# CreateBharat – Developer Guide (Simplified Syllabus Flow)

This document explains the full CreateBharat Entrepreneurship & Startup Development Training flow in simple terms for developers.

## 1. Basic Overview

Program Name: Entrepreneurship & Startup Development Training  
By: CreateBharat (MSME Registered)  
Modules: 9 Total  
Certificate: After all modules + assessment  
For: Students, Startup Founders, MSMEs, Business Enthusiasts

## 2. App / Website Flow

Home Screen:  
• Show Program Introduction (short info about CreateBharat)  
• Total Modules = 9  
• Buttons:  
 - Start Learning  
 - View Certificate Progress

## 3. Module Listing Screen

Each module will show:  
- Module Number + Title  
- “View Details” button  
- Progress Bar (completion %)  
- Quiz Score at end  
  
Example:  
Module 1 – Startup Fundamentals → Start / Resume  
Module 2 – Legal & Compliance → Start / Resume  
Module 3 – Finance & Fundraising → Start / Resume

## 4. Inside Each Module

Each module includes:  
• Objective (short goal)  
• 5 Topics (each with small paragraph)  
• Each topic includes 3 Quiz Questions (MCQs)  
• Correct answer shown with ✅  
• End of module:  
 - Assignment / Activity  
 - Final Quiz  
 - Mark as Completed button

### Example: Module 1 – Startup Fundamentals

Objective: Learn what is business, difference between startup & small business.  
  
Per Topics video play hoga:   
**1. What is Business & Types  
2. Startup vs Small Business  
3. How to Find & Validate Idea  
4. Market Research Basics  
5. Co-founder & Team Basics**  
Quiz Example:  
Q: What is the main goal of business?  
✅ To earn profit

## 6. Quiz System

Each topic has 3 multiple choice questions.  
System must:  
- Store user’s selected answers  
- Compare with correct answers  
- Show score in %  
- After all modules are done → Unlock Certificate

## 7. Certificate Logic

Certificate will unlock when:  
• Minimum 70% in each module  
• All modules completed  
• Final Test done  
  
Certificate contains: QR code base-   
- User Name  
- Program Title  
- Completion Date  
- Digital Signature (CreateBharat)

## 8. Admin Dashboard (Optional)

Admin can:  
• Upload/Edit module content  
• Add new quiz questions  
• Track student progress  
• Generate certificates manually

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# Contants

# Module 1: Startup Fundamentals

# Module 2: Legal & Compliance

# Module 3: Finance & Fundraising

# Module 4: Product & Technology

# Module 5: Marketing & Growth

# Module 6: Leadership & Team

# Module 7: Investor Readiness

# Module 8: Practical Labs

# Module 9: Business Shortcuts

# Module 1: Startup Fundamentals

Objective: Understand the concept of business, difference between startup & traditional business.

**Topics 1: What is Business and Types of Businesses**

Quiz:

1. What is the main goal of a business?

* To create jobs
* To pay taxes
* To earn profit ✅
* To do marketing

1. Which is the best example of a franchise?

* Ola
* McDonald’s ✅
* Grocery store
* Boutique

1. When is a Private Limited Company useful?

* When there is only one owner
* When you need scale and investment ✅
* When the business is small and local
* When a family runs it

**Topic 2: Difference Between Startup and Small Business**

Quiz:

1. What is the main focus of a startup?

* Stable income
* High growth and scale ✅
* Family business
* Local area service

1. What is the main funding source for a small business?

* Angel investors
* Venture capital
* Own money ✅
* Crowdfunding

1. Which of the following is a startup example?

* Ola Cabs ✅
* Local tailor shop
* Boutique
* Grocery store

**Topic 3: How to Find and Validate an Idea**

Quiz:

1. What is the best way to validate an idea?

* Tell your friends
* Take customer feedback ✅
* Start the business directly
* Only do market research

1. What is the main goal of an MVP?

* To build the final product
* To test the market ✅
* To attract investors
* To raise funding

