Objective of Project Team Assignment

To learn about start-ups by studying and presenting an already-established start-up's journey and learning from it. To be presented in teams of 5, there will be 44 teams.

Team Formation: Deadline Friday, 1st Sep (midnight)

Students are free to pick the partners of their choice; there must be exactly five members in every team. Students that are unable to make teams on their own will be paired up with each other (i.e., at random). The list of students in ENT 101 is in the link here.

Which startup can you study?

The startup should not have been registered before 2005, ideally more recent. It can be from India or any part of the world. It can be a B2B company (Business to Business) or B2C (Business to Consumer) or B2G (Business to Government) or any business model. Since there could be duplication in startup names from multiple project teams, we request you to give 3 preferences so that we can remove duplication and assign one of your preferences to you. **We would like you to study technology startups with a focus on those with IITB Founders, as much as possible. Not compulsory.**

https://www.startupbooted.com/list-unicorn-startups-in-india

Team Formation & Startup Selection Google Form

Deadline: 1st Sep, 2023 11:59 pm

Here's the Google Link for you to submit the Team Details and the 3 preference(s) of the startup you want to study.

https://forms.gle/2obiZ1fudEdniz9f9

Assignment Details

Teams first pick a Startup and do some research on its founders, the problem they set out to solve, the customer segments and target markets, their revenue and profit model, and how it got its first round of funding.

Explicit details about Business Model that need to be covered: Problem / Opportunity, Customer & Market Segments, Value Proposition, Solution designed and Revenue Streams.

Presentation Template attached for pitch deck - for the slide deck for presentation, stay close to this template of slides.

Video - For the video, you can treat it like a story-telling exercise, like a pitch being made to sharks. It has to be a max of 3 minutes and all team members need to be a part of the video.

Presentations (Pitch deck and video) - Deadline, 13th Nov, 11:59 pm

This will be uploaded as an Assignment on Moodle and the pitch presentation needs to be uploaded there by 1 team member. We will give you a Google Drive Link for uploading video.

In class team presentations – 14th and 15th Nov, In Class Timings

Have fun with this group assignment. Will be great learning.

Best wishes - Prof Anu