

Course Introduction

Aug 8th, 2023

ENT 101 : Course Outcomes



Expose UG students in their early years to ‘entrepreneurial thinking & mindset’ by introducing various elements of venture creation including **basic concepts in innovation and entrepreneurship**. It will also help build **generalist skills** in UG students and aid them in becoming well-rounded individuals and preparing for **careers beyond core engineering**

H A S M E D Core Course

4 credit, Full semester

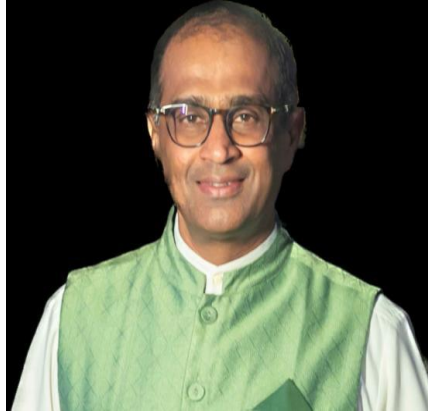
Day	Time Slot
Tuesday	1135 to 1230 pm
Wednesday	930 am to 1025 am

ENT 101: Course Team

Faculty



Prof Anu Narasimhan



**Prof Ramesh
Mangaleswaran**



Prof Kums Kumaresan

Course Coordinators



Deepa Namagiri



Alka Chavan

TA'S



Kritish Sharma
PhD, SOM
©DSSE



Sanya Arora
4th Year, Chem



Nishkarsh Bansal
4th Year, Aero



Shubh Verma
4th Year, Eco

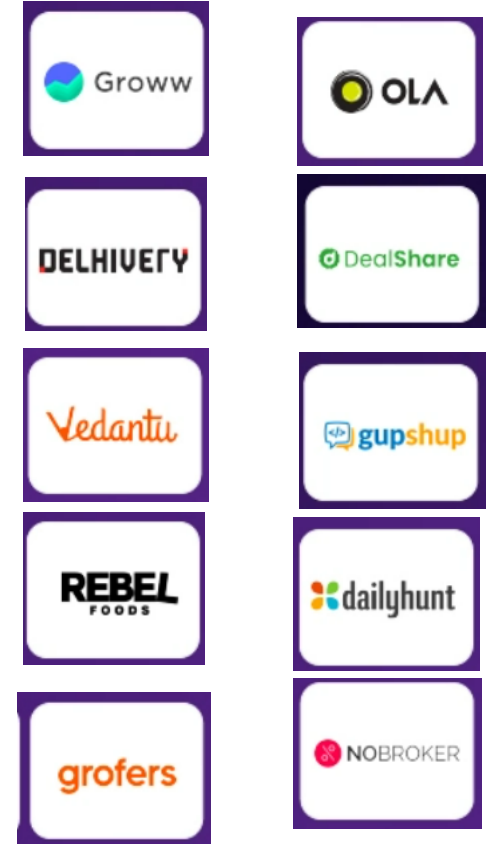


Pragyesh Gupta
4th Year, Mech



Harshil Khatri
3rd Year, Mech

Why Entrepreneurship? Why Now?

