



# [ STARTUP PROGRAMME 2024 ]

Startup Ideas to Building Unicorn





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## MESSAGE FROM FOUNDER

\*\*Ambaincip School of Startups and Idea Designing Programme (STARTUP PROGRAMME)\*\*

The Ambaincip School of Startups stands out with its unique academic model enriched by international faculty and students, ensuring that all its programs have a distinctly global focus, not limited to any single nationality or perspective. Our faculty are renowned for their academic excellence and publications in top-tier management journals.

The school's strong upward trajectory is deeply rooted in its rich and vibrant research environment, which is enhanced by research conferences, seminars, and workshops that attract thought leaders from the global business community, government, and academia. This association enables the School to cultivate stimulating business-academic partnerships for teaching and research.

At Ambaincip School of Startups, we are dedicated to creating one of the finest research environments in the world. A testament to our ongoing commitment to entrepreneurial intellectualism is the Idea Designing Programme (STARTUP PROGRAMME), crafted to train the best and brightest minds to become innovative entrepreneurs. The program equips its students with knowledge, skills, best practices, and resources to transform them into exceptional entrepreneurs who will push the boundaries of business innovation.

As an STARTUP PROGRAMME student, you will learn rigorous research methods and gain hands-on experience in designing and launching startups. This comprehensive program ensures that you are well-prepared to excel in the dynamic world of entrepreneurship.

You can expect to receive individualized attention and may have opportunities to visit partner schools on exchange programs, gaining exposure to the best minds, resources, and facilities these schools offer. The students and professors at Ambaincip that you interact with, learn from, and share ideas with, will form the core of the academic network that you will develop, which will greatly benefit your professional life.

A career in entrepreneurship is profoundly rewarding and exceptionally entrepreneurial. It offers a lot of autonomy. As innovators, you will work in intellectually stimulating environments populated by talented colleagues and enthusiastic collaborators—a major perk of the job. You will have the pleasure and privilege of creating knowledge that is interesting, innovative, and impactful. And as mentors, you will influence the next generation of entrepreneurs and business leaders.

This is an invitation for you to come and experience the Ambaincip story and to be a part of it.



**Manoj Kamber**  
Founder And CEO, Ambaincip  
School of Startups And AiML  
Campus

## MESSAGE FROM STARTUP PROGRAMME DIRECTOR

Our 12-month Startup Programme at Ambaincip is meticulously designed to transform innovative ideas into thriving businesses. Over the course of a year, participants will embark on a comprehensive journey that includes dynamic ideation workshops, where they will refine their concepts and develop compelling value propositions. During the validation and prototyping phases, entrepreneurs will receive critical feedback and support to create user-tested prototypes and MVPs.

The programme provides expert guidance in crafting detailed business plans, encompassing market analysis, financial projections, and growth strategies. Participants will benefit from one-on-one mentorship from seasoned industry leaders and gain access to a robust network of potential investors and business partners. Tailored go-to-market strategies will help in effectively reaching and engaging target audiences.

Continuous support and performance metrics will ensure that participants can track their progress, make data-driven decisions, and optimize their business models. Through hands-on learning, practical insights, and a supportive ecosystem, the Ambaincip Startup Programme equips entrepreneurs with the knowledge, skills, and resources needed to navigate the challenges of building a successful startup. Join us for a transformative year, where bold ideas are nurtured into sustainable, impactful businesses.



## ABOUT STARTUP PROGRAMME

Since its inception, Ambaincip School of Startups has established itself as a hub of entrepreneurial excellence, dedicated to fostering innovative solutions across various sectors. Rooted in a robust, research-driven approach, the School introduced the Idea Designing Programme (STARTUP PROGRAMME) to cultivate aspiring entrepreneurs into adept problem-solvers and visionary thinkers. Central to STARTUP PROGRAMME's foundation are Ambaincip's accomplished mentors and industry experts, renowned for their practical expertise and scholarly contributions. These mentors, with their diverse backgrounds and extensive entrepreneurial experience, are uniquely positioned to guide and inspire the next generation of startup leaders in navigating challenges and seizing opportunities in the business landscape.

