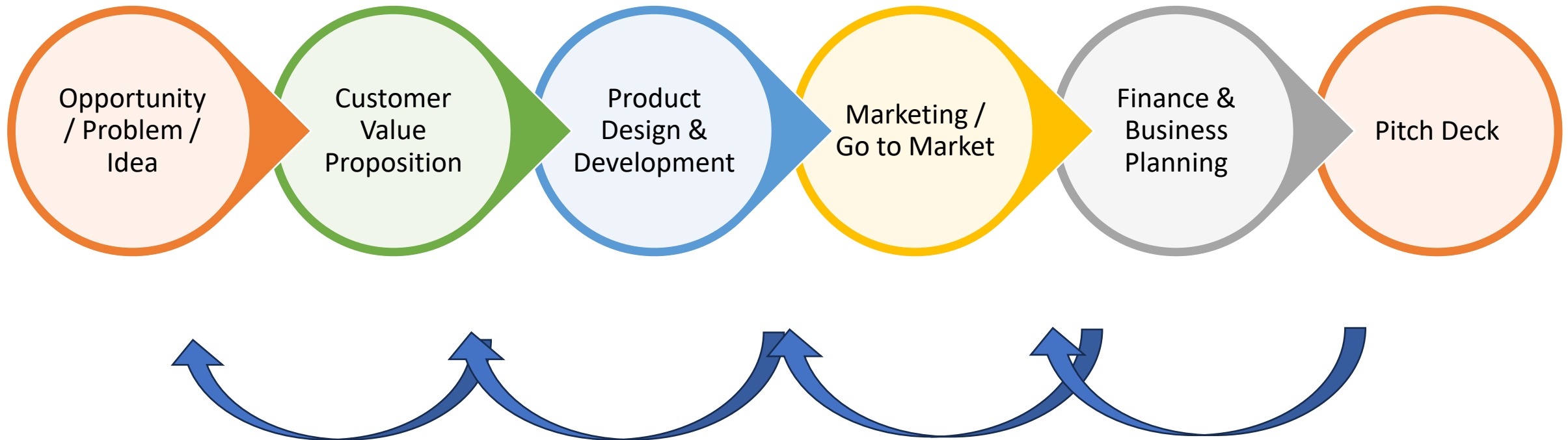


Course Final Session **5th Nov 2024**

Process for Start up Creation

Continuous Learning & Iterative Process



ENT 603 Introduction to Entrepreneurship



About DSSE & The Student-Entrepreneur Journey

IITB Entrepreneurship Ecosystem & Role of DSSE



INNOVATE



Institute
Technical
Council

Industrial Research and
Consultancy Centre



IDEATE

EDUCATE



Desai Sethi School of
Entrepreneurship



Women in
Entrepreneurship
IIT Bombay

PREINCUBATE

INCUBATE

IIT Bombay



S I N E

Business Incubator

Seed Funding

Other Incubators

ACCELERATE

Practice-based Academic Unit. Ecosystem Enabler Role.

Student Entrepreneurship Journey : Teaching & Practice

Foundation Courses

- 101 (HASMED Core)
- 603 (Intro to ENT)
- 605 (Business Fundamentals)
- 606 (Proof of Concept – Basic)
- 617 (Tech Opportunities)

Specialist Courses

- ENT 101 (IP for Entrepreneurs)
- ENT 607 (Managing Tech Innovation)
- ENT609 (Mktg / Finance)
- ENT610 (Innvn / IP)
- ENT611 (Intro to Business Models)
- ENT612 (Field Immersion)
- ENT613 (Social Enterprises)
- ENT 614 (B2B Sales & Mktg)
- ENT 615 (Strategy & Leadership)

Capstone & Research Course(s)

- ENT 602 (Tech Venture Creation)
- ENT608 (POC – Advanced)
- ENT 701 (Core Topics in Inno & ENT)
- ENT 616 (Readings I,E & Development)
- ENT 899 (Commn)