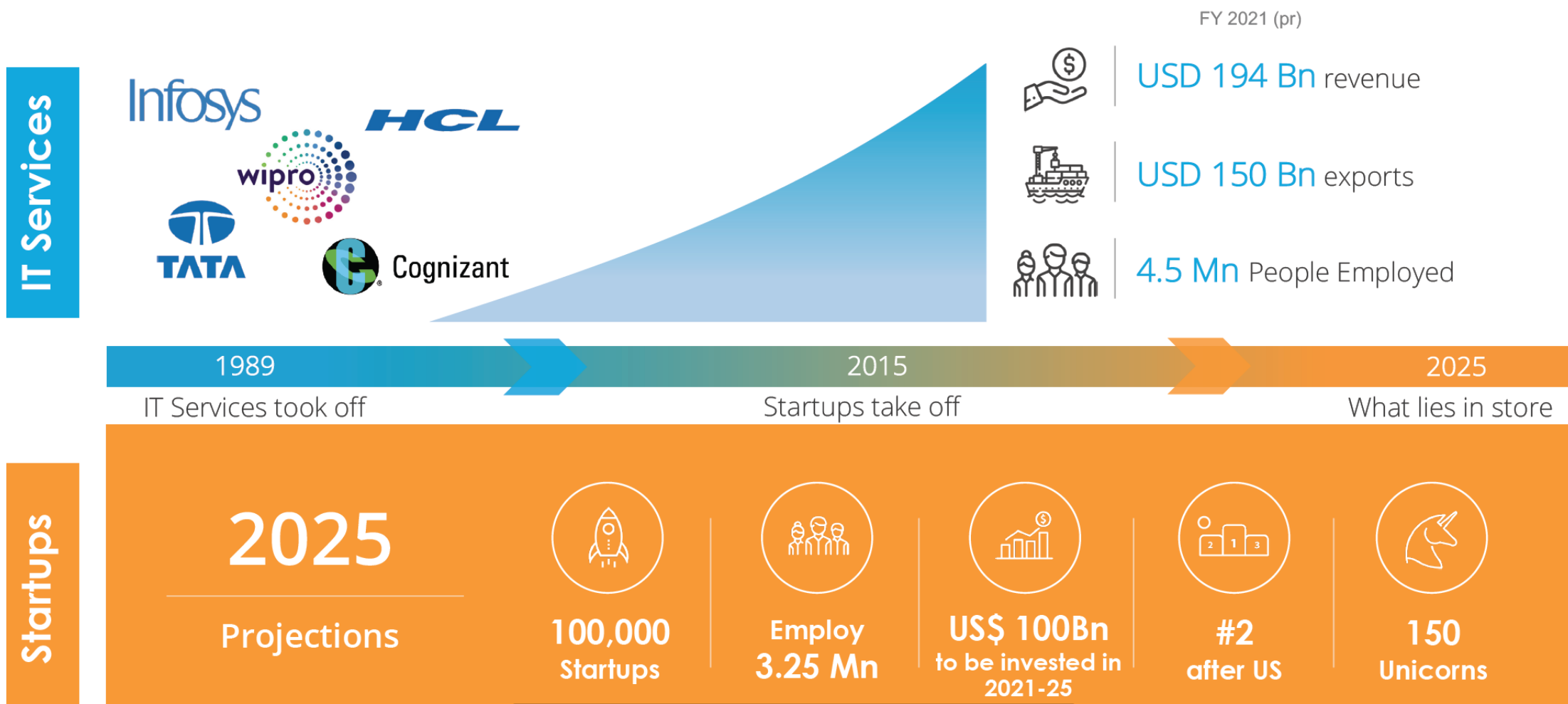


IITB Founders

TV Mohandas Pai © 3one4 Capital

Desai Sethi School of Entrepreneurship

Role of Startups



Upskilling & Job Creation



Delivery fleet
Zomato and
Swiggy employ
over 300K-500K
delivery
executives
between them



OlaCabs
Generating
livelihoods for
1.5M drivers
across 250 cities



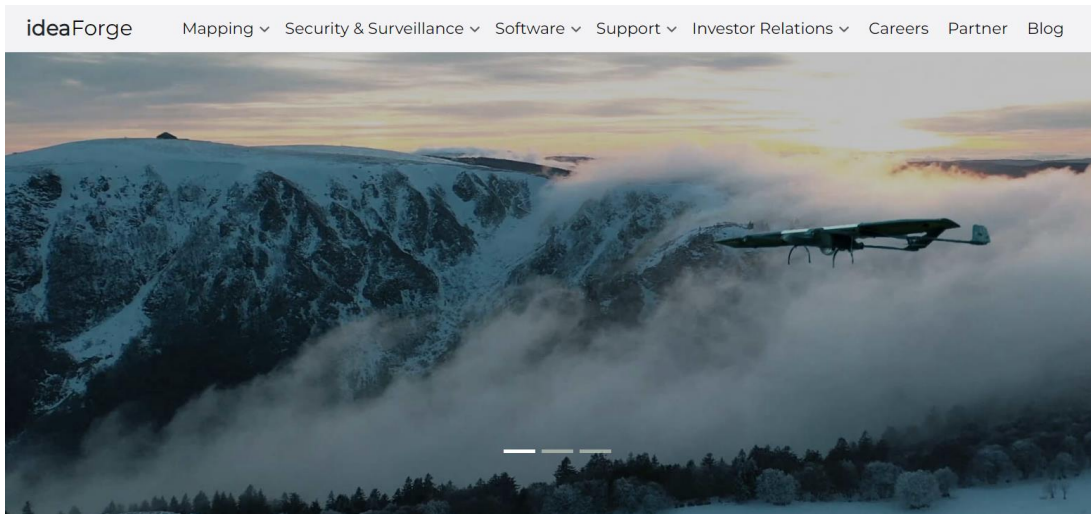
Meesho has
enabled 10 million
entrepreneurs,
mostly women, to
create their own
professional
identity and grow
their businesses