STARTUP PROGRAMME not only aims to empower future entrepreneurs but also enhances the overall entrepreneurial ecosystem by nurturing creativity and fostering collaboration. Participants in the programme collaborate closely with mentors, gaining hands-on experience in developing and refining business ideas. This collaboration not only enriches the learning experience but also accelerates the journey from concept to market-ready startup. As research-oriented schools worldwide emphasize the symbiotic relationship between teaching and research, STARTUP PROGRAMME at Ambaincip embodies this ethos by integrating cutting-edge research insights into practical startup strategies and innovations.

By emphasizing quality, innovation, and practical application, Ambaincip's STARTUP PROGRAMME aims not only to accelerate entrepreneurial ventures but also to cultivate a community of forward-thinking leaders capable of driving impact both locally and globally. This commitment underscores Ambaincip's vision to be a premier institution for startup education, shaping the future of entrepreneurship through rigorous academic exploration and practical industry engagement.



**"Fulfill your dreams of crafting impactful business solutions through STARTUP PROGRAMME."**

**SHIVAN NANDKUMAR**  
Research Director And Management -  
AiML Campus School of Machine Learning

## BUILDING A STARTUP

Building a startup in 2024 requires navigating a landscape shaped by rapid technological advancements, changing consumer behaviors, and the lasting impact of global events. Entrepreneurs must integrate cutting-edge technologies such as AI, machine learning, blockchain, and IoT to gain a competitive edge. Sustainability and social responsibility have become essential, with consumers favoring businesses that adopt green practices and support ethical initiatives.

Additionally, the shift towards remote work and flexible arrangements, accelerated by the pandemic, demands innovative approaches to workforce management and operations. To succeed, startups must be adaptable, forward-thinking, and committed to creating positive social and environmental impacts.

The entrepreneurial landscape in 2024 is a dynamic and rapidly evolving arena, offering immense opportunities and challenges for aspiring startup founders. As we advance further into the digital age, startups must be agile, innovative, and forward-thinking to thrive.

The entrepreneurial landscape in 2024 is a dynamic and rapidly evolving arena, offering immense opportunities and challenges for aspiring startup founders. As we advance further into the digital age, startups must be agile, innovative, and forward-thinking to thrive.

This comprehensive guide explores the key elements of building a successful startup in 2024, emphasizing the integration of cutting-edge technologies, the importance of sustainability and social responsibility, the evolving workforce landscape, and strategies for navigating this complex environment.

## WHY AMBAINCIP IDEA DESIGNING PROGRAMME

The Idea Designing Programme (STARTUP PROGRAMME) at the Ambaincip School of Startups stands out as a premier choice for aspiring entrepreneurs looking to transform innovative ideas into successful startups.

The STARTUP PROGRAMME offers a meticulously designed curriculum that covers every aspect of the startup journey. From ideation and validation to business modeling and execution, the programme ensures that participants gain a deep understanding of the entrepreneurial process. The coursework is enriched with case studies, practical assignments, and real-world scenarios, providing a hands-on learning experience that is both comprehensive and applicable.

At Ambaincip, we believe that mentorship is key to entrepreneurial success. The STARTUP PROGRAMME connects participants with seasoned industry experts and successful entrepreneurs who provide invaluable insights and guidance.

These mentors help refine ideas, overcome challenges, and navigate the complexities of launching a startup. This network of experienced professionals offers support and encouragement, ensuring that participants are well-prepared for the entrepreneurial landscape.

Ambaincip School of Startups is equipped with cutting-edge resources and facilities that foster innovation and creativity. From high-tech labs and collaborative workspaces to advanced research tools and prototyping equipment, participants have access to everything they need to bring their ideas to life. The institution also offers access to a vast library of business resources, including market research reports, financial databases, and industry publications.

The STARTUP PROGRAMME provides numerous opportunities for real-world exposure through internships, industry projects, and networking events.





**“The extensive support provides for a high quality research ecosystem.”**

**SIMRAN JOSHI**  
Associate Professor, Personalisation And Informational Machine Learning Lab

## AREAS OF SPECIALIZATION

**Market Research:** This specialization equips students with the tools and techniques to conduct comprehensive market research. They learn to gather, analyze, and interpret data to understand consumer behavior, market trends, and competitive landscapes. Through hands-on projects, participants develop skills in market segmentation, competitive analysis, and customer insights, enabling them to make informed strategic decisions and effectively position their startups in the marketplace.

