**First Semester 2023-2024**

**Course Handout (Part II)**

Date: 11-08-2023

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 (Pilani & All Campuses) : Jyoti**

**Instructor-In-Charge (Goa Campus) : Yadawananda Neog**

**Instructor-In-Charge (Hyderabad Campus) : Archana Srivastava**

**Instructor-In-Charge (Dubai Campus) : Trupti Swarup Gokhale, Gulshan Kumar**

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?

1. **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

1. **Reference Books**:

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

5. **Course Plan:**

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| **SESSION NO.** | **TOPIC** | **SESSION NO.** | **TOPIC** | **DELIVERABLES** |
| 1 | August 17th, 2023  **Inauguration of course** | 2 | August 22nd, 2023  Focus: **Pain point that is being solved.**  Brainstorming on each idea, Getting to know each other, and course sounding board. |  |
| 3 | August 24th, 2023  **Idea to Concept**  Building a feature list and conceptualization of the product | 4 | August 29th, 2023  **Discuss the challenges that startup ideas are facing** |  |
| 5 | August 31st, 2023  **Designing an elevator pitch** | 6 | September 5th, 2023  **Customer vs. Product development** |  |
| 7 | September 12th, 2023  **Concept to prototyping** | 8 | September 14th, 2023  **Design Thinking** |  |
| 9 | September 19th, 2023  **Minimum Viable Product** | 10 | September 21st, 2023  **Understanding Markets & Customers;** Market: size, growth, potential, share; 6W’s: who buys what, where, when, how & why; Market segmentation, targeting and Positioning | MVP |
| 11 | September 26th, 2023  **Evaluation 1: Elevator Pitch evaluation** | 12 | October 3rd, 2023  **Product - Market Fit Approaching customers “Getting out of building”** **Conducting Market Research and Key Metrics** | Market Size based on Customer segmentation |
| 13 | October 5th, 2023  **BMC: Value Proposition and the minimum Viable Product** | 14 | October 17th,2023  **Evaluation 2: Presentation on Market sizing, customer segmentation and update on product development.** | Business Model Canvas |
| 15 | October 19th, 2023  **Product Design and Development** | 16 | October 26th, 2023  **Monetising your idea and Price Discovery** | Product development |
| 17 | October 31st, 2023  **Cash is King:**  **Managing Cash flows** | 18 | November 2nd, 2023  **Team and Resource Building** | Revenue Model |
| 19 | November 7th, 2023  **Challenges faced by startups** | 20 | November 9th, 2023  **Evaluative presentation 3: on MVP and Market Testing results** |  |
| 21 | November 14th, 2023  **Registration and Formalities: legal, licenses, IP and patents etc**. | 22 | November 16th, 2023  **Funding Opportunities and selection;**  **Pitching to venture capitalists**  **-what is expected and what can you gain?** |  |
| 23 | November 21st, 2023  **Leveraging resources to scale/ growth hack** | 24 | November 23rd, 2023  **Workshop: Final pitch video preparations** |  |
| 25 | November 28th, 2023  **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:

* 10% mentor-mentee relationship (home assignment and monitoring of activities by campus instructor)
* 15% elevator pitch
* 10% Class Participation

Team marks for the following components:

* 15% 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**

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| **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.

1. **Chamber Consultation Hours**: Will be announced in the class.
2. **Notices** concerning this course will be posted on the cross-campus Google group.
3. **Academic Honesty and Integrity Policy:** Academic honesty and integrity are to bemaintained by all the students throughout the semester and no type of academic dishonesty is acceptable.

Instructor- in-charge