1. How many people’s feedback is enough for validation?

* 2–3 people
* 50–100 people
* 10–20 people ✅
* Only one expert

**Topic 4: Market Research Basics**

Quiz:

1. What is an example of primary research?

* Customer survey ✅
* Google reports
* Wikipedia search
* Competitor’s ads

1. What does TAM stand for?

* Total Addressable Market ✅
* Total Available Money
* Tax Assessment Model
* Trade and Marketing

1. What do you understand from market research?

* Only competition
* Only demand
* Demand and competition ✅
* Funding options

**Topic 5: Co-founder and Team Building Basics**

Quiz:

1. **What’s the most important thing when choosing a co-founder?**

* Same background
* Complementary skills ✅
* College friend
* Family member

1. **What is the golden rule in team building?**

* Hire fast, fire slow
* Hire slow, fire fast ✅
* Hire everyone
* Only hire friends

1. **Who were the founders of Flipkart?**

* Sachin Bansal & Binny Bansal ✅
* Mukesh & Anil Ambani
* Ratan Tata & Narayan Murthy
* Jeff Bezos & Sachin Bansal

# Module 2: Legal & Compliance

Objective: Learn about company registration, licenses, and basic taxation.

**Topics 1: Company Registration Types**

### Quiz

Q: Who is responsible in a Sole Proprietorship?

* - Accountant
* - Partner
* - Owner himself ✅
* - Government

✅ Correct Answer: Owner himself

Q: Which registration type is best for attracting investors?

* - Proprietorship
* - LLP
* - Pvt. Ltd. ✅
* - Partnership

✅ Correct Answer: Pvt. Ltd.

Q: What is one major benefit of an LLP?

* - Unlimited liability
* - Limited liability ✅
* - No registration required
* - Tax-free

✅ Correct Answer: Limited liability

**Topic 2: MSME Registration Process**

### Quiz

Q: What is the official MSME registration portal?

* - startupindia.gov.in
* - msmeindia.org
* - udyamregistration.gov.in ✅
* - makeinindia.gov.in

✅ Correct Answer: udyamregistration.gov.in

Q: What do you receive after MSME registration?

* - TAN Number
* - Udyam Registration Number ✅
* - CIN Number
* - GSTIN

✅ Correct Answer: Udyam Registration Number

Q: What is one benefit of MSME registration?

* - Free internet
* - Government subsidy ✅
* - Free electricity
* - Free office

✅ Correct Answer: Government subsidy

**Topic 3: GST Basics for Startups**

### Quiz

Q: What is the full form of GST?

* - Government Sales Tax
* - Goods & Services Tax ✅
* - General Service Tariff
* - Gross Sales Turnover

✅ Correct Answer: Goods & Services Tax

Q: What is the GST threshold for service-based businesses?

* - ₹10 lakh
* - ₹20 lakh ✅
* - ₹30 lakh
* - ₹40 lakh

✅ Correct Answer: ₹20 lakh

Q: What is the official GST registration site?

* - income.in
* - gstindia.gov.in
* - gst.gov.in ✅
* - gov.in

✅ Correct Answer: gst.gov.in

**Topic 4: Trademark & Intellectual Property Rights (IPR)**

### Quiz

Q: What does a Trademark protect?

* - Software code
* - Logo/Brand name ✅
* - Machine invention
* - Book

✅ Correct Answer: Logo/Brand name

Q: What is the purpose of a Patent?

* - To protect music
* - To protect business ideas
* - To protect inventions ✅
* - To protect logos

✅ Correct Answer: To protect inventions

Q: What is the official portal for Trademark application?

* - startupindia.gov.in
* - ipindia.gov.in ✅
* - udyamregistration.gov.in
* - trademark.com

✅ Correct Answer: ipindia.gov.in

**Topic 5: Contracts & NDA Importance**

### Quiz

Q: What is the full form of NDA?

* - Non-Digital Agreement
* - Non-Disclosure Agreement ✅
* - National Data Act
* - Non-Debt Agreement

✅ Correct Answer: Non-Disclosure Agreement

Q: What is the main purpose of an NDA?