### Product Development

In this track, participants delve into the process of conceptualizing, designing, and refining products or services. Emphasis is placed on prototyping, testing, and iterating based on user feedback and market demands. Students gain proficiency in utilizing agile methodologies and design thinking principles to ensure products meet customer needs effectively and maintain competitive advantage in evolving markets.

**Social Impact:** In this track, students explore how startups can create positive social change while achieving sustainable business growth. They examine concepts of social entrepreneurship, corporate social responsibility (CSR), and impact investing, learning to design business models that address societal challenges such as healthcare access, environmental sustainability, and poverty alleviation. Through interdisciplinary approaches and real-world case studies, participants develop strategies to measure social impact, build partnerships with stakeholders, and create value that extends beyond financial returns.

### Business Strategy:

Participants in this track explore the formulation and implementation of business strategies tailored to startup growth and sustainability. They learn to define competitive positioning, set strategic goals, and develop actionable plans to achieve long-term objectives. Emphasizing strategic thinking and analysis, students gain insights into industry dynamics, disruptive innovation, and global market trends, preparing them to navigate complexities and capitalize on opportunities in competitive business environments.

**Technology Innovation:** This specialization focuses on leveraging emerging technologies and digital innovations to drive business transformation and competitive advantage. Participants explore topics such as artificial intelligence, blockchain, IoT, and digital platforms, learning how to integrate technology into product development, operational processes, and customer engagement strategies. Through hands-on projects and case studies, students develop the skills to harness technology for innovation, enhance business efficiency, and capitalize on digital disruption in various industry sectors.

**Financial Planning:** This specialization equips participants with essential financial management skills critical for startup success. Students learn to develop and analyze financial projections, manage cash flow, and optimize capital structure. They explore funding options, including venture capital, angel investment, and crowdfunding, and gain insights into financial risk management and compliance. Through practical exercises and simulations, participants acquire the proficiency to make informed financial decisions, secure funding, and sustain long-term financial health amidst the uncertainties of entrepreneurial ventures.

**Entrepreneurship:** This specialization focuses on fostering an entrepreneurial mindset and equipping participants with the skills to identify opportunities, develop innovative business ideas, and navigate the challenges of launching and scaling startups. Through practical exercises and case studies, students learn to assess market feasibility, build business models, and cultivate the resilience and adaptability needed in dynamic business environments.

### Digital Marketing:

This specialization focuses on leveraging digital channels and strategies to drive brand awareness, customer acquisition, and revenue growth for startups. Students explore digital marketing fundamentals, including SEO, SEM, social media marketing, and content strategy. They learn to analyze digital metrics, optimize campaigns, and use data-driven insights to enhance marketing effectiveness and ROI. Through practical projects and industry case studies, participants develop skills in digital storytelling, customer engagement, and omnichannel marketing, equipping them to build scalable and impactful digital marketing campaigns.

### E-commerce and Retail Management:

In this track, students delve into the principles and practices of e-commerce and retail management essential for launching and scaling online businesses. They explore e-commerce platforms, supply chain management, inventory optimization, and customer experience design. Participants learn to develop online storefronts, implement digital merchandising strategies, and leverage analytics for performance optimization. Through hands-on projects and industry partnerships, students gain practical insights into e-commerce trends, consumer behavior, and market dynamics, preparing them to capitalize on the growing digital marketplace.

**Sustainability and Green Technology:** In this track, students explore how startups can integrate sustainability principles and green technologies into their business models. They examine sustainable development goals (SDGs), circular economy principles, and environmental stewardship practices. Participants learn about renewable energy, green infrastructure, and sustainable supply chain management. Through case studies and real-world projects, students develop strategies for reducing environmental impact, enhancing resource efficiency, and achieving sustainability certifications. They gain insights into consumer demand for eco-friendly products and services, preparing them to lead startups that prioritize environmental sustainability and social responsibility.

