

# Cohort 2

School of Project Dark Horse  
*build, sell and launch your dream start-up!*

In today's dynamic market, aspiring entrepreneurs need more than just an idea – they need a launchpad. **PDH School** provides an intensive, immersive, and results-driven pre-incubation program designed to equip you with the essential skills and knowledge to navigate the complexities of launching a successful tech venture.

## Dual-Track Curriculum: Tailored to Your Aspirations

Recognizing the multifaceted nature of startups, PDH School offers two distinct tracks, each meticulously crafted to cater to specific skill sets and ambitions:

### Builders Track

For visionary technologists and developers driven to build innovative software products. This track offers a deep dive into the entire product development lifecycle, from ideation and prototyping to launch and beyond.

### Sellers Track

For passionate individuals dedicated to the art of sales, marketing, and building thriving businesses. This track focuses on developing critical skills and strategies to acquire customers, drive growth, and create sustainable ventures.

## The PDH School Advantage

- **Dual-Track Curriculum:** Our specialized programs for Builders and Sellers mirror the unique journeys of product and business development, ensuring you gain targeted expertise for your chosen path.
- **Action-Oriented Learning:** We champion learning by doing. Our curriculum emphasizes hands-on projects, real-world challenges, and rapid prototyping, enabling you to apply your knowledge and build your startup in real time.
- **Expert Mentorship:** Benefit from personalized guidance and support from seasoned entrepreneurs, developers, and industry veterans. Our mentors provide invaluable insights and experience, helping you navigate the challenges and capitalize on the opportunities within the startup ecosystem.
- **Online Learning Experience:** Enjoy the flexibility of an entirely online program designed to fit your schedule. Our virtual model enables you to learn from anywhere, with interactive sessions that connect you to mentors and a vibrant community of peers, all from the comfort of your own space.
- **Exclusive Network:** Become an integral part of a thriving community of founders, developers, and potential investors. Our network facilitates valuable connections and opportunities for collaboration, mentorship, and funding.
- **Build Fast, Sell Fast:** We prioritize rapid development, customer acquisition, and data-driven optimization. Our curriculum is meticulously designed to help you gain traction quickly and build a sustainable business from the ground up.

# Builders Track:

## Craft Your Tech Masterpiece

### Week 1: Spark the Innovation

**Description:** Define your product vision, establish a robust development environment, and build the core features of your MVP.

#### Key Activities:

- Engage in intensive ideation and brainstorming sessions to refine your product concept.
- Collaborate to conduct comprehensive market research and competitive analysis.
- Select the optimal tech stack for your project, considering factors such as scalability, performance, and security.
- Set up your development environment, repositories, IDEs, and collaborative tools.
- Develop the core features and functionalities of your MVP, focusing on rapid prototyping.

#### Key Skills:

- Product vision and roadmap definition.
- Tech stack selection and environment setup.
- Core programming languages and frameworks.

### Week 2: Engineer the Foundation

**Description:** Enhance your application's functionality and intelligence by integrating AI capabilities and leveraging third-party APIs.

#### Key Activities:

- Explore the landscape of AI models and APIs, evaluating their relevance to your product and potential for enhancing user experience.
- Gain hands-on experience integrating AI functionalities into your application, ensuring seamless data exchange and processing.
- Connect to relevant third-party APIs to extend your product's capabilities and provide added value to users.
- Implement robust security measures and adhere to data protection best practices to safeguard user information and maintain data integrity.

#### Key Skills:

- AI/ML model integration and API utilization.
- Working with RESTful APIs and data formats (JSON, XML).
- Security protocols and best practices for web applications.

## Week 3: Engage Early Adopters

**Description:** Release your beta version to a select group of users, gather valuable feedback, and iterate on your product based on real-world usage.

### Key Activities:

- Prepare your application for beta launch, including setting up a dedicated testing environment and user onboarding processes.
- Deploy your beta version and actively collect user feedback through surveys, user interviews, and analytics platforms.
- Analyze user data and feedback to identify areas for improvement, prioritize features, and guide product iterations.
- Implement A/B testing to evaluate different design and functionality options, optimizing user experience and engagement.

### Key Skills:

- Beta testing strategies and user feedback analysis.
- Data interpretation and product iteration.
- A/B testing and user experience optimization.

## Week 4: Refine and Optimize

**Description:** Focus on improving code quality, optimizing performance, and enhancing the user experience based on beta feedback.

### Key Activities:

- Apply code refactoring techniques to improve code readability, maintainability, and efficiency, ensuring a clean and scalable codebase.
- Conduct performance testing and analysis using industry-standard tools to identify bottlenecks and optimize your application for speed and responsiveness.
- Implement UX design improvements based on user feedback and usability testing, ensuring a seamless and enjoyable user experience.

### Key Skills:

- Code refactoring techniques and best practices.
- Performance optimization strategies and tools.
- UX design principles and usability testing methodologies.

## Week 5: Automate & Streamline

**Description:** Implement continuous integration and continuous delivery (CI/CD) pipelines to automate your development workflow and embrace agile methodologies for efficient project management.

