



**First Semester 2020-2021
Course Handout (Part II)**

Date: 01.08.2020

In addition to part I (General Handout for all courses appended to the time table) 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)	: R. Raghunathan
Instructor-In-Charge (Dubai Campus)	: Trupti Swarup Gokhale

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 November 2019. 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



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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
0	Selection Process: Orientation Session, Ideas evaluated cross campus			
1	17 August, 2020 Inauguration of course by Abhinav Khushraj: Co-founder, PetaSense, USA; <i>Conceptualized the course.</i>	2	19 August, 2020 Entrepreneur story 1: Inspirational speaker Entrepreneurship: A lifetime of rewards Mr. Raju Reddy, Founder - Sierra Atlantic at Silicon Valley	
3	24 August, 2020 Introductions Focus: Pain point that is being solved (Session -1) Brainstorming on each idea Getting to know each other and course sounding board.	4	25 August, 2020 Focus: Pain point that is being solved (Session -2) Brainstorming on each idea Getting to know each other and course sounding board.	Idea formulation
5	31 August, 2020 IDEA TO CONCEPT	6	1 September, 2020 Designing an elevator pitch	Building a feature list and conceptualization of the product
7	7 September, 2020 Customer vs. Product development	8	8 September, 2020 Minimum Viable Product.	MVP
9	14 September, 2020 Evaluation 1: Elevator Pitch evaluation	10	15 September, 2020 Evaluation 1: Elevator Pitch evaluation	
11	21 September, 2020 Concept to prototyping	12	22 September, 2020 BMC: Value Proposition and the minimum Viable	





			Product	
13	28 September, 2020 MVP & Business Model Canvas workshop: Course Instructors	14	29 September, 2020 Understanding Markets & Customers; Market: size, growth, potential, share; 6W's: who buys what, where, when, how & why; Market segmentation, targeting and Positioning	Business Model Canvas
15	5 October, 2020 Workshop on Estimation of Market size	16	6 October, 2020 Product- Market Fit Approaching customers "Getting out of building"	Market Size based on Customer segmentation
17	12 October, 2020 Evaluation 2: Presentation on Market sizing, customer segmentation and update on product development	18	13 October, 2020 Evaluation 2: Presentation on Market sizing, customer segmentation and update on product development	
19	19 October, 2020 Product Design and Development	20	20 October, 2020 Collaboration & Networking	Product development
21	26 October, 2020 Revenue Streams and Price: how to price correctly, ensure that you are not underpricing or over charging.	22	27 October, 2020 Cash is King: Managing Cash flows	Revenue Model
23	2 November, 2020 Evaluative presentation 3: on MVP and Market Testing results	24	3 November, 2020 Evaluative presentation 3: on MVP and Market Testing results	
25	9 November, 2020 Registration and Formalities legal, licenses, IP and patents etc.	26	10 November, 2020 Funding Opportunities and selection ; Pitching to venture capitalists -what is expected and	





			what can you gain?	
27	16 November, 2020 Leveraging resources to scale/ growth hack	28	17 November, 2020 Workshop: Mentorship relevance and Final pitch video preparations	Pitch Deck
29	23 November, 2020 Evaluation: Final presentation - Product, Customer feedback, Product- Market fit, Traction	30	24 November, 2020 Evaluation: Final presentation - Product, Customer feedback, Product- Market fit, Traction	
All deliverables should mention the references used. Please use reliable references.				

6. Evaluation Scheme:

Individual marks for the following components:

- 10% mentor-mentee relationship (home assignment)
- 15% elevator pitch

Team marks for the following components:

- 20% Market sizing, customer segmentation and update on product development
- 25% 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. Some of the past mentors have included VT Bharadwaj, Rahul Chandra, Abhinav Khushraj, Chandra Bhople, Pranay Agarwal, Sarath Babu, Gangadharan Kumar, Shashikant Khandelwal, Satish Gupta, Rachit Parekh, Phanindra Sama, Niranjan Seelam. 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. A written report has to be submitted on your communication efforts & outcomes by September 25 and November 25. These are hard deadlines.

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



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