



**First Semester 2022-2023
Course Handout (Part II)**

Date: 25-08-2022

In addition to the part I (General Handout for all courses appended to the timetable) this portion gives further specific details regarding the course.

Course No.	: ECON F 415 & BITS F 468
Course Title	: New venture creation
Instructor-In-Charge (Goa & All Campuses)	: Mridula Goel
Instructor-In-Charge (Pilani Campus)	: Jyoti
Instructor-In-Charge (Hyderabad Campus)	: Archana Srivastava
Instructor-In-Charge (Dubai Campus)	: Trupti Swarup Gokhale, Aakash Kamble

1. Course Description:

The purpose of this course is to not only study entrepreneurship but also practice it. Student teams are expected to create a technology product-based startup and complete the business model canvas, including all the building blocks of creating an enterprise.

In order to create a successful startup, student entrepreneurs will be required to address various issues in startup creation – product development, market research, technology viability, fund raising, competitive analysis, team formation, marketing & sales strategy. The course features guest-lectures from entrepreneurs, investors and academicians with strong experience in creating and running Startups. Participating teams will be assigned an experienced entrepreneur mentor who will guide them through the semester and beyond. The teams will compete with each other and the top teams will be awarded seed funding to pursue the business idea for incubation after the completion of the course and thereby eventually launch the business.

2. Scope & Objective of the Course:

The course aims at providing students with an opportunity to launch/ prepare to launch lean startups by the end of April 2021. It helps them to think and act entrepreneurially. The central mystery of entrepreneurship is how to transform an idea into an organizational entity where people can channel their energy and creativity to produce a reliable output that creates economic value. Some of the questions that will be addressed are: Which specific market segment should you focus on? How do you plan for a new venture? How do you build an effective venture team? How do you establish your venture's identity and legitimacy? How do you win customers? How do you manage your venture's dependence with key external partners?

3. Text Book:

Steven G. Blank: The Four Steps to the Epiphany, Lulu.com, second ed. Available online:
http://web.stanford.edu/group/e145/cgi-bin/winter/drupal/upload/handouts/Four_Steps.pdf

4. Reference Books:

- Osterwalder & Pigneur : Business Model Canvas , Wiley 2010
- Eric Ries: The Lean Start up, Penguin 2011





5. Course Plan:

SESSION NO.	TOPIC	SESSION NO.	TOPIC	DELIVERABLES
1	September 5 th , 2022 Focus: Pain point that is being solved. Brainstorming on each idea, Getting to know each other, and course sounding board.	2	September 7 th , 2022 Idea to Concept Building a feature list and conceptualization of the product	
3	September 12 th , 2022 Inauguration of course	4	September 14 th , 2022 Discuss the challenges that startup ideas are facing	
5	September 19 th , 2022 Designing an elevator pitch	6	September 21 st , 2022 Customer vs. Product development	
7	September 26 st , 2022 Evaluation 1: Elevator Pitch evaluation	8	September 28 st , 2022 Concept to prototyping	
9	October 3 rd , 2022 Minimum Viable Product.	10	October 10 th , 2022 Understanding Markets & Customers; Market: size, growth, potential, share; 6W's: who buys what, where, when, how & why; Market segmentation, targeting and Positioning	MVP
11	October 12 th , 2022 Inspirational story	12	October 17 th , 2022 Product-Market Fit Approaching customers "Getting out of building" Conducting Market Research and Key Metrics	Market Size based on Customer segmentation
13	October 19 th , 2022 BMC: Value Proposition and the minimum Viable Product	14	October 26 th , 2022 Evaluation 2: Presentation on Market sizing, customer segmentation and update on product development.	Business Model Canvas





