Course Final Session 4th Nov 2024

- Getting into the entrepreneurial mindset
- Understanding of the 'Innovation and Entrepreneurship' process
- Basic Understanding of business functions
- Recognizing opportunities for new businesses/startups
- Getting hands-on during the 'Customer Discovery Process'
- Understanding Technology and New Product Development
- Gaining insights into startup financing
- Communication & Pitching

Why ENT 603

371 responses



- Role of Innovation & Entrepreneurship
- What it takes to be an Entrepreneur
- Opportunity Identification & Evaluation
 - Digital Products
 - Sustainability
 - Healthcare
 - Space Tech
- Business Fundamentals
- Strategy & Business Model Canvas

- Customer Value Proposition & Customer Discovery
- New Product Development
- Basics of IP for Entrepreneurs
- Marketing and Go-to-Market
- Accounting & Finance
- Entrepreneurial Finance Stages & Sources of start-up financing
- Business Communication
- Pitching to Investors



Continuous Learning & Iterative Process



Domain(s)
Understanding

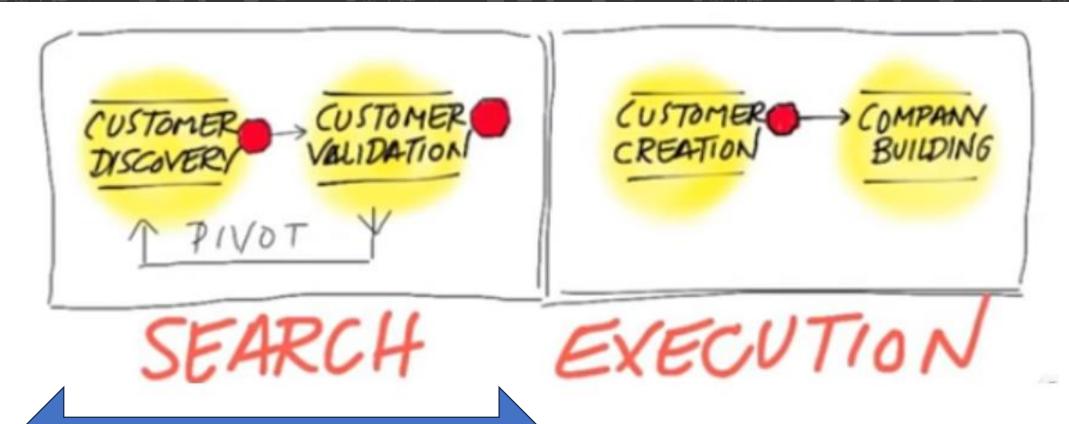
Deep Dive into Customer Discovery Understanding
Design Thinking,
POC and
Prototyping

Intellectual Property

B2B Mktg
B2C Mktg
Brand Building
Sales &
Distribution

Accounting &
Finance
Entrepreneurial
Finance

Communication
Skills & Pitching
Experiential – 3
rounds of group
pitching
Idea -> Customer
Discovery ->
Business Plan



Learning: Courses & Pre-Incubation Programs

Doing Registering Startup & building it

Source: Lean Startup

About DSSE & The Student-Entrepreneur Journey

IITB Entrepreneurship Ecosystem & Role of DSSE





Industrial Research and Consultancy Centre



IDEATE

EDUCATE







Women in Entrepreneurship IIT Bombay

PREINCUBATE

INCUBATE



Seed Funding

Other Incubators

ACCELERATE

Practice-based Academic Unit. Ecosystem Enabler Role.