LENDINGKART
Think Cash, Think Lendingkart Group!

Bringing jobs
beyond metro cities:
150+ funded start-
ups, are based out
of emerging start-up
hubs like
Ahmedabad, Jaipur,
Kolkata

An IITB case-study : ideaForge



Applications

Anti-terror

ideaForge UAVs are able to help the defense forces and law enforcement agencies to conduct surveillance operations.

Border Security

ideaForge UAVs can assist defense forces in conducting Intelligence, Surveillance, and Reconnaissance (ISR) operations along borders.

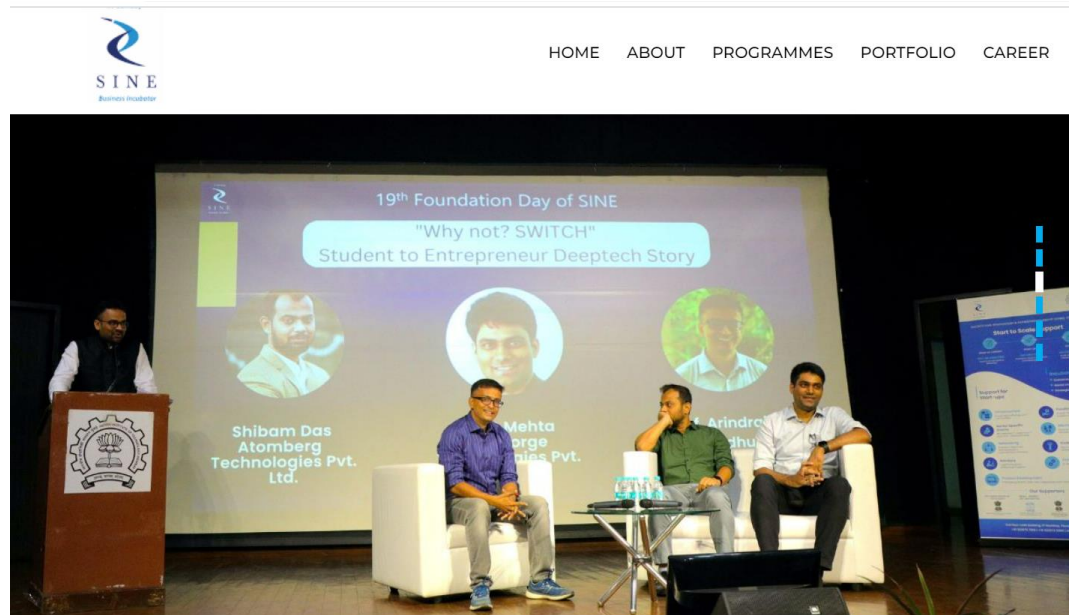
Coastal Security and Surveillance

ideaForge UAVs are able to help the forces to conduct maritime Intelligence, Surveillance, Reconnaissance (ISR) operations.

Crime Control

Prevent, control and crack crimes with ideaForge UAVs.