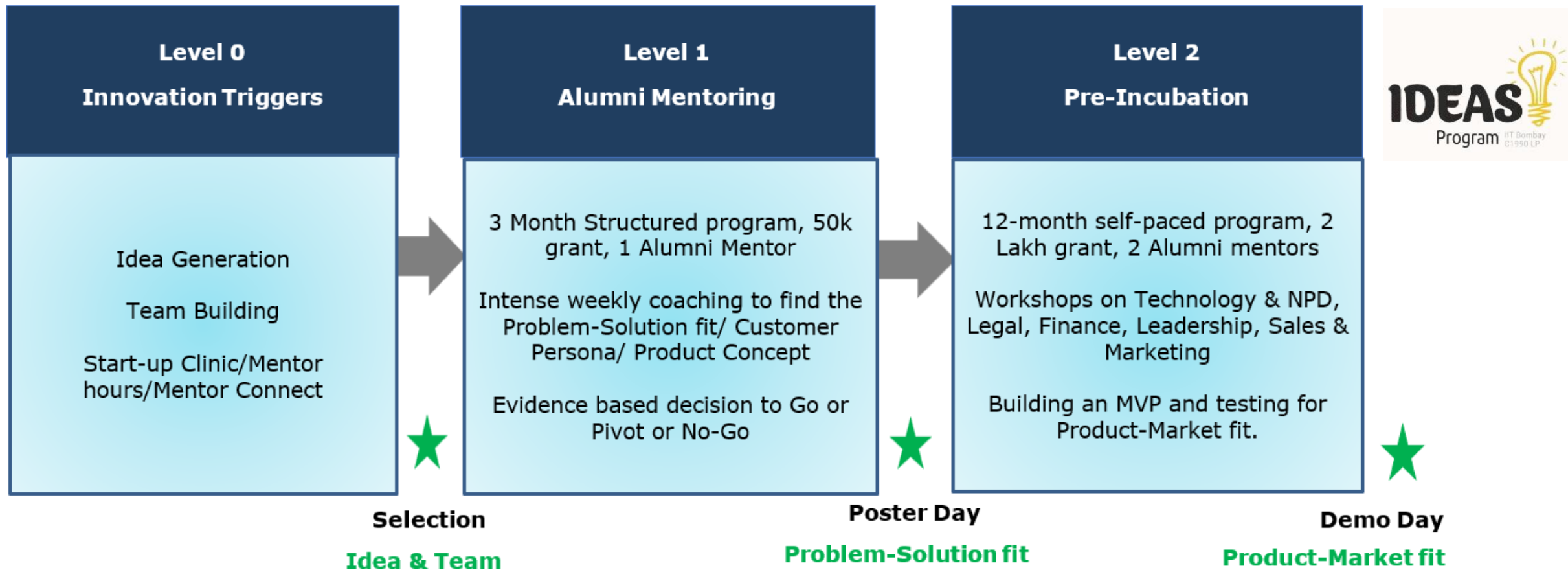
Pre Incubation

- IDEAS Program Level 1 & 2

Startups

ENT Minor Program needs 30 credits, Min 24 from ENT , Max 6 from Basket

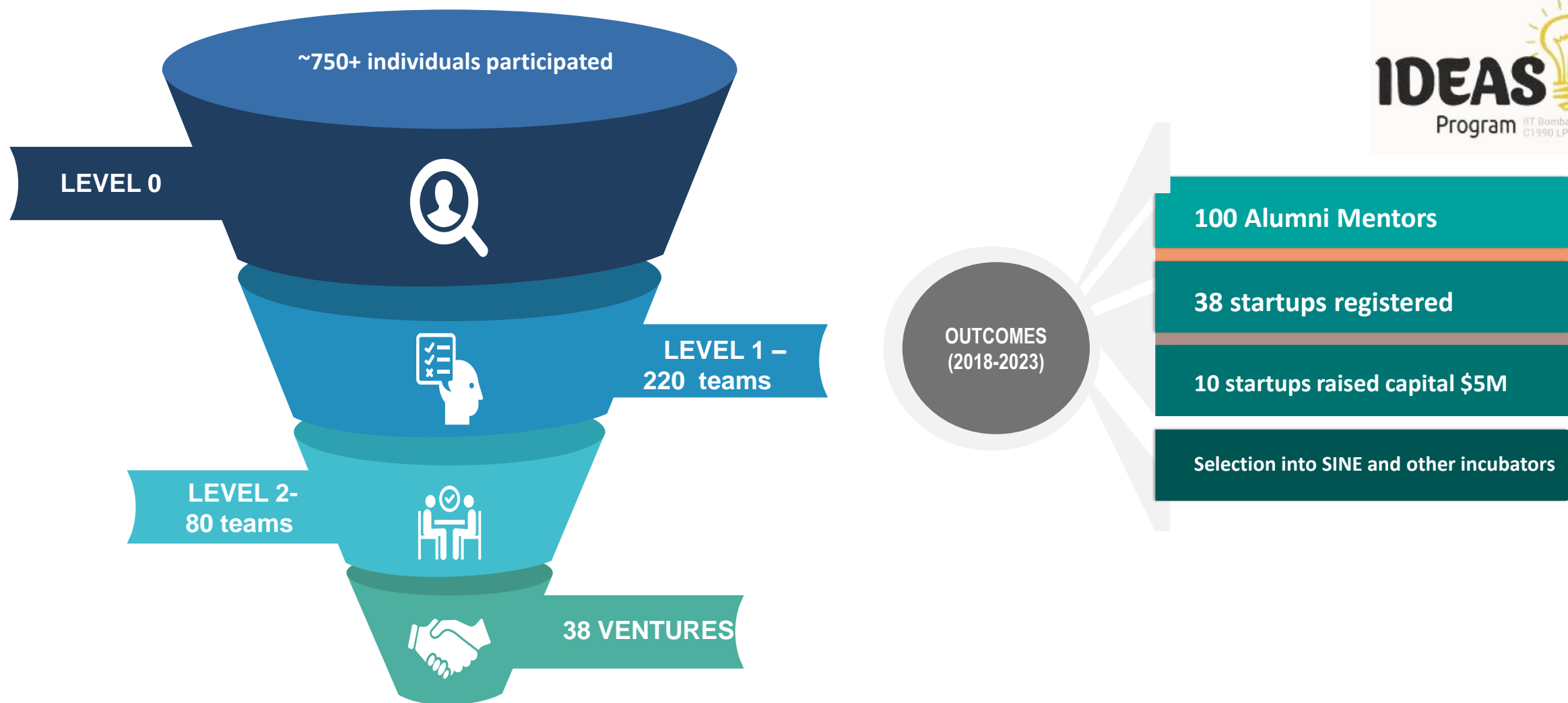
Practice Program : IDEAS Pre-Incubation Program



Early stage ventures. Mentoring & Cohort based Inputs. Exit to Incubators

IDEAS Pre-Incubation Program : Outcomes

DSSE



300 teams. 700 participants. 100 mentors. 38 startups. 5 years

Startups of DSSE Students

AgriTech



FinTech



Gaming



Tamasha.live
Play, Watch and Win

SpaceTech

//MANASTU SPACE

GeoTech

Geo Radar.ai
Scanning the Earth, Aerially!



EdTech



footage.live

Logistics



IoT

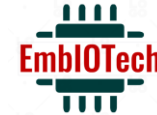


CleanTech



Consumer

CBTM SERVICES

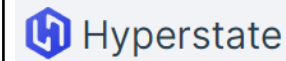


The Minimalist



MYdi
di

AI/ML/ SAAS



Healthcare



spaceUV Virus free Air in minutes

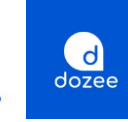
PROACTIVE for her



NEO-DOCS
SIMPLIFYING HEALTHCARE

HelpNow

Eximious Healthcare
Empowering Lives



80+ startups created, around 10 a year, plan to scale

End-Sem & Project Final Briefing

End Sem Briefing : 18th Nov, 1:30 to 4:30 pm



- Hand-written paper. No SAFE App.
- 40 marks for End-Sem
 - **20 to 25 marks Entrepreneurship**
 - Objective Type + Long Hand. Mktg Practice Sheet has been shared & last year Q Paper will be shared.
 - **15 to 20 marks Finance**
 - Objective Type + Financial statement Questions. Finance Practice Sheet has been shared & last year Q Paper will be shared
 - **Nothing from Innovation portion**
- Seating Arrangement will be shared by ASC.
- You can get calculators, but no laptops or mobile phones.