Student Entrepreneurship Journey: Teaching & Practice



Foundation Courses

- 101 (HASMED Core)
- 603 (Intro to ENT)
- 605 (Business Fundamentals)
- 606 (Proof of Concept Basic)
- 617 (Tech Opportunities)

Specialist Courses

- •ENT 101 (IP for Entrepreneurs)
- •ENT 607 (Managing Tech Innovation)
- ENT609 (Mktg / Finance)
- •ENT610 (Innvn / IP)
- •ENT611 (Intro to Business Models)
- •ENT612 (Field Immersion)
- ENT613 (Social Enterprises)
- •ENT 614 (B2B Sales & Mktg)
- •ENT 615 (Strategy & Leadership)

Capstone & Research Course(s)

- ENT 602 (Tech Venture Creation)
- ENT608 (POC Advanced)
- ENT 701 (Core Topics in Inno & ENT)
- ENT 616 (Readings I,E& Development)
- ENT 899 (Commn)

Pre Incubation

IDEASProgram Level1 & 2

Startups

About our Courses



Pedagogy

- Concepts & Frameworks
- Cases & Caselets
- Guest Entrepreneur Sessions
- Project based experiential learning
- New & Pioneering content
- High Demand
- High Satisfaction
- Diversity of courses capped by faculty strength

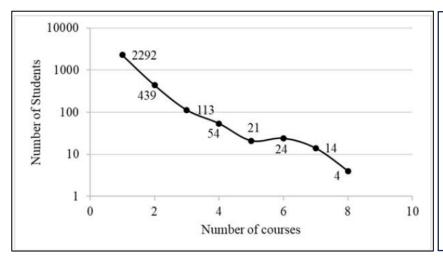
Faculty Beliefs

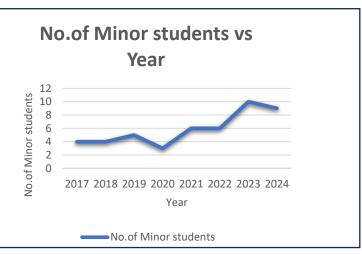
- Learning Oriented
- Class Participation & Engagement focussed
- Practice Oriented
- Student Mentoring
- Structural Transparency
- Support for different learning styles

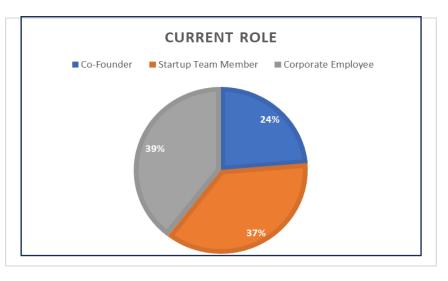
The Entrepreneurship Minor Program



- 5 full-sem courses (or 30 credits) from School of Entrepreneurship and allied depts / schools Management, Design, Economics, Humanities and Social Sciences. 4 mandatorily entrepreneurship courses largely focussed on practice.
- An impacted Minor with Demand > Capacity currently (need more faculty and courses to be offered) – Average of 10 students a year graduate with a Minor. Digital Healthcare, Data Science have around 25 Minor students