* - To protect business ideas ✅
* - To file taxes
* - To take loans
* - To register GST

✅ Correct Answer: To protect business ideas

Q: Why are contracts important in business?

* - For trust and legal proof ✅
* - Just a formality
* - Waste of time
* - For marketing purposes

✅ Correct Answer: For trust and legal proof

# Module 3: Finance & Fundraising

Objective: Gain understanding of accounting, projection, and investor funding.

**Topics 1: Basics of Accounting & Bookkeeping**

### Quiz

* What is the main purpose of bookkeeping?
* A. To calculate profit
* B. To create a marketing strategy
* C. To record daily transactions ✅ (Correct)
* D. To hire employees
* What is one benefit of accounting?
* A. Creating customer data
* B. Understanding profit and loss ✅ (Correct)
* C. Designing a new product
* D. Advertising
* Which of the following is a common accounting software?
* A. Canva
* B. QuickBooks ✅ (Correct)
* C. Photoshop
* D. ChatGPT

**Topic 2: How to Make a Financial Projection**

### Quiz

* What does a financial projection mean?
* A. Past sales report
* B. Future revenue and expense estimate ✅ (Correct)
* C. Only customer list
* D. Only tax report
* What is the formula for Net Profit?
* A. Sales + Expenses
* B. Sales – Expenses ✅ (Correct)
* C. Assets – Liabilities
* D. Tax – Loss
* Which is the most common tool used for making projections?
* A. MS Paint
* B. Excel / Google Sheets ✅ (Correct)
* C. Photoshop
* D. Canva

**Topic 3: Unit Economics (COGS, Profit Margin, Break-even)**

### Quiz

* What is the full form of COGS?
* A. Cost of General Sales
* B. Cost of Goods Sold ✅ (Correct)
* C. Cost of Global Sales
* D. Cost of Group Services
* What is the formula for profit margin?
* A. (SP + COGS)/SP × 100
* B. (SP – COGS)/SP × 100 ✅ (Correct)
* C. (SP – Expenses)/COGS
* D. (COGS/SP) × 100
* What does break-even mean?
* A. When profit is high
* B. When expenses are zero
* C. When sales = expenses ✅ (Correct)
* D. When only losses occur

**Topic 4: Bootstrapping vs External Funding**

### Quiz

* What is the main advantage of bootstrapping?
* A. Fast growth
* B. Full ownership/control ✅ (Correct)
* C. No risk
* D. Investor mentorship
* What is one disadvantage of external funding?
* A. Getting money
* B. Equity dilution ✅ (Correct)
* C. Fast growth
* D. Mentorship
* Which of the following is a bootstrapped company?
* A. Ola
* B. Flipkart
* C. Zoho ✅ (Correct)
* D. Zomato

**Topic 5: How to Pitch to Angel Investors & VCs**

### Quiz

* What comes first in a pitch deck?
* A. Team
* B. Problem → Solution ✅ (Correct)
* C. Funding Ask
* D. Traction
* What do investors like to see the most?
* A. Logo
* B. Traction / Numbers ✅ (Correct)
* C. Office location
* D. Website design
* What does ‘Ask’ mean in a pitch?
* A. How much money you need + how you will use it ✅ (Correct)
* B. Team introduction
* C. Marketing plan
* D. Company name

# Module 4: Product & Technology

Objective: Learn to create and manage products using tech tools.