Ankit Mehta
Rahul Singh
Ashish Bhat



Ideaforge IPO: Issue subscribed 106 times on last day of bidding process

By Navdeep Singh, ETMarkets.com • Last Updated: Jun 30, 2023, 06:06 PM IST

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Synopsis

Indian drone maker Ideaforge's initial public offering (IPO) saw overwhelming response from investors, with the issue subscribed 106 times. The IPO received strong interest from retail individual investors, qualified institutional buyers, and non-institutional investors. Despite concerns about the company's aggressive pricing and working capital gap, analysts recommended subscribing to the IPO due to Ideaforge's commanding position in the drone market and potential applications across industries. The IPO includes a fresh issue of equity shares and an offer for sale by selling shareholders, with the company planning to raise up to INR 567 crore (\$76 million).

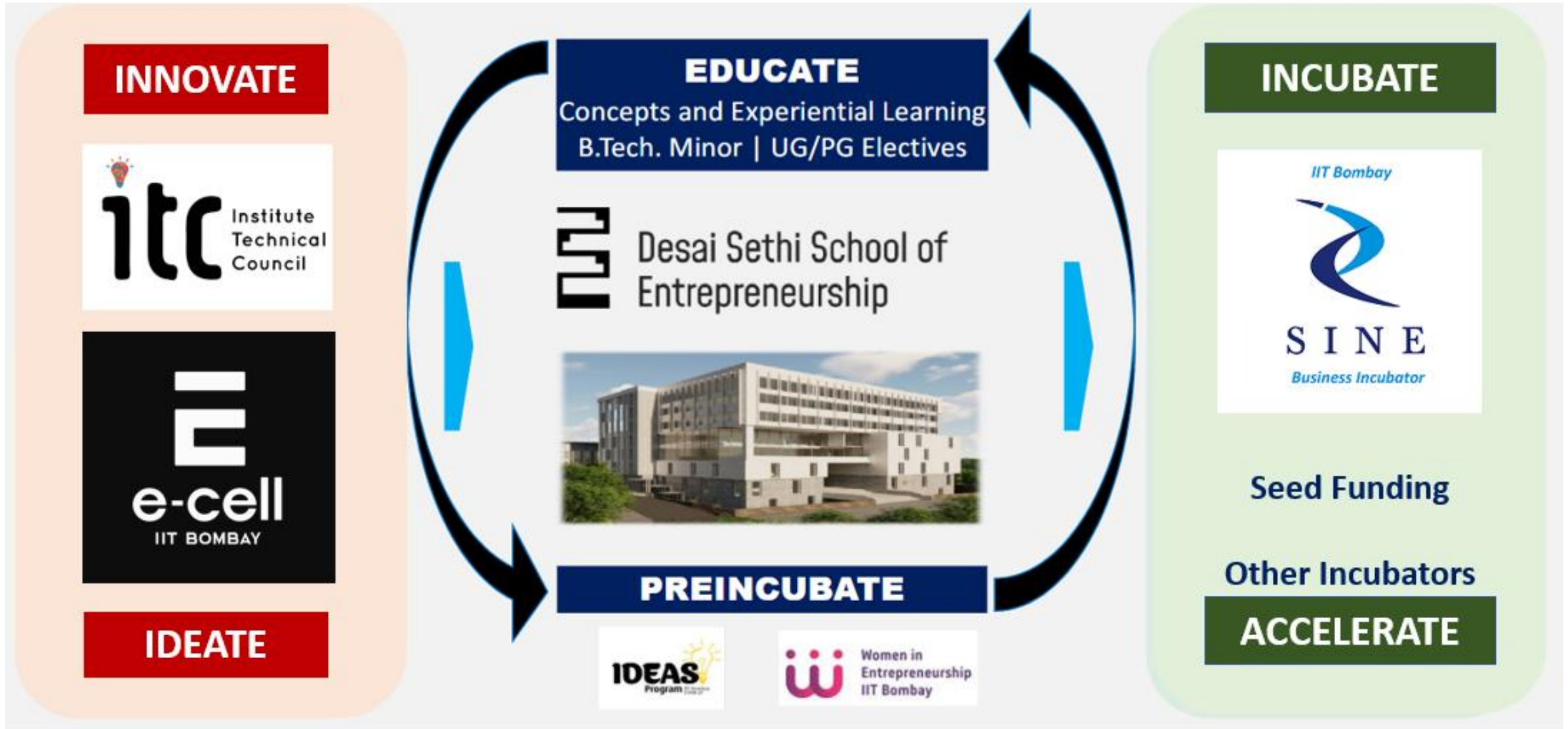


The initial public offer (IPO) of India's leading drone maker **Ideaforge** has received overwhelming response from investors as the issue was subscribed 106 times at close.