### Data Analytics and Business Intelligence:

This specialization focuses on harnessing data analytics and business intelligence to drive strategic decision-making and operational excellence in startups. Students learn to collect, analyze, and visualize data to derive actionable insights and inform business strategies. They explore predictive analytics, machine learning algorithms, and data-driven decision frameworks. Participants gain hands-on experience with data tools and platforms, developing skills in data storytelling, dashboard design, and performance measurement. Through real-world projects and industry case studies, students become proficient in leveraging data as a strategic asset, enabling startups to achieve competitive advantage and sustainable growth.

**Financial Technology (FinTech):** This specialization focuses on the intersection of finance and technology, exploring innovations such as blockchain, digital payments, and algorithmic trading. Students learn about regulatory frameworks, financial modeling, and risk management in the context of fintech startups. They gain practical skills in designing fintech solutions, analyzing market trends, and enhancing financial inclusion through technology. Through hands-on projects and collaboration with industry experts, participants develop strategies for disrupting traditional financial services and driving innovation in the fintech ecosystem.

**Media and Entertainment:** In this track, students explore entrepreneurship opportunities in the media and entertainment industry. They study content creation, digital distribution, and audience engagement strategies in a digital-first landscape. Participants learn about media business models, intellectual property rights, and monetization strategies for creative content. Through industry partnerships and hands-on projects, students develop business plans for media startups, focusing on innovation in storytelling, multimedia production, and digital marketing. They gain insights into emerging media trends, influencer marketing, and content analytics, preparing them to lead startups that disrupt and innovate in the media and entertainment sector.

## PROGRAMME REQUIREMENTS

### TYPICAL STAGES OF PROGRESSION

#### Months in the STARTUP PROGRAMME

##### Month 1:

##### Milestones

- Creating a product that resonates with consumers
- Product that Scales into a Company

##### Month 2&3:

- Value Props: Create a Product People Will Actually Buy
- Startup Secrets: Go to Market Strategies
- Startup Secrets: Business Model
- Startup Secrets: Have You Got What It Takes?
- Why You're Over-Thinking Your UI/UX with Rohan Puri
- Startup Secrets: Value Proposition
- How To Talk To Users
- Startup Business Models and Pricing
- Technical startup founders
- B2B startups

##### Month4&5:

- B2C (Business-to-Consumers)
- Analyzing the Idea Results i.e. on Reportation

#### STARTUP PROGRAMME :

- Report on Paper with 100+ Papers Format Structure
- Submit the Dissertation proposal to the Dissertation Committee by the end of the third Month for approval.

#### Advanced SP Candidacy:

- On approval of the dissertation proposal, candidate moves to advanced STARTUP PROGRAMME candidacy.
- Continue work on dissertation.



## PROGRAMME REQUIREMENTS

### TYPICAL STAGES OF PROGRESSION

#### Months in the STARTUP PROGRAMME

##### Month 6:

##### Milestones

- Converting more visitors into customers
- Scaling a product into the market

##### Month 7&8:

- Servicing metrics
- Customer satisfaction scores (CSAT)
- Marketing With Zero Tactics

##### Month9&10:

- Using AI tools for scaling up
- With Maximizing the Potential of the Idea i.e. in the Market Research
- Building an Prototype & With Feedback by the Customers
- Analyzing the Idea Results i.e. on Reportation

##### Month 11&12

- Report on Paper with 100+ Papers Format Structure
- Submit the Dissertation proposal to the Dissertation Committee by the end of the third Month for approval.

#### Advanced SP Candidacy:

- On approval of the dissertation proposal, candidate moves to advanced STARTUP PROGRAMME candidacy.
- Continue work on dissertation.



# AMBAINCIP SCHOOL OF STARTUPS

The Ambaincip School of Startups is a premier institution dedicated to fostering the next generation of entrepreneurs. Founded on the principles of innovation, sustainability, and social impact, Ambaincip provides a dynamic and supportive environment for aspiring entrepreneurs to transform their ideas into successful businesses. Our mission is to equip individuals with the knowledge, skills, and resources necessary to navigate the complexities of the startup ecosystem and create ventures that drive positive change.

## Vision:

To be a leading global institution that inspires and empowers entrepreneurs to create innovative, sustainable, and impactful businesses.

