

FC MILESTONE-2 HANDBOOK



**A brief overview to make
an impressive Milestone
presentation with ease**

HANDBOOK GOALS

Timely Submission

Handbook has arranged required materials for better time management



Easy Access

Handy and Editable milestone tasks

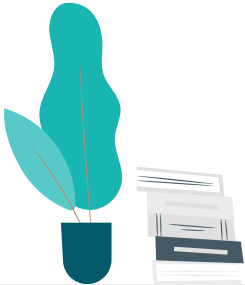
One Stop

One stop to access materials: Milestone tasks, Rubric and template



Little Extra

Expert tips and checklist to get wow Milestone presentations



MILESTONE EVALUATION RUBRIC

**Potential Real
Venture (PRV)
[Score of 4 and 5]**

PRV is a qualifier for:

- Funding 
- Incubators / Accelerators 
- 1:1 Expert Mentoring 
- NEN Social media Coverage 
- AWS credits worth 5000\$ 



**Re-work on Milestone
presentation[Score of 3]**

**Restart your Milestone
Presentation
[Score of 1 and 2]**

EVALUATION RUBRIC PARAMETERS

Parameters are the points that are used as a reason for making a judgement by evaluators to score your milestone presentations.

There are total 9 unique parameters in Foundational course evaluation rubric. Each parameter is well placed as per the course journey and milestones.

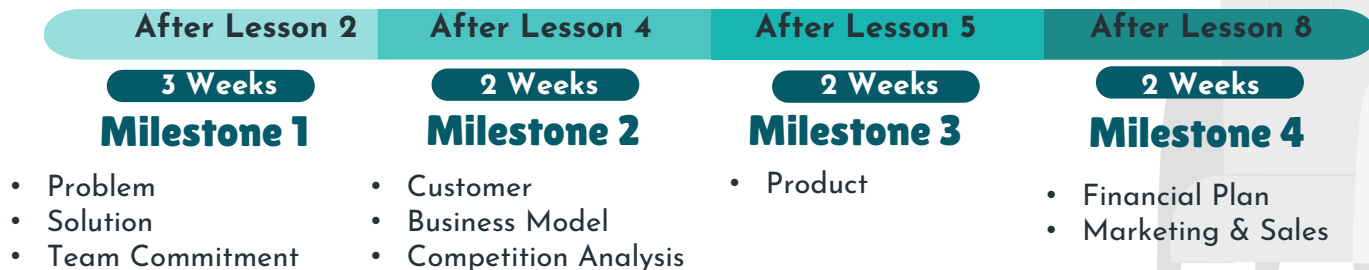
Below are the unique parameters as per four Milestone stages:

Milestone 1: Present Your Problem Worth Solving: Problem, Solution, Team Commitment

Milestone 2: Present Your Business Model: Customer, Business Model, Competition Analysis

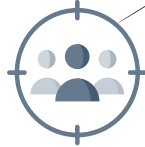
Milestone 3: Present Your MVP: Product

Milestone 4: Present Your PV: Financial Plan, Marketing & Sales





Milestone-2: Present Your Business Model



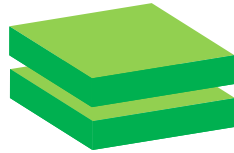
Customer



Business Model



Competition Analysis



PRV REQUIREMENTS

FOR MILESTONE-2 PARAMETERS [Score of 4 and 5]



Customer

Have you identified customer segment you are targeting? Have you identified your customer pains and gains?

Tool to use: Value Proposition Canvas



Business Model

Does the solution, solve the problem keeping in mind the customer segment identified? How is you're your UVP different from the existing solutions? Tool to

use: Lean Canvas



Competition Analysis

Identify your top 3 competitors who are catering to your niche. Why should your customer come to you and not your competitors?

Task to complete: Competition Analysis

Potential Real Ventures	
5	4
The Value Proposition Canvas is well made with the customer pains and gains matched with corresponding pain relievers and gain creators.	The Value Proposition canvas needs some improvement but has good ideas for pain relievers and gain creators.
A strong business model with two or more customer segments, early adopters, more than two revenue streams, channels, and unique value proposition.	A good business model with one customer segment, early adopters, two revenue streams, channels, and unique value proposition.
The PV has done a robust competition analysis and has come up with more than two product benefits that can compel customers to switch from the existing solutions.	The PV has done a good competition analysis and has come up with one or two product benefits that can create a compelling case for customers to switch from the existing solutions.

MILESTONE-2 PRESENTATION MATERIALS

- Support book to work for a promising milestone presentation
- Below are the contents and links to access them

01

Milestone Rubric

View [here](#)

02

Milestone-2 Template

View [here](#)

03

Milestone-2 Tasks

View task [here](#)

Sample Milestone

View [here](#)

View [here](#)

04

Tips from Experts

Coming soon

05

Check List

View [here](#)

06