English (India)
English (India)
To switch input methods, press Windows key + space.

Blackstone alum doubles down on Drone startups after 600% IdeaForge return

Entrepreneurship Ecosystem @IITB



Student Entrepreneurship Journey : DSSE enabled



Foundational Courses

- 101 (HASMED Core)
- 603 (Intro to ENT)
- 606 (Proof of Concept – Basic)

Specialist Courses

- ENT609 (Mktg / Finance)
- ENT 610 (Innovation / IP)
- ENT 608 (Proof of Concept –Adv)

Capstone Course

- ENT 602 (Tech Venture Creation)

Pre Incubation

- IDEAS Program

Startups

Course Students: 3000 | IDEAS & WiE Mentees: 900 | Venture Teams : 200 | Startups : 60

Entrepreneurship Courses : Enrolment

New Core Course for 1st Year UG Students

ENT 101	Introduction to Innovation & Entrepreneurship
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Foundation Courses

ENT 603	Introduction to Entrepreneurship
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ENT 606	Proof of Concept (Basic)
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Specialist Courses

ENT 609	Marketing and Finance for Entrepreneurs
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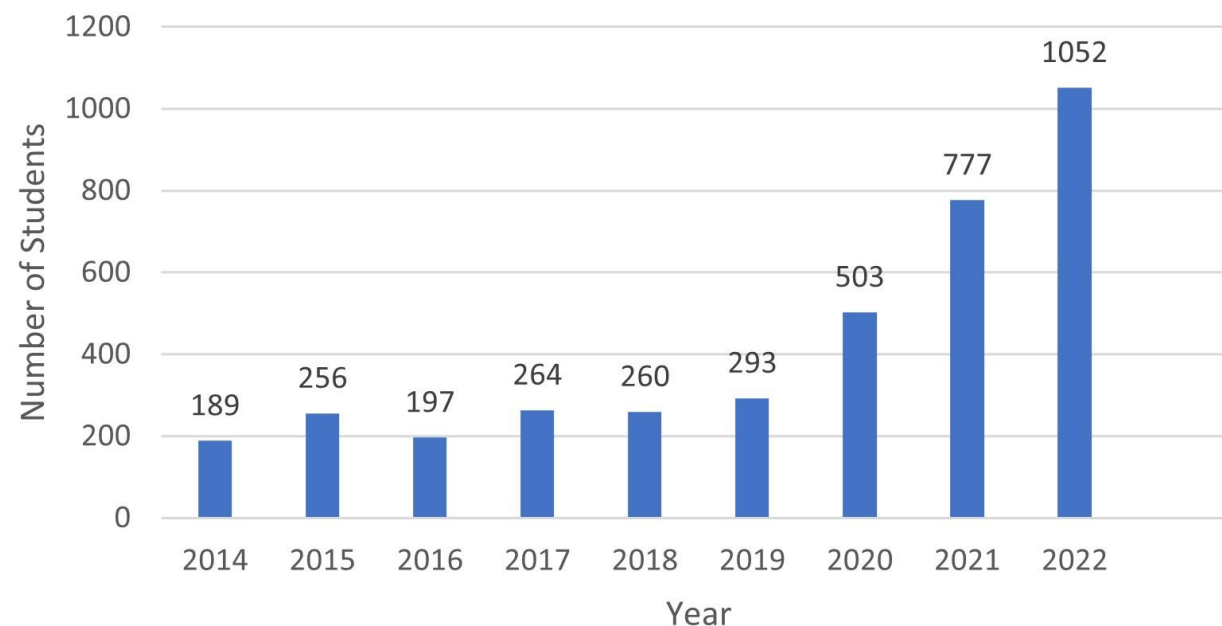
ENT 608	Developing a Proof of Concept (Advanced)
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ENT 610	Managing Innovation & IP for Techpreneurs
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Capstone Course

