

Entrepreneurship Development Programme

From an Idea to Entrepreneurship

Timings: 11.30 a.m. ~ 1.30 p.m.

S No	Target Audience	Workshop's Topic	Duration	Content Description	Scheduled Date (2hrs)	Scheduled Date (2hrs)
1	Graduates, Post Graduates, Start-up Aspirants	Introduction - Get Geared Up	4 hrs	Inculcating the Seed of an Entrepreneurship, Concept of an Entrepreneurship, Entrepreneurship's Significance & Analytics and "Success Vs Failure"	19 September 2020	26 September 2020
2	Graduates, Post Graduates, Start-up Aspirants	Communication - Never Underestimate its Power	4 hrs	Honing the Skills, Communication & Successful Ventures, Corporate Communications and GO FAST Concept	09 October 2020	24 October 2020
3	Graduates, Post Graduates, Start-up Aspirants	Market Research - Do your Home Work ?	4 hrs	Entrepreneur's Inclination and USPs , Socio - Economical Needs, Thinking Out of the Box, Customer Centric Solution, Journey from Target Segment to Target Market (Demographics), Competition and Products USPs	06 November 2020	21 November 2020
4	Graduates, Post Graduates, Start-up Aspirants	Business Proposal - Giving shape to your Research	4hrs	Basics of a Business proposal, Contents - like Mission, Vision, SMART Goals, Objectives, Innovative solution, Market Size, Target Segment, Target Market, Competition, Revenue Growth Aspects (YOY), Data Authentication, Marketing and Sales Plan	28 November 2020	05 December 2020
5	Graduates, Post Graduates, Start-up Aspirants	Angel Investing - Locate your Finance	4hrs	Concept of Bootstrapping, Angel Investor, Venture Capitalist, Approaching strategies for Angel Investor and Seeking the Funds	11 December 2020	26 December 2020
6	Graduates, Post Graduates, Start-up Aspirants	Preplanning- Slicing Fund Pie	4hrs	CAPEX, OPEX, Company Registration, Preparing POP and Tools for Trade	01 January 2021	09 January 2021
7	Graduates, Post Graduates, Start-up Aspirants	Post Planning - An Integrated Mechanism	4hrs	Defining the Revenue Targets, Business and Marketing Strategies, Team work, Departmental functionality, Eye model, Customer Centric Model Review and Feedback, Customer Retention Strategies, NBD Strategies and Target Reviews	15 January 2021	30 January 2021
8	Graduates, Post Graduates, Start-up Aspirants	F2F Interaction with an Entrepreneur- Correlating the Theoretical and Practical Aspects	4 hrs	Know the story of an Entrepreneur, Q&A Session and Certification	12 February 2021	27 February 2021



Thought Power

inspiring your potential