**MINI PROJECT AND ADVANCED ENTREPRENEURSHIP**

**PS 608.2**

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| **CHAPTER 1: Refining the Business Model, Product and Services** | | |
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| 1.1 | Pivoting | 1 |
| 1.2 | Two Business Models | 1 |
| 1.3 | Analyse Business model of competitors | 2 |
| 1.4 | New Customer segment | .. |
| 1.5 | Product Manager – Role and responsibilities |  |
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| **CHAPTER 2: Business Planning** | | |
| 2.1 | Business Plan | … |
| 2.2 | Make a Sales Plan, |  |
| 2.3 | Make a People Plan for your venture |  |
| 2.4 | Discuss Financial Plan and Revisit your Business Model |  |
|  |  |  |
| **CHAPTER 3: Exploring ways to increase Revenue** | | |
| 3.1 | Understanding Primary Revenue Source |  |
| 3.2 | Exploring Customer Life Cycle for Growing Customers |  |
| 3.3 | Exploring Secondary Sources of Revenue |  |
|  |  |  |
| **CHAPTER 4: Funding the Growth / Scalability** | | |
| 4.1 | Funding Options for an Entrepreneur |  |
| 4.2 | Create your Funding Plan |  |
| 4.3 | Preparing a Business Pitch Deck |  |
|  |  |  |
| **CHAPTER 5: Building the A Team** | | |
| 5.1 | Building a A Team |  |
| 5.2 | Setting your Team up for Success |  |
| 5.3 | Defining the role of a new hire |  |
|  |  |  |
| **CHAPTER 6: Creating Branding and Channel Strategy** | | |
| 6.1 | All about Branding |  |
| 6.2 | Define your values; All about Positioning statements |  |
| 6.3 | Create your Brand Name, Social Media Handler, and Logo; Identify your Right Channel. |  |
|  |  |  |
| **CHAPTER 7: Leveraging Technologies and Available Platforms** | | |
| 7.1 | Leaping ahead with Technology |  |
| 7.2 | Digital Marketing for your Startup |  |
| 7.3 | Plan a Social Media Campaign; Digital Collaboration |  |
| 7.4 | Store your Documents online, other Platforms |  |
| **CHAPTER 8: Measuring your Progress** | | |
| 8.1 | Metrics for Customer Acquisition – CAC+CLV + ARPU |  |
| 8.2 | Metrics for Customer Retention and Satisfaction |  |
| 8.3 | Key Financial Metrics |  |
| 8.4 | Find new Revenue Streams based on the financial metrics |  |
| **CHAPTER 9: Legal Matters** | | |
| 9.1 | Identify Professional, Legal and Compliance requirement for your venture |  |
| 9.2 | Conduct a Trademark Search for your Company and Trade Name. |  |
| **CHAPTER 10: Mentorship and Seeking Suppor**t | | |
| 10.1 | How Mentors help to create start-ups |  |
| 10.2 | Identify mentors and Advisors |  |
| 10.3 | Scout for Board of Directors |  |
|  |  |  |
| **11.1** | **Conclusion** |  |
| **11.2** | **References** |  |