## Mission:

To provide a comprehensive entrepreneurial education that combines practical experience, cutting-edge research, and a strong emphasis on sustainability and social responsibility. We aim to nurture a diverse community of innovators and leaders who are committed to solving real-world problems and making a positive impact on society.

### Post-Programme Support:

For entrepreneurs who have already validated their ideas and are ready to scale, the Startup Accelerator Programme provides intensive support to help them grow their businesses. This programme includes mentorship, access to funding, and opportunities for networking with potential investors and partners.

Tailored for professionals looking to enhance their entrepreneurial skills, our executive education courses offer short-term, intensive training in specific areas such as digital marketing, financial management, and leadership.

Ambaincip attracts students from around the world, creating a diverse and vibrant community of aspiring entrepreneurs. This global perspective enhances the learning experience, exposing participants to different cultures, ideas, and business practices.

Our strong alumni network provides ongoing support and collaboration opportunities, ensuring that graduates remain connected and continue to benefit from the Ambaincip community.

At Ambaincip, we are deeply committed to sustainability and social responsibility. We encourage our students to integrate these principles into their business models and operations. Our curriculum includes courses on sustainable business practices and social entrepreneurship, and we support initiatives that address environmental and social challenges.

Our commitment to our students extends beyond graduation. We offer ongoing support through our alumni network, providing access to co-working spaces, continued mentorship, and assistance in securing funding and partnerships.

This post-programme support ensures that our graduates have the resources and connections they need to succeed in their entrepreneurial endeavors.

The Ambaincip School of Startups is more than just an educational institution; it is a thriving community of innovators, leaders, and changemakers. By choosing Ambaincip, you are joining a global network dedicated to creating businesses that are innovative, sustainable, and impactful. Our comprehensive programmes, experienced faculty, state-of-the-art facilities, and strong emphasis on real-world experience and social responsibility make Ambaincip the ideal place to start your entrepreneurial journey.



# ADMISSIONS

### Step 1: Application Review

- Once you submit your application and idea, our admissions team will review your materials to ensure they meet our criteria.
- We are looking for clear, well-thought-out ideas with a strong potential for success and impact.

### Step 2: Shortlisting

- Based on the initial review, we will shortlist candidates for the next stage.
- Shortlisted candidates will be notified via email.

### Step 3: Interview

- Shortlisted applicants will be invited for an interview. This is an opportunity for you to present your idea in more detail and discuss your motivations and plans.
- The interview will be conducted by a panel of faculty members and industry experts.

### Step 4: Final Selection

- After the interviews, the final selection will be made based on the overall assessment of your application, idea submission, and interview performance.
- Selected candidates will receive an admission offer, detailing the next steps to join Ambaincip.

### Why Choose Ambaincip?

Choosing the Ambaincip School of Startups means you are joining a community dedicated to innovation, sustainability, and social impact. Our programmes are designed to provide you with the knowledge, skills, and resources necessary to succeed in the entrepreneurial world. With our experienced faculty, state-of-the-art facilities, and comprehensive support system, you will be well-equipped to turn your startup dreams into reality.

### Selection Process:

Our selection process is designed to identify individuals with promising ideas and the determination to see them through. Here's how it works:



#### **APPLICATION TIMELINES**

Please note the following details for admission to the programme commencing in August 2024:

##### **S.No. Description**

S.No.	Description	Date
1	Application open	July 25, 2024
2	Application close	August 23, 2024
3	Admission announcement	Mid July, 2024
4	Orientation and registration	August 14, 2024

#### **ONLINE INFOSESSIONS**

We understand that choosing the right programme and institution is a significant decision. To help you make an informed choice, the Ambaincip School of Startups offers a series of online information sessions (InfoSessions). These sessions are designed to provide you with a comprehensive understanding of our programmes, admissions process, and the unique opportunities available at our school.

#### **ASSESSMENT**

The Ambaincip School of Startups employs a rigorous assessment process to ensure that we select candidates with the most promising ideas and the dedication to see them through. Our assessment process is designed to evaluate both the feasibility and the innovative potential of your startup ideas, as well as your commitment and ability to bring them to fruition.