15	November 7 th , 2022 Product Design and Development	16	November 9 th , 2022 Challenges for early-stage startups	Product development
17	November 14 th , 2022 Monetising your idea and Price Discovery	18	November 16 th , 2022 Cash is King: Managing Cash flows	Revenue Model
19	November 21 st , 2022 (NON-INSTRUCTIONAL DAY) Team and Resource Building	20	November 23 th , 2022 Evaluative presentation 3: on MVP and Market Testing results	
21	November 28 th , 2022 Registration and Formalities: legal, licenses, IP and patents etc.	22	November 30 th , 2022 Funding Opportunities and selection; Pitching to venture capitalists -what is expected and what can you gain?	
23	December 5 th , 2022 Leveraging resources to scale/ growth hack (<i>Entrepreneur story 2</i>)	24	December 7 th , 2022 Workshop: Final pitch video preparations	
25	December 12 th , 2022 Evaluation: Final presentation – Product, Customer feedback, Product- Market fit, Traction Pitch Deck			
All deliverables should mention the references used. Please use reliable references.				

6. Evaluation Scheme:

Individual marks for the following components:

- 15% mentor-mentee relationship (home assignment and monitoring of activities by campus instructor)
- 15% elevator pitch

Team marks for the following components:

- 20% Market sizing, customer segmentation and update on product development
- 20% product development & MVP testing
- 30% final business plan presentation in Video format





All oral presentations will be evaluated across campuses by faculty members & at least one external expert entrepreneur/VC.

7. Attendance, Class Participation, and Online Discussion: Attendance in every session is mandatory. Student entrepreneurs are expected to come prepared for each class with the required assignment or presentation/pitch. Your regularity in attending class and showing up on time is essential. We seriously encourage you to sort out your startup related issues in the class with the speakers and mentors who conduct the session. Class participation and online discussion on Google Groups are critical components of this class.

As entrepreneurial students you are expected to be highly curious and ask intelligent questions that will help your startup endeavor. You are expected to respond to class & speaker queries in each session to get a portion of your grade.

8. Managing Mentor – Mentee Relationship- INDIVIDUAL SUBMISSION

Each team will be assigned a mentor.

List of Mentors for Second Semester 2020-21

Sr. No.:	Mentor name	Mentor Designation
1	Ajaya Gummadi	Product Leader at Google
2	Anu Parthasarathy	Global Executive Search Leader
3	Buvana Dayanandan	Sr. Director, Business Analytics (Hybrid Cloud BU) at NetApp
4	Deepak Sharma	Managing Director - Deloitte Consulting
5	Deepak Malhotra	CIO Kimberly-Clark
6	Kavita mathew	India Partnerships Consultant at GlobalGiving
7	Harsh Vema	Intel, IoT Advisory Board Member
8	Jayan Ramankutty	Independent Professional
9	mansoor Ali Khan	CEO Wavelabs
10	Manuj Rathor	Director, Emerging Technologies Product Marketing at Arm
11	Naveen Bhist	Entrepreneur
12	Neha Garg	Senior Growth Associate, FabHotels
13	Niraj Saran	Technology and Business Leader. Investor. Board Member
14	Pawan Kumar Rai	Founder, FinShots
15	Preetish Nijhawan	Manging Partner, Cervin Ventures
16	Rahul Tripathi	CTO & VP/GM at Nutanix
17	Rathin Shah	Co-founder, Spenny
18	Rajiv Patel	Tech Investor, Adviser & Mentor
19	Sanjay Vidyarthi	Founder, Agritech Enablers
20	Satish Gupta	Executive Chairman SenSen Networks
21	Shankar Ramanathan	Director of Engineering @ Cisco Inc
22	Vikram Bodicherla	Software Engineer at Uber, Advisor

This is one of the most important aspects of this program. Effective mentoring relationship will have a profound impact on your ability to create your startup. It is your responsibility to ensure communication





with your mentor.

9. Chamber Consultation Hours: Through email

10. Notices concerning this course will be posted on the cross-campus Google group.

11. Academic Honesty and Integrity Policy: Academic honesty and integrity are to be maintained by all the students throughout the semester and no type of academic dishonesty is acceptable.

Instructor incharge