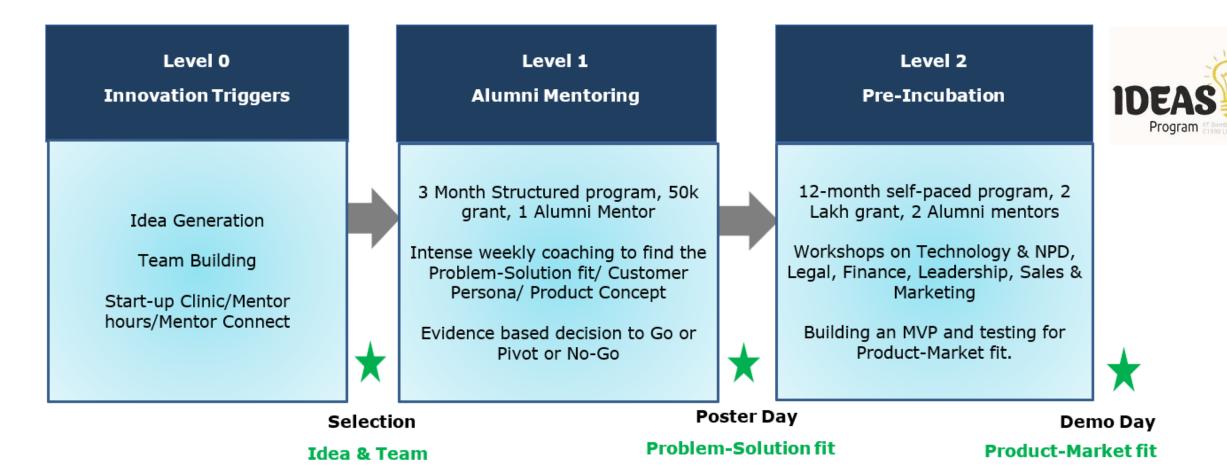






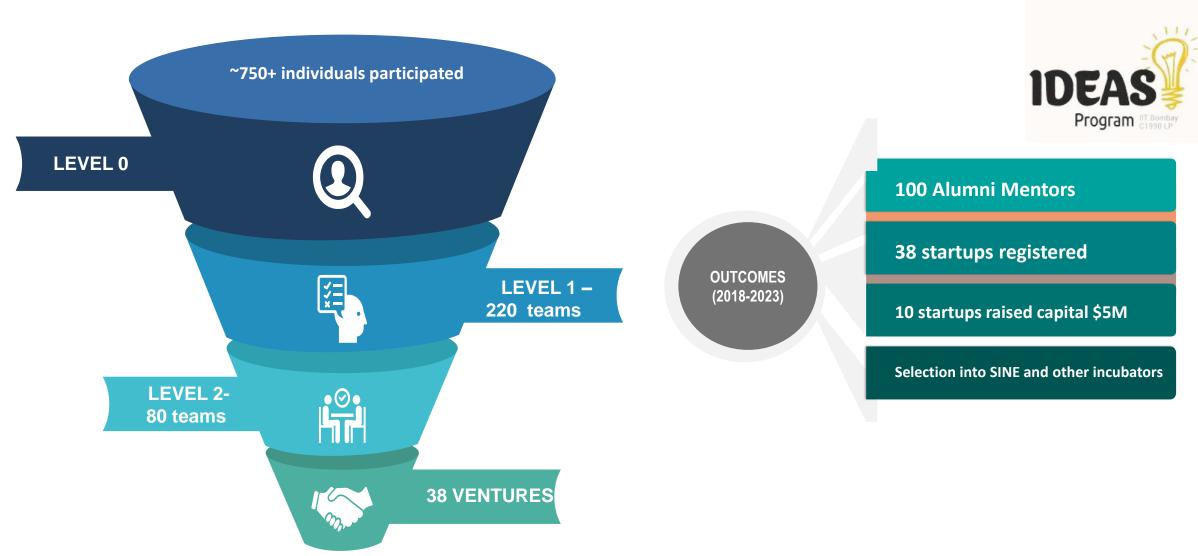
Practice Program: IDEAS Pre-Incubation Program





IDEAS Pre-Incubation Program: Outcomes





Startups of DSSE Students



AgriTech



INDRONES





Gaming



Tamasha.live Play, Watch and Win

SpaceTech

//MANASTU SPACE

GeoTech



EdTech





languify



footage.live

Logistics





IoT











CleanTech



Consumer

CBTM SERVICES







THRILLBEAR









AI/ML/ SAAS

























Healthcare







HelpNow















80+ startups created, around 10 a year, plan to scale

Desai Sethi School of Entrepreneurship (2014-date)



Vision & Purpose:

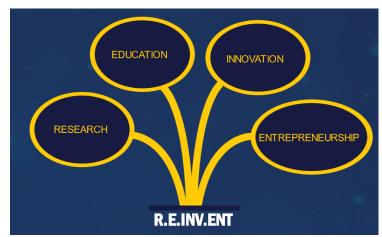
Establish a knowledge hub to train and develop entrepreneurs to have a positive impact on society

Research & Education (Academia-Oriented)

- Theory & Lab Courses
- Minor Program



- Degree-granting Programs
 PhD Program (2024-25)
 Online Masters Program (2025-26)
- Executive Education
 Commercialization for
 Researchers (Govt of Mah)
 2nd Orbit for Entrepreneurs
 (NASSCOM SMEs)



