



**First Semester 2021-2022  
Course Handout (Part II)**

Date: 20.08.2021

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

<b>Course No.</b>	<b>: ECON F 415 &amp; BITS F 468</b>
<b>Course Title</b>	<b>: New venture creation</b>
<b>Instructor-In-Charge (Goa &amp; All Campuses)</b>	<b>: Mridula Goel</b>
<b>Instructor-In-Charge (Pilani Campus)</b>	<b>: Shaili Singh</b>
<b>Instructor-In-Charge (Hyderabad Campus)</b>	<b>: R. Raghunathan</b>
<b>Instructor-In-Charge (Dubai Campus)</b>	<b>: Trupti Swarup Gokhale</b>

**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](http://web.stanford.edu/group/e145/cgi-bin/winter/drupal/upload/handouts/Four_Steps.pdf)



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#### 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	23 August, 2021  Focus: <b>Pain point that is being solved.</b>  Brainstorming on each idea Getting to know each other and course sounding board.	2	25 August, 2021  <b>Inauguration of course</b>	Idea formulation
3	1 September, 2021  <b>Idea to Concept</b>	4	6 September, 2021  <b>Designing an elevator pitch</b>	
5	8 September, 2021  <b>Customer vs. Product development</b>	6	13 September, 2021  <b>Evaluation 1: Elevator Pitch evaluation</b>	Building a feature list and conceptualization of the product
7	15 September, 2021  <b>Minimum Viable Product.</b>	8	20 September, 2021  <b>Concept to prototyping</b>	MVP
9	22 September, 2021  <b>BMC: Value Proposition</b>	10	27 September, 2021  <b>MVP &amp; Business Model</b>	Business Model





	and the minimum Viable Product		Canvas workshop: Course Instructors	Canvas
11	29 September, 2021 <b>Understanding Markets &amp; Customers; Market: size, growth, potential, share; 6W's: who buys what, where, when, how &amp; why; Market segmentation, targeting and Positioning</b>	12	4 October, 2021 <b>Conducting Market Research and Key Metrics</b>	Market Size based on Customer segmentation
13	6 October, 2021 <b>Product Design and Development</b>	14	11 October, 2021 <b>Evaluation 2: Presentation on Market sizing, customer segmentation and update on product development.</b>	
15	13 October, 2021 <b>Evaluation 2: Presentation on Market sizing, customer segmentation and update on product development.</b>			
16	27 October, 2021 <b>Product- Market Fit Approaching customers "Getting out of building"</b>	17	1 November, 2021 <b>Challenges for early stage startups</b>	Product development





18	8 November, 2021 <b>Monetizing your idea and Price Discovery</b>	19	10 November, 2021 <b>Inspirational Entrepreneurship story</b>	Revenue Model
20	15 November, 2021 <b>Team and Resource Building</b>	21	17 November, 2021 <b>Cash is King: Managing Cash flows</b>	
22	22 November, 2021 <b>Registration and Formalities legal , licenses, IP and patents etc.</b>	23	24 November, 2021 <b>Evaluative presentation 3: on MVP and Market Testing results</b>	
24	29 November, 2021 <b>Funding Opportunities and selection;</b> <b>Pitching to venture capitalists</b> <b>-what is expected and what can you gain?</b>	25	1 December, 2021 <b>leveraging resources to scale/ growth hack (Entrepreneur story 2)</b>	
26	6 December, 2021 <b>Workshop: Final pitch video preparations</b>	27	8 December, 2021 <b>Evaluation: Final presentation - Product, Customer feedback, Product- Market fit, Traction</b>	Pitch Deck
All deliverables should mention the references used. Please use reliable references.				

## 6. Evaluation Scheme:

Individual marks for the following components:



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- 15% mentor-mentee relationship (home assignment and monitoring of activities by campus instructor) (Due on 29 November 2021)
- 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.

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 in-charge**