ENT 602	Technology Venture Creation
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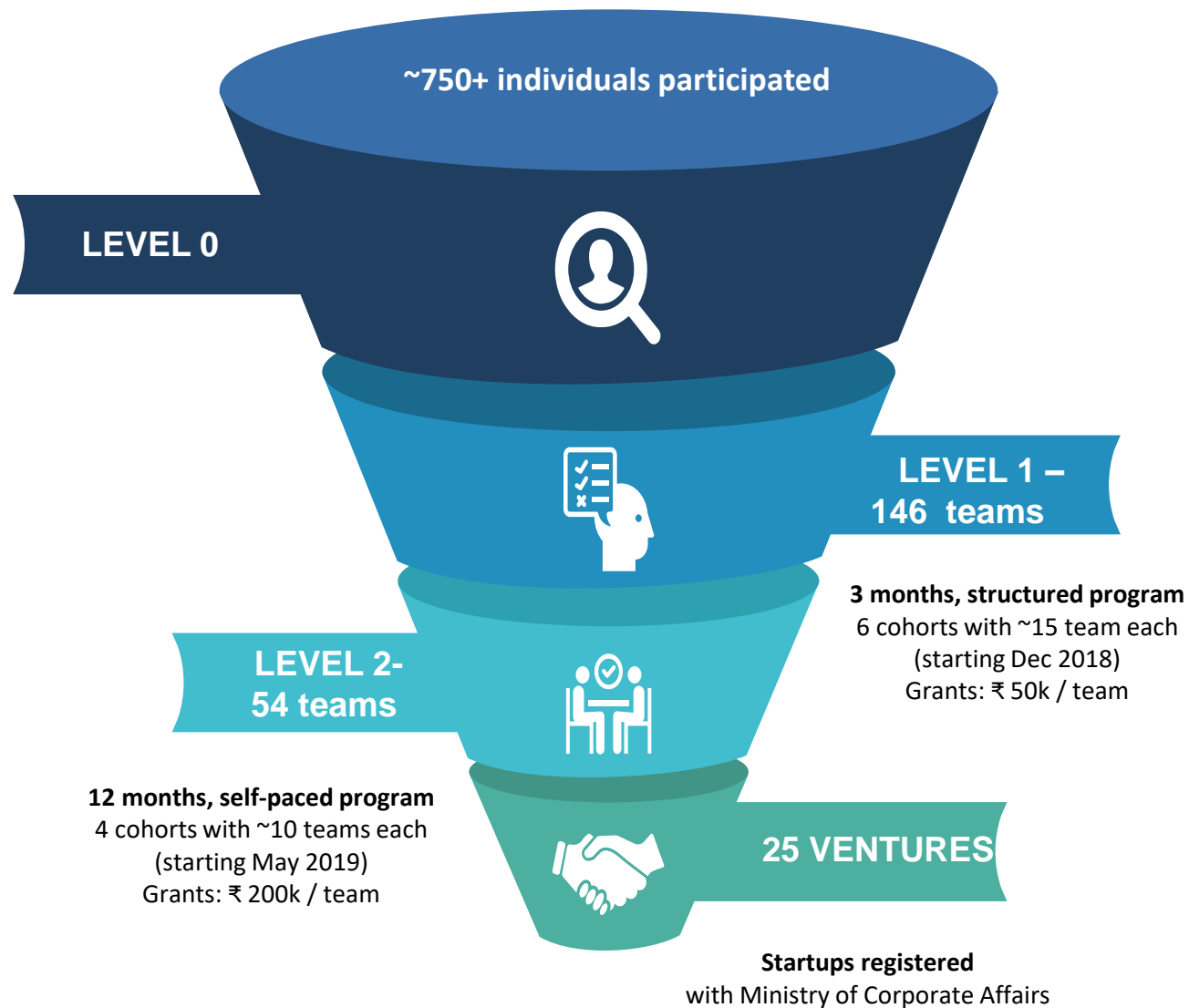
Year Wise Enrolment