## **FINANCIAL ASPECTS / SCHOLARSHIPS**

To ensure that you can concentrate fully on your studies without the burden of financial stress, the Ambaincip School of Startups offers various forms of financial aid. This support is subject to periodic review and revision to adapt to changing needs and circumstances.

#### **PROGRAMME FEES**

Full Tuition Fee Waiver except for sponsored candidates

#### **LAPTOP ALLOWANCE**

One-time reimbursement of INR 100,000/- to cover expenses of laptop, docking station and any other computer accessories.

#### **SCHOLARSHIP**

Ambaincip School of Startups offers a Yearly scholarship of INR 55,000/- to help cover living expenses. This scholarship typically lasts for four years, contingent on satisfactory academic performance. Similar to many international institutions, Ambaincip may provide an additional year of funding at the discretion of the Faculty Advisor, Dissertation Chair, and the STARTUP PROGRAMME Director for select students who need more time to complete their dissertation. Students on leave are not eligible for financial aid. If a student is sent to other institutions or programs, further details and eligibility criteria will be provided accordingly.



**“As an STARTUP PROGRAMME student at Ambaincip, I was never confined in the boundaries of a department. Interdisciplinary**

**ARKAJA CHAKRAVERTY**

Assistant Professor of Finance  
International College of Economics and Finance National Research University - Higher School of Economics



**"A global platform for  
scholars to showcase  
their research"**

**MANISH SAH**  
Academic Affiar@AIML Campus School  
of Machine Learning

## CAMPUS

**Hyderabad Campus: Ambaincip School of Startups**  
The Hyderabad campus of Ambaincip School of Startups is strategically located in the heart of India's burgeoning tech and business hub. This campus embodies our commitment to fostering innovation, entrepreneurship, and excellence in a vibrant, state-of-the-art environment designed to inspire the next generation of startup leaders.

**Facilities and Infrastructure**  
Our Hyderabad campus is equipped with world-class facilities that provide students with a conducive environment for learning, collaboration, and innovation. Key features include:

- Modern Classrooms: Equipped with the latest audiovisual technology to enhance interactive learning experiences.
- Innovation Labs: Specialized labs designed for hands-on experimentation and prototyping, including spaces for AI, IoT, and FinTech innovations.
- Co-Working Spaces: Open, collaborative spaces that encourage networking and teamwork among students, faculty, and visiting entrepreneurs.

- Library and Resource Center: A vast collection of books, journals, and digital resources, along with quiet study areas for research and individual work.
- Conference and Seminar Rooms: Spaces equipped with advanced conferencing technology for hosting workshops, guest lectures, and international seminars.
- Incubation Center: A dedicated space providing mentorship, funding opportunities, and resources for startup development and growth.

**Community and Networking**  
At the Hyderabad campus, we believe in the power of community and networking to drive innovation and success. Our students benefit from:

- Industry Connections: Strong ties with local and global businesses, tech parks, and startup ecosystems in Hyderabad and beyond.
- Alumni Network: Access to a growing network of successful entrepreneurs, business leaders, and industry professionals.
- Events and Workshops: Regularly scheduled events, hackathons, and workshops that provide opportunities for learning, networking, and collaboration.

**Mentorship Programs**: One-on-one guidance from experienced mentors who help students refine their business ideas and navigate the challenges of startup development.

the Hyderabad campus of Ambaincip School of Startups is more than just a place of learning; it's a dynamic ecosystem where ideas flourish, innovation thrives, and future leaders are forged. Whether you're an aspiring entrepreneur, a budding innovator, or a determined problem-solver, our Hyderabad campus provides the perfect launchpad for your startup journey.

**“More than hard work it’s the perseverance that actually pays off in a PhD Programme. More than Innate curiosity it’s the attention to detail and an openness to receive criticism feedback which made me a better researcher.”**

**PRAKASH SATYAVAGEESWARAN**  
Assistant Professor, IIM Udaipur





AMBAINCIP SCHOOL OF STARTUPS

**HYDERABAD CAMPUS:** Helios Business Park Level 6  
Tower E & Level 10, Tower C, Helios Business Park  
Wing C, No. 150 Outer Ring Road, Kadubeesahalli  
Bangalore, Karnataka 560103, India