**Topics 1: What is MVP (Minimum Viable Product)?**

Quiz  
1. What is the main purpose of an MVP?  
A) Full product with all features  
B) Test the market with minimum features ✅  
C) Show it only to investors  
D) Make a free product  
  
2. What is an example of a food delivery MVP?  
A) Launching a full app  
B) Taking orders through WhatsApp ✅  
C) Hiring 100 delivery boys  
D) Pitching to investors  
  
3. What is one benefit of making an MVP?  
A) Saves time and money ✅  
B) Only looks better  
C) Competitors will copy  
D) Always fails

**Topic 2: Tools for Making an App or Website (No-code & Tech Options)**

Quiz  
1. Which is an example of a No-code tool?  
A) Glide ✅  
B) Node.js  
C) React  
D) Flutter  
  
2. Flutter is mainly used for?  
A) Web designing  
B) Mobile apps ✅  
C) Marketing  
D) Cybersecurity  
  
3. What is the best approach for startups?  
A) Start with no-code tools ✅  
B) Start with complex coding  
C) Take investor permission  
D) Delay the product

**Topic 3: Product Roadmap & Versioning**

Quiz  
1. What does Product Roadmap mean?  
A) Business plan  
B) Future plan of product features ✅  
C) Investor pitch  
D) Marketing campaign  
  
2. Which is an example of Versioning?  
A) Ola v1 = book ride, v2 = tracking ✅  
B) Ola billboard ads  
C) Opening a new Ola office  
D) Ola founder meeting  
  
3. What should be built first in a Roadmap?  
A) Full feature list  
B) Core features ✅  
C) Marketing campaign  
D) Investor event

**Topic 4: Cybersecurity Basics**

Quiz  
1. What is SSL used for?  
A) Fast website  
B) Secure data transfer ✅  
C) Free hosting  
D) Extra features  
  
2. What is the full form of 2FA?  
A) Two-Factor Authentication ✅  
B) Two-Fund Accounting  
C) Fast App Authorization  
D) Free Application  
  
3. What is the main benefit of Cybersecurity?  
A) Extra features  
B) Customer trust & data safety ✅  
C) More colorful app  
D) Free internet

**Topic 5: Scaling the Product for More Users**

Quiz  
1. What does Scaling mean?  
A) Changing the product design  
B) Handling more users ✅  
C) Impressing investors  
D) Changing the logo  
  
2. Which is an example of a Cloud service?  
A) AWS ✅  
B) Canva  
C) WhatsApp  
D) TikTok  
  
3. What should be done first for scaling?  
A) Optimize speed & server ✅  
B) Change office interior  
C) Make a fancy logo  
D) Stop running ads

# Module 5: Marketing & Growth

Objective: Build brand and acquire customers.

**Topics 1: Branding & Positioning**

### Quiz

* Q: What is the main goal of branding?
* - To make the product expensive
* - To create a unique identity in the market ✅
* - To design only a logo
* - To make ads
* Q: Which is an example of positioning?
* - Apple = Premium ✅
* - Xiaomi = Free
* - Ola = Food brand
* - Nike = Grocery shop
* Q: What is most important in branding?
* - Trust & consistency ✅
* - Only ads
* - Office decoration
* - Fancy business cards

**Topic 2: Digital Marketing Basics (SEO, Social Media, Google Ads)**

### Quiz

* Q: What does SEO stand for?
* - Social Engagement Option
* - Search Engine Optimization ✅
* - Sales Event Operation
* - Startup Equity Offering
* Q: What happens in Google Ads?
* - Paid advertising ✅
* - Free organic posts
* - Only social media
* - Website hosting
* Q: What is the best sequence for startups?
* - First organic content, then paid ads ✅
* - Only paid ads
* - Ignore SEO
* - Use offline posters only

**Topic 3: Building a Community Around Your Startup**

### Quiz

* Q: What is one benefit of community building?
* - High loyalty & feedback ✅
* - Free office space
* - Free funding
* - Competitor growth
* Q: Which is a platform for community building?
* - WhatsApp group ✅
* - Photoshop
* - Google Maps
* - Figma
* Q: How can you keep a community active?
* - Polls, AMA, rewards ✅
* - Ignore members
* - Only founders post
* - Send only ads

**Topic 4: Customer Acquisition Strategies**

### Quiz

* Q: What does Customer Acquisition mean?
* - Attracting new users ✅
* - Blocking old customers
* - Copying competitors
* - Changing product name
* Q: What is the full form of CAC?
* - Customer Acquisition Cost ✅
* - Customer Affiliate Code
* - Cashflow & Credit
* - Central Audit Check
* Q: What was Uber’s popular strategy?
* - Referral program ✅
* - Only TV ads
* - Offline posters
* - Free petrol

