



# Startup School: Prompt to Prototype

📍 India



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## SESSION PRE-READ

### Session 2: AI-Powered Research: De-risking Your Startup with Data

#### 1. Session Details

##### What to expect?

**Session Overview:** This session introduces founders to the technical backbone of AI-powered research before they step into workflows. We explain **why traditional AI hallucinates**, how **knowledge cutoffs** limit model awareness, and why founders need **RAG (Retrieval-Augmented Generation)** to get grounded, citation-backed answers.

**Key Themes:** Participants get a quick overview of the tools they'll use:

1. **Gemini Deep Research** for autonomous, multi-step market analysis with cited sources
2. **NotebookLM** as a drag-and-drop RAG system that processes PDFs, Docs, Sheets, URLs, and audio transcripts
3. Technical capabilities like **retrieval**, **context injection**, cross-document synthesis, automatic **Audio Overview** generation, **Discover Sources**, competitor website ingestion, and creating **custom personas** that reason only from uploaded data

**Learning Objective:** Equip learners with the technical understanding of how grounded AI research works before applying it to decision-making frameworks in your team or startup

## 2. Glossary

1. **BNPL:** Buy Now Pay Later - pay in installments after purchase
2. **Tier-1 / Tier-3 Cities:** Tier-1 = major metros; Tier-3 = smaller towns with lower digital trust
3. **RBI Regulations:** Rules that control digital lending, BNPL, and credit partnerships in India
4. **Gemini Deep Research:** Google's AI tool that performs multi-step market research and produces cited reports
5. **NotebookLM:** Google's AI tool that analyzes **your uploaded files only** for grounded, citation-backed answers
6. **Grounded Q&A:** AI answering only from your documents - zero guessing
7. **Knowledge Cutoff:** The date after which AI doesn't know new information unless you upload/search it
8. **Hallucination:** AI generating confident but incorrect answers due to missing context
9. **RAG (Retrieval-Augmented Generation):** AI retrieves relevant info from your files, then uses it as context and finally generates cited answers.
10. **Citations:** Clickable references showing the exact source in your files.
11. **Knowledge Base:** Your combined uploaded materials (deck, spec, interviews, competitors, research)
12. **Discover Sources:** A Feature that pulls high-quality articles/reports automatically into your notebook
13. **Audio Overview:** AI-generated podcast summarising all your documents
14. **LOI (Letter of Intent):** Non-binding document from a Bank/NBFC stating willingness to partner
15. **Regulated Entity (RE):** A licensed bank or NBFC needed for compliant credit/BNPL products
16. **Pilot:** A small, real-user test of your product before fundraising or launch
17. **Unit Economics:** Per-user financial model - CAC, margins, default rates, costs
18. **KFS (Key Facts Statement):** RBI-required document summarizing all loan terms and charges.
19. **LSP (Loan Service Provider):** A fintech that partners with an RE to deliver credit.
20. **Social-Scoring Model:** A credit model using behavioural signals to predict repayment.
21. **Validation Roadmap:** Your plan for what to test, prove, and secure before raising capital.

### 3. Session housekeeping

Joining your hosts and fellow learners live?

Let's keep a few housekeeping guidelines :

- Use the chat only for topic-related reflections. Please do not share personal details or WhatsApp links, and avoid spam or off-topic messages.
- Post all questions in the Questions Tab, and keep an eye on the Notice Board for all the answers!

### 3. Post-Session activities

Post the session, your LMS dashboard will have the following:

- **Session 2 Recording:** Revisit the full walkthrough of Gemini Deep Research, NotebookLM, RAG, and the founder case study
- **Post-Session Assignment:** Apply the same workflow: build your NotebookLM workspace, run Deep Research, analyze interviews, and pressure-test your pitch
- **Revision Package:** Concise summaries, and in-session demo resources and Prompt resources to help you reinforce all the technical concepts covered today
- **Discussion Hub:** Share your reflections, ask questions, and learn from how other founders approached their validation exercises

### 4. LMS Walkthrough Link

You can find a detailed walkthrough of the platform linked  [GFS\\_LMS\\_Walkthrough.mp4](#)

### 5. Program FAQs

#### Q. What kind of a session is this?

This program is primarily self-paced.

There may be live components such as AMAs or community events, but the core learning modules can be completed at your own pace.

#### Q. Do I need prior coding experience?

No. This program is open to anyone **enthusiastic about learning AI**.

Google AI Studio enables **no-code and low-code prototyping**, so you can build functional tools without prior programming knowledge.

### **Q. What is the certification criteria?**

You will receive a Google for Startups endorsed certificate if you:

- Complete all learning modules
- Attend 4 out of 6 sessions
- Pass the required quizzes

This certification is mandatory to participate in the contest.

### **Q. What is the Showcase/Contest about?**

After completing the **two-week program** and **earning your certificate**, you can submit your prototype for review.

Top submissions will be invited to the **“Build the Future” Showcase**, a virtual finale hosted by Google for Startups.

Finalists will:

- Present their prototypes
- Receive live feedback from an expert jury
- Compete for mentorship, recognition, and prizes

### **Q. Who is eligible to participate in the contest?**

Only certified program graduates are eligible.

Eligibility Rule: **No Certificate = No Contest Entry.**

To qualify, you must:

- Attend at least **4 out of 6 sessions**
- Complete the required quizzes
- Receive your **Certificate of Completion**
- Only certified learners will be allowed to enter the contest.