



StartUp Masterclass

5 Days Mentor Clinic Program for Student StartUps & Incubatees

Certification by



Officially Listed StartUp Accelerator at
Government of India's **#startupindia**

www.opexindia.com

Course Content

DAY	COURSE CONTENT
1	1. StartUp Ecosystem
	<ul style="list-style-type: none"> • StartUp Basics • Pre-StartUp, StartUp & Post-StartUp Phases
	2. Idea Generation
	<ul style="list-style-type: none"> • Design Thinking • Finding Pain Points of Customer • Finding a Solution for the Problem • How to narrow down your Ideas / Solutions • Problem Statement Canvas
	3. Idea Validation
	<ul style="list-style-type: none"> • Finding your niche • Finding your SWOT
2	4. Market Analysis
	<ul style="list-style-type: none"> • How to perform Market Analysis? • Finding your First Market / First Customer • Customer Behaviour
	5. How to raise funding for StartUp?
	<ul style="list-style-type: none"> • Bootstrap • Angel Investor • VC & PE • Crowd Funding • Govt Schemes • Incubation Centres
	6. Legal Foundation
	<ul style="list-style-type: none"> • How to choose your company name • Different business structures • Importance of choosing the right business structures • Legal documentation

DAY	COURSE CONTENT
3	7. Business Model
	<ul style="list-style-type: none"> • Business Model Canvas • Lean Business Model Canvas • Case Studies
3	8. Overall Business Operations
	<ul style="list-style-type: none"> • Sales & Marketing • Finance & Accounting • Human Resource • Research & Development • Production & Operations • Customer Services • IT & Technical Support
4	10. Branding & Launching, Digital Marketing
	<ul style="list-style-type: none"> • Branding for StartUps • Marketing Strategies for StartUp • Digital Marketing
	11. Tools for StartUps
	<ul style="list-style-type: none"> • Project Management • Social Media Management
	<p>Lean StartUp Methodology Case Studies of Failure Start-ups (What not to do)</p>
5	Mentor Interaction & Project Handholding Session (Q&A Program)

TRAINING DELIVERY:

5 Full Days Training Program, Offline Mode at Campus.

Dates available: 24 to 31 March 2022, except 30 March 2022

PROGRAM FEES:

Registration Fees: 1000 INR per Participant (Min Batch Size 60)

Fees include:

1. 5 Full Days Training by 3 to 4 StartUp Mentors
2. Mentor Support on Day 5
3. Certification