**Topic 5: Growth Hacking Case Studies**

### Quiz

* Q: What is the main goal of growth hacking?
* - Fast & low-cost growth ✅
* - Fancy office
* - Equity dilution
* - Only expensive ads
* Q: What was Dropbox’s growth hack?
* - Free storage for referrals ✅
* - Free pizza
* - Only paid ads
* - Free laptops
* Q: What was Hotmail’s growth hack?
* - Free email tagline ✅
* - Free Instagram reels
* - Billboard ads
* - Paid Google ads

# Module 6: Leadership & Team

Objective: Develop strong leadership and management skills.

**Topics 1: Founder Mindset & Resilience**

* Quiz:

1. What is the main quality of a founder mindset?

* Only making money
* Problem-solving & growth attitude ✅ (Correct)
* Always relaxing
* Only impressing investors ❌ (Incorrect)

1. What does resilience mean?

* Giving up every time ❌ (Incorrect)
* Bouncing back from failures ✅ (Correct)
* Thinking only about success ❌ (Incorrect)
* Always staying relaxed ❌ (Incorrect)

1. What does “Fail fast, learn fast” mean?

* Learning from mistakes and moving forward ✅ (Correct)
* Ignoring failures ❌ (Incorrect)
* Never trying ❌ (Incorrect)
* Sticking to one idea ❌ (Incorrect)

**Topic 2: Building a Strong Culture**

* Quiz:

1. What does company culture mean?

* Office decoration ❌ (Incorrect)
* Shared values & work style ✅ (Correct)
* Free coffee ❌ (Incorrect)
* Marketing ads ❌ (Incorrect)

1. What is one benefit of a strong culture?

* Motivated & loyal team ✅ (Correct)
* Only happy investors ❌ (Incorrect)
* Free snacks ❌ (Incorrect)
* Fancy logo ❌ (Incorrect)

1. What is one feature of Google’s culture?

* Innovation & open communication ✅ (Correct)
* Only hierarchy ❌ (Incorrect)
* Free gyms ❌ (Incorrect)
* Paid ads ❌ (Incorrect)

**Topic 3: Hiring the Right Team**

* Quiz:

1. What is most important in hiring?

* Skills + cultural fit ✅ (Correct)
* Only friendship ❌ (Incorrect)
* Fancy degree ❌ (Incorrect)
* Office location ❌ (Incorrect)

1. What is the hiring rule?

* Hire fast, fire slow ❌ (Incorrect)
* Hire slow, fire fast ✅ (Correct)
* Always hire friends ❌ (Incorrect)
* Never fire anyone ❌ (Incorrect)

1. What is one disadvantage of a wrong hire?

* Low team motivation ✅ (Correct)
* No free coffee ❌ (Incorrect)
* Increased office rent ❌ (Incorrect)
* More ads ❌ (Incorrect)

**Topic 4: Conflict Management**

* Quiz:

1. What does conflict mean?

* Team disagreement ✅ (Correct)
* Coffee shortage ❌ (Incorrect)
* Extra profits ❌ (Incorrect)
* Hiring ❌ (Incorrect)

1. What is the first step in solving a conflict?

* Ignoring it ❌ (Incorrect)
* Listen & understand ✅ (Correct)
* Firing everyone ❌ (Incorrect)
* Running ads ❌ (Incorrect)

1. When should a conflict be resolved?

* Early stage ✅ (Correct)
* Never ❌ (Incorrect)
* Very late ❌ (Incorrect)
* Only in front of investors ❌ (Incorrect)

**Topic 5: Leadership Skills for Startup Founders**

* Quiz:

1. What is the main role of leadership?

* Inspiring and guiding the team ✅ (Correct)
* Only giving orders ❌ (Incorrect)
* Controlling money ❌ (Incorrect)
* Building fancy offices ❌ (Incorrect)