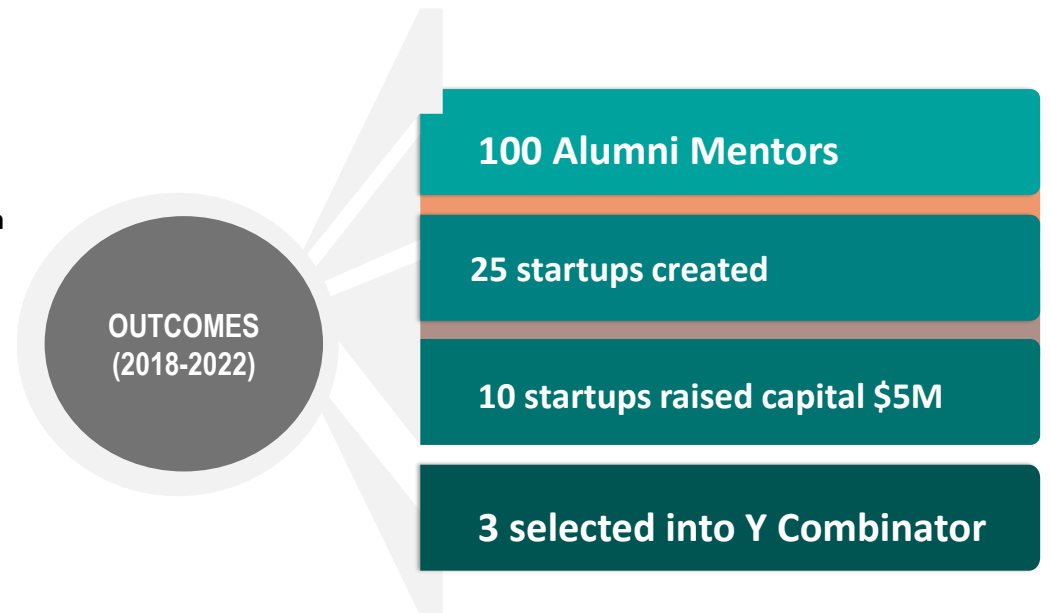
Students finishing 30 credits (5 courses) get a Minor in Entrepreneurship , ENT 101 not included

Demand significantly higher than capacity, we are building at a fast pace

Pre-Incubation Program IDEAS



Ideation, Design & Entrepreneurship with Alumni Support



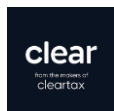
Start ups of DSSE Students



AgriTech



FinTech



Gaming



Tamasha.live
Play, Watch and Win

SpaceTech

//MANASTU SPACE

GeoTech

Geo Radar.ai
Scanning the Earth, Aerially!



EdTech



footage.live

Logistics



IoT



CleanTech



Consumer

CBTM SERVICES



The Minimalist



MYdi
di

AI/ML/ SAAS



Healthcare



spaceUV
Virus free Air
in minutes

PROACTIVE
for her



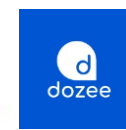
SIMPLIFYING HEALTHCARE

HelpNow

Eximious Healthcare
Empowering Lives



Breathe to Live



60 start ups created

What is Entrepreneurship



**‘The Pursuit of Opportunity without regard to Resources controlled’
Howard Stevenson, Harvard Business School**

- **Identify a need or opportunity : Problem**
- **Create a solution : Innovation**
- **Implement solution to create Value**
- **Harvest, Exit , or any long-term strategy**

An Entrepreneur is someone who gets something NEW done

Essence of Entrepreneurship

Valuable Opportunities



Enterprising Individuals

A situation in which a person can exploit a new business idea that has the potential to generate profit

- **Mindset**
 - **Creative & Innovative**
 - **Opportunity Focused**
- **Passionate**
- **Persistent**

