

Details of Idea to Execution Workshop

Day 1

- 1 Hour – Introduction to Entrepreneurship
Insights into entrepreneurship, challenges in business
What is the mindset of entrepreneurs?
Skill-set, key requirements for starting up?
- 1 Hour – Idea Generation
Idea Games and How to generate ideas?
Validating your idea and How to Identify a problem
Generate your own idea
- 3 Hours – Make your own Business Plan
B-Plan training- How to make an effective B-plan?
B-Plan Games exercise, movies and quizzes.
Market opportunity, Vision, Customers & competition etc.
- 3 Hours – Sales and marketing
Marketing and Sales Games
Consumer value proposition, Sales and distribution strategy
Digital Marketing and emerging trends

Day 2

- 2 Hours – Mock Elevator pitch and Mock Presentation
Sample format of presentation & key elements of a B-plan
Elevator Pitch and how to prepare it
Do have and don'ts, common mistake
- 2 Hours – Finance Funda
Basic financial terms, Pricing strategies, Entrepreneurial Finance
Breakeven Analysis, Debt Vs equity
Valuations
Sources of Funding
- 2 Hours – Legal and IP
How to setup your startup?
Type of legal structures of a company
Copyright, Trademarks, Patent
Term sheet, shareholder agreements and legal paperwork
- 2 Hours – Final Competition
Making your own business plan under expert guidance
Final Competition

Other Details

- 1 Startup Study Kit will be provided to each student
- 5 Additional study kits will be given to host college for faculty/library
- Certificate of Participation will be given by Nurture Talent Academy to students
- Fees – Rs 1100 per student to be paid in name of “Nurture Talent Academy Pvt Ltd”