1. What is one important leadership skill?

* Communication ✅ (Correct)
* Ignoring the team ❌ (Incorrect)
* Being too strict ❌ (Incorrect)
* Gossiping ❌ (Incorrect)

1. For what quality is Ratan Tata famous?

* Empathy & vision ✅ (Correct)
* Fancy cars ❌ (Incorrect)
* Paid ads ❌ (Incorrect)
* Free stock ❌ (Incorrect)

# Module 7: Investor Readiness

Objective: Prepare for investor meetings and funding**.**

**Topics 1: How to Prepare a Pitch Deck**

### Quiz

1. What is the main purpose of a pitch deck?

* To show fancy design ❌
* To explain the startup to investors ✅
* To decorate the office ❌
* To hire employees ❌

1. Which is an essential slide in a pitch deck?

* Problem & Solution ✅
* Office photos ❌
* Team outing pictures ❌
* Random memes ❌

1. How many slides were there approximately in Airbnb’s pitch deck?

* 10 ✅
* 50 ❌
* 100 ❌
* 5 ❌

**Topic 2: Common Questions Investors Ask**

### Quiz

1. Which is a common investor question?

* How big is your market? ✅
* What’s your favorite food? ❌
* How is your office decorated? ❌
* Which movie do you like? ❌

1. What do investors find most interesting?

* Traction ✅
* Team parties ❌
* Office furniture ❌
* Free tea ❌

1. What does “How will you use the funds?” mean?

* Where the money will be invested ✅
* Keep the money in pocket ❌
* Distribute money for free ❌
* Waste it on ads ❌

**Topic 3: Valuation Basics**

### Quiz

1. What does valuation mean?

* Estimated value of a startup ✅
* Office rent ❌
* Team size ❌
* Logo design ❌

1. When does pre-money valuation occur?

* Before funding ✅
* After funding ❌
* After office setup ❌
* After profit ❌

1. If Pre-money = ₹9 Cr and Funding = ₹1 Cr, what is Post-money?

* ₹10 Cr ✅
* ₹8 Cr ❌
* ₹5 Cr ❌
* ₹12 Cr ❌

**Topic 4: Term Sheets & Equity Dilution**

### Quiz

1. What is a term sheet?

* Legal document with investment terms ✅
* Coffee menu ❌
* Office poster ❌
* Marketing slogan ❌

1. What does equity dilution mean?

* Founder’s ownership percentage decreases after funding ✅
* Office size reduction ❌
* Salary cut ❌
* Fewer ads ❌

1. If a founder had 100% and gave 20% to an investor, how much does the founder have now?

* 80% ✅
* 50% ❌
* 90% ❌
* 70% ❌

**Topic 5: Post-Investment Responsibilities**

### Quiz

1. What is one key post-investment responsibility?

* Regular reporting ✅
* Only partying ❌
* Wasting money ❌
* Traveling ❌

1. How is investor trust built?

* Through transparency ✅
* By hiding data ❌
* By gossiping ❌
* By exaggerating ads ❌

1. How should funds be used?

* Planned and strategic ✅
* Randomly ❌
* For luxury ❌
* For free giveaways ❌

# Module 8: Practical Labs

Objective: Apply learnings through hands-on activities.

**Topics 1: Business Plan Writing Lab**

### Quiz

Q: What is the main purpose of a business plan?

- Fancy decoration

- Roadmap for a startup ✅

- Writing office address

- Marketing slogan

Correct Answer: Roadmap for a startup

Q: What is essential in a business plan?

- Problem & Solution ✅

- Family photos

- Office rent

- Cricket score

Correct Answer: Problem & Solution

Q: What should be included in a café startup plan?

- Menu & pricing ✅

- Holiday plan

- Movie list

- Team outing

Correct Answer: Menu & pricing

**Topic 2: Pitch Deck Building Workshop**

### Quiz

Q: Which tool can be used to make a pitch deck?

- Canva ✅

- Photoshop

- WhatsApp

- Figma

Correct Answer: Canva

Q: Which is an important slide in a pitch deck?