Facility/Usage

Open Space

Design Studio

Faculty, Offices

Coworking Labs

Thematic Labs

Tinkerers Lab

Micro factories

Student Teams

Manufacturing



New Building: INV.ENT Hub

Innovation & Entrepreneurship (Practice – Oriented)

3800+	750+	260+	80
Students	Mentees	Venture	Startups
		Teams	

- Student Mentoring, Early-stage Venture Creation & Pre-Incubation Programs (IDEAS & WIE)
- Entrepreneurship Symposia
- Industry Academia Collaboration
- Entrepreneurship Ecosystem Development

Briefing for End-Sem & Biz Plan Presentations

Briefing for End Sem: 17th Nov, Sunday, 530 to 830 pm

- 40 mark exam 15 minutes for Finance / Business Planning
- Portion will be the entire semester's.
- Seating Arrangements and Classrooms will be shared on Moodle
- What you can / should bring to the exam
 - Pen/Pencil Box
 - Calculators (if needed by you)
 - Print of ID card
 - Handwritten notes / Booklets given by Prof (2 booklets)
- What needs to be left in the front of class
 - Phone in Silent Mode
 - Laptop (pls try not to bring)

- Nov 6th & 7th, Project Team Presentations, 10% weightage in course grading
- In Person Presentations, 2 separate panels
 - Nov 6th: Prof Ramesh
 - Nov 7th: Prof Anu
- 10 minutes for presentation, 4 minutes for Q&A, 1 min transition
- 12-15 slide deck, Present only 10 slides
- Name of File: TeamName_BizPlan
- Entire Team has to be present on stage, Submission will be through Moodle
- Deadline for Uploading
 - 6th Nov, 12 noon (for all teams): Slide Deck (Moodle)

S No	Item	Sub Items	Marks
1	Problem / Idea (REVISED)	Problem, Idea, Size of Opportunity	
2	Customer Discovery & Validation	About your customer discovery, Revised Hypotheses after Customer Discovery, Customer Segments after Customer Discovery	1
3	Solution Design	Revised CVP, Benefits (Functional & Emotional) & Product Feature listing, Detailing your POC (Proof of Concept) – how can it be demonstrated	3
4	Go To Market	GTM - Awareness & Sales	1
5	Business & Financial Plan	Type of Biz Model + Revenue Stream, Project Plan, Financial Plan	3
5	Q&A	Presentation & Viva Answer	2
	Total		10

Team Sequence: 6th Nov, LC 102, Prof Ramesh

5 pm to 7 pm

Team Name	Timing
ACADMIX/Unsupervised learners	17:00-17:15
MindSynerG	17:15-17:30
SeaWee	17:30-17:45
VibeSync	17:45-18:00
FInWiser	18:00-18:15
TechnoCare	18:15-18:30
Solar Oasis/Verde Vision	18:30-18:45
Procurely/Carecore	18:45-19:00

7 pm to 9 pm

Team Name	Timing
Green stride	19:00-19:15
Nebula	19:15-19:30
NexTechAl	19:30-19:45
Pure Drop/LMS	19:45-20:00
InnoSense	20:00-20:15
SolarArc/WeFind	20:15-20:30
StyleByYou	20:30-20:45
Team Novent	20:45-21:00

Team Sequence: 7th Nov, LA 201, Prof Anu

5 pm to 7 pm

Team Name	Timing
CareConnect	17:00-17:15
Connecting Dots	17:15-17:30
Trinetra/Virtual Ode	17:30-17:45
Ecoflow Textiles	17:45-18:00
Ecopreneurs	18:00-18:15
InnoAl	18:15-18:30
Sync/Team Mirage	18:30-18:45
Bluewave	18:45-19:00

7 pm to 9 pm

Team Name	Timing
InterVR	19:00-19:15
Alzolve	19:15-19:30
MedTech Innovators	19:30-19:45
Krishi Avinya	19:45-20:00
Posture Mate	20:00-20:15
RobbinHoods	20:15-20:30
The Consneurs	20:30-20:45
CURO_medtech	20:45-21:00