### Key Activities:

- Gain hands-on experience setting up CI/CD pipelines, integrating automated testing and deployment processes into your workflow.
- Implement automated testing frameworks and processes to ensure code quality, reduce manual effort, and accelerate development cycles.
- Deepen your understanding of agile sprint planning, execution, and review, enabling iterative development and continuous improvement.

### Key Skills:

- CI/CD pipeline setup and configuration.
- Automated testing and deployment tools.
- Agile project management and sprint methodologies.

## Week 6: Prepare for Launch

**Description:** Finalize your application, prepare for your alpha launch, and ensure your product is ready for the world.

### Key Activities:

- Develop a comprehensive launch plan, encompassing deployment strategies, marketing initiatives, and user acquisition strategies.
- Deploy your application to a production environment, ensuring seamless functionality, scalability, and security.
- Set up application monitoring and error tracking tools to proactively identify and address potential issues, ensuring optimal performance and user satisfaction.
- Develop a community-building and user engagement plan to foster a loyal user base and encourage ongoing product adoption.

### Key Skills:

- Deployment strategies and best practices.
- Application monitoring and error tracking tools.
- Community building and user engagement techniques.

# Sellers Track:

## Build a Business That Thrives

### Week 1: Spark the Vision

**Description:** Every successful business begins with a clear vision. This week focuses on defining your brand identity, crafting your story, and establishing your unique value proposition.

#### Key Activities:

- Engage in in-depth brainstorming sessions and conduct thorough market research to identify your target audience, their needs, and competitive landscape.
- Develop a compelling brand story that resonates with your audience, communicates your unique value proposition, and differentiates you from competitors.
- Design a visually appealing logo and establish comprehensive brand guidelines to ensure consistency across all your marketing materials and customer touchpoints.

#### Key Skills:

- Vision articulation and market analysis.
- Brand storytelling and messaging.
- Visual identity design and brand guidelines.

### Week 2: Build Your Online Home

**Description:** Establish your online presence with a high-converting landing page and start generating early interest in your product or service.

#### Key Activities:

- Design and develop a landing page that is optimized for conversions, featuring a clear call to action, compelling content, and persuasive design elements.
- Create a well-structured website with essential pages, including About Us, Product/Service descriptions, Contact information, and a blog or resources section.
- Implement SEO best practices and conduct keyword research to improve your website's visibility in search engine results and attract organic traffic.

#### Key Skills:

- Landing page design and conversion optimization.
- Website development and content creation.
- SEO best practices and keyword research.

## Week 3: Ignite Your Sales Engine

**Description:** Master the art of selling, acquire your first customers, and build momentum for your business.

### Key Activities:

- Segment your target audience and develop targeted marketing campaigns to reach the right customers through the most effective channels.
- Craft effective sales pitches and presentations that highlight your unique value proposition, address customer pain points, and demonstrate the benefits of your product or service.
- Explore and implement various lead generation strategies, including content marketing, social media engagement, and paid advertising campaigns.
- Master negotiation and objection handling techniques to effectively address customer concerns and close deals.

### Key Skills:

- Customer segmentation and targeting.
- Sales communication and presentation skills.
- Lead generation and nurturing techniques.
- Negotiation and closing strategies.

## Week 4: Delivering Value

**Description:** Focus on delivering exceptional customer experiences, building loyalty, and optimizing your operations for efficiency.

### Key Activities:

- Design efficient operational processes and workflows to streamline your business operations and ensure smooth customer journeys.
- Implement customer support best practices, including timely communication, effective problem resolution, and proactive customer service.
- Develop strategies to build a loyal customer base, including loyalty programs, personalized communication, and community engagement initiatives.

### Key Skills:

- Operational process design and optimization.
- Customer support best practices and communication strategies.
- Customer relationship management and loyalty building.

## Week 5: Fueling Growth

**Description:** Harness the power of data to make informed decisions, track key metrics, and build a high-performing team to scale your business.

### Key Activities:

- Gain a deep understanding of key financial metrics and their implications for business growth and sustainability.
- Develop financial models and projections to forecast revenue, expenses, and profitability, enabling informed financial planning and decision-making.
- Implement tracking mechanisms for key performance indicators (KPIs) to monitor your business performance and identify areas for improvement.
- Develop effective team building and leadership strategies to foster a collaborative and high-performing work environment.

### Key Skills:

- Financial analysis and modeling.
- Key performance indicator (KPI) tracking and analysis.
- Data-driven decision-making.
- Team building, leadership, and communication.

## Week 6: Scaling Your Vision

**Description:** Develop a long-term vision, implement growth strategies, and build a sustainable business that thrives.

### Key Activities:

- Explore and implement growth hacking strategies, including viral marketing, referral programs, and strategic partnerships, to accelerate customer acquisition and market penetration.
- Analyze your business model and identify opportunities for diversification, expansion, and new revenue streams.
- Develop a comprehensive long-term vision and strategy for your business, outlining your goals, milestones, and plans for sustainable growth.

### Key Skills:

- Growth hacking strategies and tactics.
- Business model analysis and diversification.
- Long-term vision and strategic planning.



