

## Online certificate program covering the journey from Mind to Market

# STARTUP RUNWAY

### Program Schedule

Session Start Date: September 18, 2020 | Time: 4:00 PM to 6:00 PM

Module	Date	Day	Session
<b>Module-1</b>	15/09/20	Wednesday	Launch session of <i>i-Hub</i> Startup Runway
	18/09/20	Friday	Start Early Start Right: Advantage of being a Student Startup
	22/09/20	Tuesday	Step by Step Guide to Starting up in India: Lifecycle Overview, challenges
	24/09/20	Thursday	Solve right problem and make your Startup relevant
<b>Module-2</b>	26/09/20	Saturday	Market Research for optimising impact
<b>Module-3</b>	29/09/20	Tuesday	Develop solid value proposition for your Startup
	01/10/20	Thursday	Developing Business Plan
	06/10/20	Tuesday	Business Model Canvas
<b>Module-4</b>	08/10/20	Thursday	Product Development Strategy for Start-up
	10/10/20	Saturday	Developing right Minimum Viable Product (MVP)
	13/10/20	Tuesday	Pivoting for your start-up: fail early fail fast
<b>Module-5</b>	15/10/20	Thursday	IP for start-ups
	17/10/20	Saturday	Legal aspects of starting up: Entity formation, taxation and allied needs
<b>Module-6</b>	20/10/20	Tuesday	Go to Market Strategy for start-up
	22/10/20	Thursday	HR for start-ups: Management, contract, Non-compete, NDA, Motivation
	26/10/20	Monday	HR for start-ups: Sourcing, Hiring, Firing, Team Building
	27/10/20	Tuesday	Sales strategy for Startups
<b>Module-7</b>	28/10/20	Wednesday	Financing start-up: Raising finance: when, how, pitching
	02/11/20	Monday	Valuation of your start-up
	03/11/20	Tuesday	Nuances of Angel investment
	04/11/20	Wednesday	Raising resources from Venture Capital
	05/11/20	Thursday	Scaling up your start-up
<b>Module-8</b>	06/11/20	Friday	Central policies and support system: Grant/Debt/ IPR/ 80 IAC/ Section 56 etc/ GeM registration, procurement, tenders
	07/11/20	Saturday	State support system for Start-ups
	09/11/20	Monday	Serial Entrepreneurship: Once an Entrepreneur forever an Entrepreneur
	10/11/20	Tuesday	Valedictory Session