- Traction ✅

- Office photos

- Cricket scores

- Birthday pics

Correct Answer: Traction

Q: How many slides does an ideal pitch deck have?

- 10–12 ✅

- 50

- 1

- 100

Correct Answer: 10–12

**Topic 3: Financial Model Excel Practice**

### Quiz

Q: Which tool is used to make a financial model?

- Excel / Google Sheets ✅

- WhatsApp

- Instagram

- Telegram

Correct Answer: Excel / Google Sheets

Q: What is the formula for profit?

- Revenue – Expenses ✅

- Expenses + Revenue

- Revenue × 2

- Expenses – Tax

Correct Answer: Revenue – Expenses

Q: For how many months should a financial model be prepared?

- 12 months ✅

- 1 week

- 2 days

- 5 years

Correct Answer: 12 months

**Topic 4: Marketing Campaign Simulation**

### Quiz

Q: What does marketing simulation mean?

- Practice campaign without real spending ✅

- Free coffee

- Hiring ads

- Cricket simulation

Correct Answer: Practice campaign without real spending

Q: What is the full form of CTR?

- Click Through Rate ✅

- Customer Test Report

- Credit Transfer Ratio

- Central Tax Report

Correct Answer: Click Through Rate

Q: What is an example of a food app advertisement?

- Order in 10 mins, Free Delivery ✅

- Join cricket club

- Buy house fast

- Movie ticket free

Correct Answer: Order in 10 mins, Free Delivery

**Topic 5: Legal Document Templates Usage**

### Quiz

Q: What is the full form of NDA?

- Non-Disclosure Agreement ✅

- National Data Act

- New Deal Agreement

- None

Correct Answer: Non-Disclosure Agreement

Q: Which is an example of a legal document?

- Founder Agreement ✅

- Cricket Scorecard

- Resume

- Food Menu

Correct Answer: Founder Agreement

Q: What should be done before signing a legal document?

- Get it reviewed by a lawyer ✅

- Ignore it

- Forward it on WhatsApp

- Only make a logo

Correct Answer: Get it reviewed by a lawyer

# Module 9: Business Shortcuts

Objective: Learn essential business terms and quick tools.

**Topics 1: Common Financial Terms**

### Quiz

What does EBITDA measure?

* Total loan amount
* Core profitability ✅
* Marketing expense
* Taxes only

What is the formula for ROI?

* (Profit ÷ Investment) × 100 ✅
* (Investment ÷ Profit) × 100
* Sales – Expenses
* Profit × 2

If ₹10,000 is spent on ads and 100 customers join, what is CAC?

* ₹1,000
* ₹100 ✅
* ₹50
* ₹500

**Topic 2: Startup & Investment Terms**

### Quiz

What does “Runway” mean?

* Fashion ramp
* Number of months the startup can survive with current cash ✅
* Product design
* Office renovation

What is a Term Sheet used for?

* Hiring
* Funding terms ✅
* GST filing
* Ads

Example of a Pivot?

* Instagram shifting to photo sharing ✅
* Uber making pizzas
* WhatsApp as email
* Flipkart selling toys only

**Topic 3: Marketing & Growth Terms**

### Quiz

What is the formula for CTR?

* (Impressions ÷ Clicks) × 100
* (Clicks ÷ Impressions) × 100 ✅
* Clicks × 1000
* Impressions – Clicks

What does CPC mean?

* Cost per Click ✅
* Cost per Customer
* Central Pricing Control
* Company Product Cost

What does Viral Coefficient = 2 mean?

* One user brings two new users ✅
* Two users bring one product
* Ads doubled
* Sales doubled

**Topic 4: Legal & Compliance Terms**

### Quiz

What does NDA protect?

* Office furniture
* Confidential information ✅
* Ads
* Customer emails

Example of IPR?

* Trademark ✅
* Laptop
* Rent
* Employee salary

One benefit of MSME Registration?

* Government subsidy ✅
* Free logo design
* Cricket tickets
* Free lunch