Briefing for Final Project Team Presentation : Pitch Deck



- Nov 6th, Project Team Presentations, **20% weightage** in course grading
- In Person Presentations, 2 separate panels
 - Nov 6th : Prof Ramesh - **Room no. LH301**
 - Nov 6th : Prof Anu – **Room no. LC102**
- **6-7 slide presentation**
- **3-minute video like a Shark Tank Pitch**
- **What will happen on D-Day, 6th Nov**
 1. Faculty will have read the slide decks before coming to the presentation. Slide deck will not be shared in class.
 2. Entire team will need to come to the dais, TA will take a picture of the team.
 3. TA will play the video, if it is longer than 3 minutes, it will be stopped at 3 minutes.
 4. The faculty member(s) will ask 1 or 2 questions, any student from the team can answer, Answer has to be short.
- **Name of File : TeamName_Cred**
- **Deadline for Uploading**
 - 5th Nov, 6:00 PM (for all teams: only one team member) : Slide Deck (Moodle)
 - 5th Nov, 11:59 PM (for all teams: only one team member) : Video (Google Drive)

Evaluation of Project Team



Sr. No	Topic	Marks
1	Introduction to Startup studied	1
2	Problem / Opportunity	4
3	Customer & Market Segments	4
4	Customer Value Proposition	4
5	Revenue & Profit Streams	2
6	Q&A (only from class, anybody can answer)	3
7	Participation in Project	2
	Total	20

Team Sequence : Panel 1, LC 102, Prof Anu

9:30 AM to 11 AM

Team Name	Timing	Team Name	Timing
Zepto	9:30-9:35 AM	Acko	10:20-10:25 AM
Ola Electric	9:35-9:40 AM	Lenskart	10:25-10:30 AM
Upgrad	9:40-9:45 AM	Ideaforge	10:30-10:35 AM
Forus Health	9:45-9:50 AM	Ather enegy	10:35-10:40 AM
Delhivery	9:50-9:55 AM	Porter	10:40-10:45 AM
Paper Boat	9:55-10:00 AM	Vedantu	10:45-10:50 AM
Rapido	10:00-10:05 AM	PharmEasy	10:50-10:55 AM
Oyo	10:05-10:10 AM	Atomberg	10:55-11:00 AM
Zerodha	10:10-10:15 AM	Blinkit	11:00-11:05 AM
Urban Company	10:15-10:20 AM	NoBroker	11:05-11:10 AM

Team Sequence : Panel 2, LH 301, Prof Ramesh

9:30 AM to 11 AM

Team Name	Timing	Team Name	Timing
Swiggy	9:30-9:35 AM	PolicyBazaar	10:20-10:25 AM
Cred	9:35-9:40 AM	perfios	10:25-10:30 AM
Phonepe	9:40-9:45 AM	Cars24	10:30-10:35 AM
Dailyhunt	9:45-9:50 AM	Udaan	10:35-10:40 AM
Dream11	9:50-9:55 AM	Cultfit	10:40-10:45 AM
BoAT	9:55-10:00 AM	RazorPay	10:45-10:50 AM
FirstCry	10:00-10:05 AM	Physics Wallah	10:50-10:55 AM
Meesho	10:05-10:10 AM	Groww	10:55-11:00 AM
Uber	10:10-10:15 AM	Big Basket	11:00-11:05 AM
AgniKul Cosmos	10:15-10:20 AM	Mamaearth	11:05-11:10 AM