



Innovation, Development & Entrepreneurship with Alumni Support.

A Legacy Project of IIT Bombay Alumni Class of 1990.

IDEAS provides accelerated hands-on learning to aspiring entrepreneurs among students, enabling faster progress toward venture creation.

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Transforming ideas into sustainable business ventures.

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The IDEAS programme is managed by Desai Sethi Centre for Entrepreneurship. Alumni from several batches have extended their support as mentors to the budding entrepreneurs. IDEAS has reached 200+ students through its initiatives and programs since August 2018.

Under IDEAS, we have three levels.

- *Level Zero*, comprises of several activities during the phase of self-discovery, ideation and team building for an entrepreneur.
- *Level One*, helps the entrepreneurs discover the right customer and find a problem-solution fit.
- *Level Two*, helps the teams to build a prototype and discover a product-market fit.

Initiatives by IDEAS

Level Zero Activities

Startup Clinic

Entrepreneurs get a 30 minutes one-on-one session for mentoring on any issue that the entrepreneur or the startup faces.

Mentor Connect

An initiative to connect entrepreneurs with alumni mentors to provide domain/function relevant guidance over calls or in-person meetings. Mentoring is provided on pro-bono basis.

Phoenix Talks

Entrepreneurs share their failures, rise and success stories. It intends to alleviate the fear of failure & connect with role models and network with peers.

Design Thinking Workshop

An introductory workshop to introduce the concepts which would help one to come up with an idea

Idea Generation Workshop

Participants uncover the mental blocks which prevents them from taking the next steps, and go on an inwards journey of self-discovery. It helps to come up with a startup idea that aligns with their strengths, values and aspirations.

Startup Bootcamp

A two-and-half day idea validation bootcamp, where teams work on their startup ideas with real-time feedback and coaching. The teams gain a better understanding for validating their ideas, and share their learnings with each other in an energized atmosphere.

Level One Program

This is a 3-month programme for students to discover unmet needs and/or to validate a solution concept.

- Data/evidence collection via observations and conversations with relevant stakeholders – potential users, customers, partners, distributors, investors, etc, to finetune problem definition and solution concept.
- Micro-grants up to Rs. 50,000 to customer discovery and demonstrating the POC or building an MVP.
- One pro-bono alumni mentor is assigned to each team

Level Two Program

This is a 12-month programme for student teams to develop basic prototypes of innovative concepts and discover the product-market fit.

- Micro-grants up to Rs. 200,000 to cover the expenses towards POC/MVP building, discovery of P-M fit and market validation.
- Two pro-bono alumni mentors are assigned to each team

IDEAS Startups

In one and a half year, 11 start-up companies have been incorporated by IITB students who have participated in the initiatives and programs at IDEAS: AcadPal, Airth, Apli.AI, Augle.AI, AutoMEP, EECOP Décor, HelpNow, Makeology, Phabio, R2MI, and TMOs. Some of them already have paid customers, and others have either raised funding (2 selected for Y-Combinator), won competitions, are incubated and/or getting ready to pilot.

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