## Horizontal Topics

To complement the core curriculum, both tracks will delve into essential horizontal topics designed to broaden your knowledge and enhance your overall entrepreneurial capabilities:

### Builders Track

- **Operating Systems:** Gain a solid understanding of operating systems, including their architecture, functionalities, and management, with a specific focus on relevant platforms like Android.
- **Computer Networks:** Explore the fundamentals of computer networks, including network protocols, topologies, security, and performance optimization.
- **Mathematics in Computer Science:** Develop a strong foundation in the mathematical principles underlying computer science, including logic, discrete mathematics, algorithms, and data structures.
- **Theoretical Computer Science:** Gain insights into the theoretical underpinnings of computation, including automata theory, computability, and complexity theory.
- **Organizing Codebase Productively:** Master best practices for code organization, documentation, and maintainability, ensuring clean, efficient, and scalable codebases.
- **Working with Teams, Git, and Collaboration Tools:** Enhance your collaborative development skills, mastering version control with Git and effectively utilizing collaboration tools for seamless teamwork.

### Sellers Track

- **Fundamentals of Finance:** Develop a solid understanding of basic accounting principles, financial statements, and key financial metrics relevant to startups, enabling informed financial decision-making.
- **Legal and Compliance:** Gain awareness of legal structures for businesses, contract law, intellectual property rights, and compliance requirements to ensure ethical and legal business practices.
- **Negotiation and Communication:** Master effective communication and negotiation skills to build strong relationships with customers, partners, and stakeholders, facilitating successful deals and collaborations.
- **Marketing and Sales Technology:** Explore and utilize essential tools and technologies for marketing automation, customer relationship management (CRM), and sales analytics, optimizing your marketing and sales efforts.
- **Presentation Skills and Storytelling:** Develop compelling presentation skills, crafting impactful narratives and delivering persuasive pitches to effectively communicate your vision and secure buy-in from investors and customers.
- **Leadership and Team Management:** Cultivate essential leadership skills, building high-performing teams, fostering a positive and collaborative work environment, and effectively managing and motivating individuals.

## Ceremonies and Activities

Beyond the structured curriculum, PDH School offers a range of enriching ceremonies and activities designed to foster a holistic learning experience, build camaraderie, and provide valuable networking opportunities:

- **Welcome and Introductions:** Kickstart your journey with a warm welcome and introductions to your fellow cohort members and the dedicated PDH School team.
- **Guest Speakers and Industry Experts:** Gain invaluable insights and inspiration from successful entrepreneurs, industry leaders, and domain experts who share their experiences and knowledge.
- **Workshops and Masterclasses:** Participate in interactive workshops and masterclasses on a variety of relevant topics, such as design thinking, growth hacking, leadership development, and effective communication.
- **Networking Events:** Connect with industry professionals, potential investors, and mentors during networking events, expanding your professional network and exploring potential collaborations.
- **Project Showcases/Demo Day:** Showcase your work, receive valuable feedback from peers, mentors, and potential investors, and celebrate your achievements.
- **Graduation Ceremony:** Mark the culmination of your transformative journey with a graduation ceremony, celebrating your accomplishments and joining the esteemed PDH School alumni network.

## Beyond the Launchpad

PDH School's commitment to your success doesn't end with graduation. Our incubation program provides ongoing support to help you navigate the challenges and opportunities of building a thriving business.

### Incubation with PDH Ventures: Fueling Your Startup's Continued Growth

After successfully launching your product, join PDH Ventures at no cost and receive dedicated development and sales support for an entire year.

#### Incubation Program Benefits:

- **Product & Business Support:** Assistance with product development, business management, and operational efficiency.
- **Business OS:** Access to our comprehensive business operating system for streamlined management.
- **Capital Assistance:** Guidance on fundraising strategies, investor network access, and funding opportunities.

# Pricing and Important Dates

## Program Fees & Important Dates

Get ahead with PDH School's Cohort 2, starting on **January 5!** Enroll now to secure a significant discount on the original program fee of **INR 75,000**.

### Early Bird Pricing:

- **Until Nov 15:** INR 20,000
- **Until Nov 25:** INR 30,000
- **Until Dec 15:** INR 50,000
- **Until Dec 30:** INR 75,000

**Note:** Don't miss out on the best rate

Join us early to lock in your savings and kick-start your journey with PDH School!

## PDH Guarantee

At PDH School, we're confident in our ability to equip you with the skills and knowledge to build a successful startup. So confident, in fact, that we offer a **100% refund guarantee**.

### Here's how it works:

If your startup doesn't generate annual revenue equal to or greater than the cost of your PDH School program within one year of graduation, we'll refund your full tuition fee.

**We believe in your potential.** We're committed to providing you with the tools, resources, and mentorship you need to thrive in the competitive world of startups. Our refund guarantee is a testament to our belief in your ability to succeed.

### Terms and Conditions:

- This guarantee applies to all graduates of the PDH School Builders and Sellers Tracks.
- Revenue must be generated within one year of the program's completion date.
- Proof of revenue (financial statements, tax returns, etc.) must be provided to claim the refund.