 step MVP framework to ship your first product.

SESSION 7: ACHIEVING PRODUCT-MARKET FIT

Deep dive into product-market fit and how to test product-market fit proactively with two simple methods.

SESSION 8: SCALING YOUR STARTUP

Learn the right way and the right time to scale your startup and not fall into the trap of premature scaling.

SESSION 9: BUSINESS STRUCTURE AND COMPLIANCE

Don't make the same mistakes as other entrepreneurs by ignoring compliance. Understand all the steps you need to take for the right business structure and compliance.

SESSION 10: FINANCIAL MODELLING FOR YOUR STARTUP

Develop the three most crucial financial statements for your startup - profit & loss statement, balance sheet and the cash flow statement.

SESSION 11: HOW TO CREATE A BUSINESS PLAN AND PITCH DECK

Equip yourself with a solid business plan and pitch deck you can use to present to investors and other stakeholders.

SESSION 12: VALUATION & FUNDING FOR YOUR STARTUP

Find out the valuation of your startup with the Discounted Cash Flow (DCF) method and all the options you have for funding.

SESSION 13: HIRING FOR YOUR STARTUP

Assemble a high-performance team and learn how to manage them in this session.

SESSION 14: MARKETING FOR STARTUPS

Visualise the customer journey and target the right audience with your tastefully crafted marketing communication.

SESSION 15: BRANDING AND POSITIONING

Learn how positioning your brand properly can help you penetrate a market and dominate it.

SESSION 16: PRICING AND DISTRIBUTION

Come up with the right price for your product which your customers will pay and help you generate healthy profits.

SESSION 17: INTEGRATED MARKETING

It's time to deploy all your marketing activities feeding into each other with integrated marketing .

SESSION 18: PERSONAL GROWTH

Don't forget about yourself on this journey. Learn how to take care of yourself to grow and sustain both yourself and your startup.

Bonus Videos:

Interview with Naveen Tiwari, Founder & CEO of InMobi

Interview with Amit Gupta, Co-Founder & CEO of Yulu

Interview with T.N Hari, HR head of BigBasket

Interview with Sujeet Kumar, Amod Malviya, Vaibhav Gupta, Co-founders of Udaan

Interview with Virendra Gupta, Founder & CEO of Dailyhunt

Interview with Kunal Shah, Founder & CEO of Cred

Bonus Materials:

Business Document tools

99 Tools to grow your Startup

India Investor List 2020