

AC MILESTONE-1 HANDBOOK

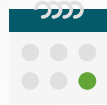


**A brief overview to make
an impressive Milestone
presentation with ease**

HANDBOOK GOALS

Timely Submission

Handbook has arranged required materials for better time management



Easy Access

Handy and Editable milestone tasks

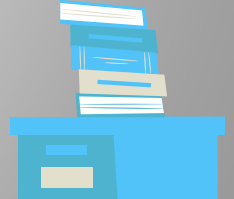
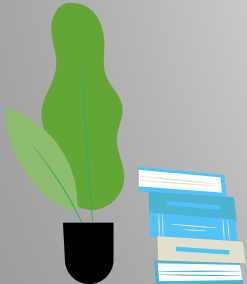
One Stop

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



Little Extra

Expert tips and checklist to get wow Milestone presentations



MILESTONE EVALUATION RUBRIC

Real Venture (RV)
[Score of 4 and 5]

RV 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 12 unique parameters in Advanced course evaluation rubric. Each parameter is well placed as per the course journey and milestones.

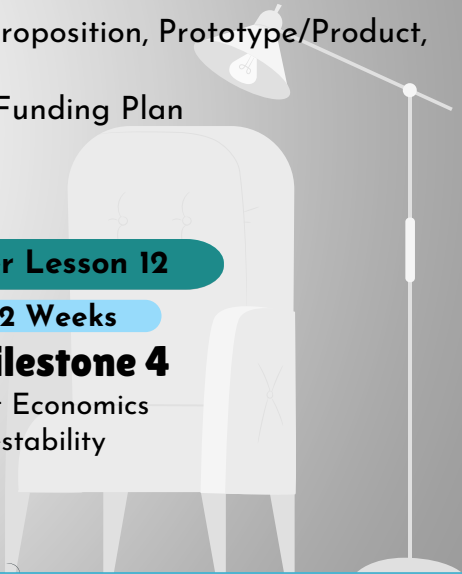
Below are the unique parameters as per four Milestone stages:

Milestone 1: Present Your Business Model/MVP: Problem, Customer, Solution/Value Proposition, Prototype/Product, Business Model

Milestone 2: Present Your Funding Plan: Competition Analysis, Financial Projections, Funding Plan

Milestone 3: Craft and Present Your Brand Story: GTM, Team Commitment

Milestone 4: Pitch/Present Your Venture: Unit Economics, Investability



After Lesson 2	After Lesson 5	After Lesson 8	After Lesson 12
3 Weeks	2 Weeks	2 Weeks	2 Weeks
Milestone 1	Milestone 2	Milestone 3	Milestone 4
<ul style="list-style-type: none">• Problem• Customer• Solution/Value Proposition• Prototype/Product• Business Model	<ul style="list-style-type: none">• Competition Analysis• Financial Projections• Funding Plan	<ul style="list-style-type: none">• GTM• Team Commitment	<ul style="list-style-type: none">• Unit Economics• Investability



Milestone-1: Present Your Business Model/MVP



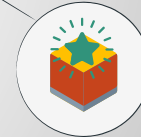
Problem



Customer



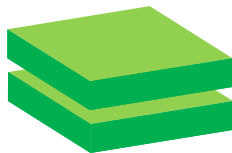
**Solution/
Value Proposition**



**Prototype/
Product**



Business Model



RV REQUIREMENTS

FOR MILESTONE-1 [Score of 4 and 5]

Problem



Customer



Solution/ Value Proposition



Prototype/ Product



Business Model



Validated Real Ventures	
5	4
The venture has put down the problem that they have identified as worth solving; they have clearly described the pain that the customer is facing; they have also clearly described what else the customer needs to overcome that pain.	The venture has put down the problem that they have identified as worth solving; they have clearly described the pain that the customer is facing but are vague on what else the customer needs to overcome that pain.
The venture has identified additional/new customer segment/s. They have run problem interviews with 25 to 50 potential customers who have confirmed that the identified problem is an acute one. The venture has been able to clearly describe the customer persona that they are catering to.	The venture has identified additional/new customer segment/s. They have run problem interviews with 15 - 25 potential customers who have confirmed that the identified problem is an acute one. The venture has been able to give a broad picture of the customer persona that they are catering to.
The venture has come up with a clear, compelling value proposition that clearly shows how their solution can make the customer's life better.	The venture has come up with a value proposition that broadly indicates how their solution can make the customer's life better.
The venture has shared a video/picture of the prototype. The prototype is a complete product and has been validated by 15 or more potential customers. The venture has submitted proofs of customer validation.	The venture has shared a video/picture of the prototype/MVP. The prototype is not a complete product yet but has all the essential features. It has been validated by 15 or more potential customers. The venture has not submitted any proofs of customer validation.
The venture has a strong business model with a valid customer segment, early adopters, more than two revenue streams, and well-defined channels. The value proposition shows how it will deliver profitably to the target customer segment.	A good business model with one customer segment, early adopters, two revenue streams, and channels. The value proposition indicates profitability to the target customer segment.

MILESTONE-1 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-1 Template

View [here](#)

03

Milestone-1 Tasks

View task-1 [here](#)

View tools [here](#)

Sample Milestone

View [here](#)

View [here](#)

04

Tips from Experts

Coming soon

05

Check List

View [here](#)

06