Creating Wealth & Gaining Independence

	Weightage	Tentative Schedule
Attendance	10	Thro the Sem
Quiz 1	10	30 th Aug
Mid Sem	25	16 th to 24 th Sep
Team Project	15	Thro Sem, Ppt on 14/15 Nov
End Sem	40	16 th to 26 th Nov
Total	100	

Student Expectations : Engagement & Participation

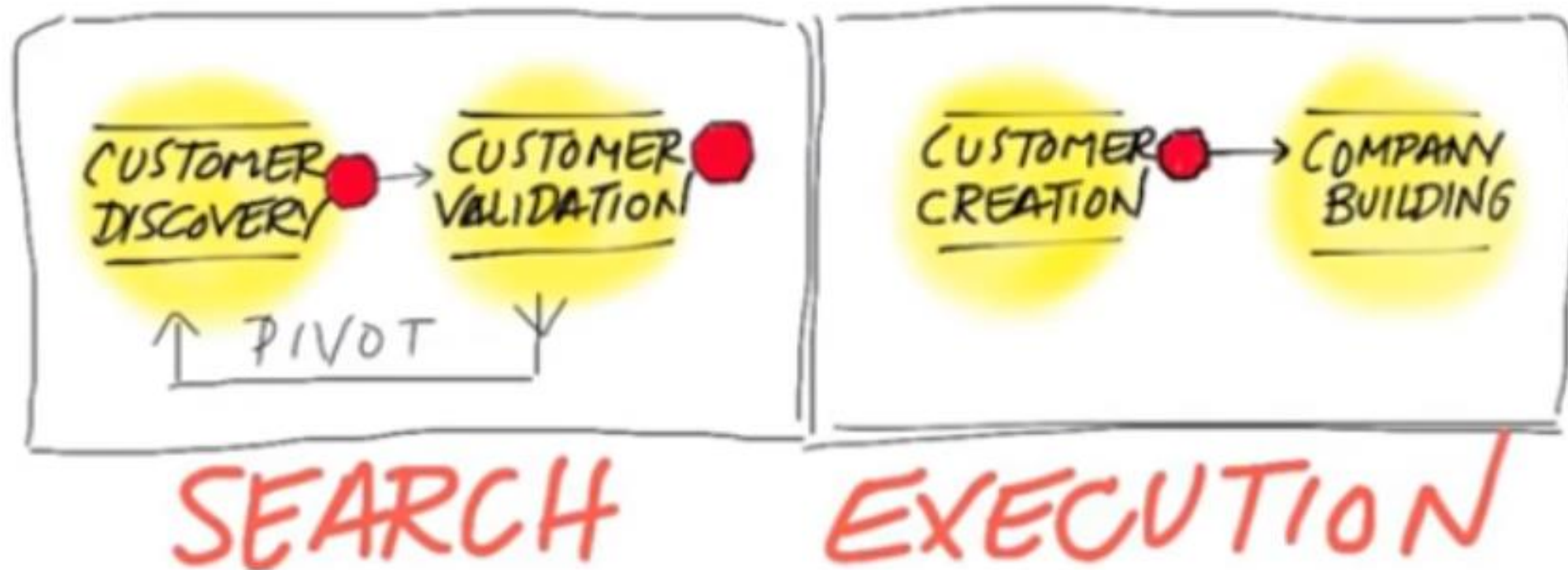
‘SAFE’ App will be used for Attendance & Quizzes

Let’s learn the SAFE App

Process for Start up Creation

Temporary organization that is Scalable, Repeatable, Profitable

What it is not : Small Biz, Self-employment, Dhandho, Invention, Partnership, Corporation



Source : Lean Startup

Course Modules

Week #	Topic	Faculty
1 & 2	INV.ENT & Opportunity Identification	Prof Anu
3 & 4	Customer Value Proposition & BMC	Profs Anu & Ramesh
5	Intro to Design	Prof Kums
6	Design Principles	
9	Design Brief, Concept , Idea	
10 & 11	New Product Development	Profs Anu & Kums
12 & 13	Communication / Mktg / Go To Market	Prof Anu
14 & 15	Basics of Finance & Business Planning	Prof Ramesh
16	Team Presentations	