

# **STUDENTPRENUER LAUNCHPAD**

Growing Student Ventures from Idea to Market

Dates	June 24 to July 05, 2024
Tentative Timings:	9:00 AM to 1:00 PM (4 hours)
Tentative Venue :	GITAM UNIVERSITY , Vskp.
Cohort Size :	30 Pax
Program fee :	INR 5500/- + GST per head.
Target Audience:	UG , PG Students

## What is Studentpreneur Launchpad ?

The Studentpreneur Launchpad is a transformative two-week initiative tailored to nurture students' entrepreneurial drive, guiding them from ideation to execution.

Embarking on the journey of entrepreneurship can appear intimidating initially for aspiring studentpreneuers. However, through this program, students gain invaluable access to workshops, personalised feedback sessions, and direct engagement with our esteemed panel comprising coaches, mentors, and industry specialists. Additionally, participants have the opportunity to forge connections within the vibrant Venture Development Centre community, enabling them to explore avenues conducive to crafting a robust, customer-centric startup from inception.

## Who is it for ?

This program is tailored for UG & PG students who aspire to cultivate the expertise and capabilities necessary to transition from conceptualising ideas to realising them. Whether you're exploring the early stages of entrepreneurship or already experimenting with prototypes, the Studentpreneur Launchpad provides an ideal environment for growth and development.

Designed to cater to a diverse array of aspiring studentpreneurs, this initiative welcomes individuals from various sectors who exhibit the drive and creativity to innovate, execute, and establish impactful ventures.

## Application Process:

**Step 1:** Register at a given link / Google Doc.

**Step 2:** Our team will reach out to the studentpreneur for a conversation to understand more about the student and their startup idea (if any) & 30 best applications will be selected.

**Step 3:** Selected studentpreneurs will enter the 2-week launchpad program.

## Why To Participate?

- Certificate from Venture Development Center in collaboration with entrepreneurial bodies : Northeastern University-Center for Emerging Markets (Boston, USA) , Centrep-Malaysia , Tie Vizag, i-TBI, G-TEC
- Access to advanced Maker Space, MURTI Lab and other facilities at GITAM.
- Visit to AMTZ to gain exposure the bio -medical start-up ecosystem
- Extensive network of mentors for entrepreneurial ventures.
- One on one coaching with Certified Northeastern University Coaches .
- Access to a wide range of educational & entrepreneurial resources.

## Program Structure

### Week-1

**Day 1 & 2: Problem-Solving & Design Thinking:** Learn frameworks for identifying problems, brainstorming solutions, and validating ideas. (Problem-solving, Creative Thinking, Out-of-the-Box Thinking, Ideation & Validation)

**Day 3: Customer Research & Buyer Personas:** Understanding your target audience. Conducting market research, developing buyer personas, and market sizing. (Customer Research, Buyer Persona, Market Sizing)

**Day 4: Product Development & Prototyping:** Transforming ideas into tangible prototypes. Learn rapid prototyping techniques and user testing methods. (Product Development, Prototyping)

**Day 5: Field visit – AMTZ OR APIS**

### Week 2:

**Day 6: GTM, Marketing & Customer Acquisition:** Strategies for reaching your ideal customer and building a loyal following. (Go To Market Strategy, Marketing Plan & Customer Acquisition)

**Day 7: Financial Management & Funding:** Understand financial basics for your venture, explore funding options, and build a financial model. (Financial Management, Funding, Financial Modelling)

**Day 8: Legal & Compliance and IPR:** Navigate the legalities of starting a business, intellectual property protection, and legal structures. (Legal & Compliance, IPR)

**Day 9: Lean Canvas & Pitch Deck :** Learn the two essential tools for entrepreneurs to communicate their business idea, strategy, and value proposition to investors, partners, and stakeholders.

**Day 10 : Pitching & Networking:** Mastering the art of pitching your idea to investors and building a strong network. (Pitching, Networking)