



## 100 Steps to Startup certification course for Chandragupt Institute of Management Patna

### About the Programme

This certification course entitled 100 Steps to Startup, provides budding entrepreneurs with a comprehensive and practical guide to establishing and running their startup. The course aims to arm learners with the hands-on knowledge, skills and relevant tools, to empower them to embark on their entrepreneurial journey, and instill them with the confidence to take on all the challenges thrown at them. The programme offers live activities within a collaborative workshop environment, enabling learners to formulate and develop their own strategies from the concept stage of their business idea to product development and validation. Doubt clearing and facilitation by seasoned entrepreneurs will arm learners with the real-world experience needed to develop their business ideas into fully functional businesses.

### Key Highlights

- The benefits of instruction stemming from years of entrepreneurial experience, and exposure to startup ecosystems of different countries and regions.
- Distinguished mentors and industry experts hailing from different spheres in the commercial world.
- Scientifically derived instructional design approach with competency framework mapping and rubrics to provide measurable evidence of learner advancement.
- Experiential activities undertaken through a social and collaborative delivery style, enabling learners to benefit from shared knowledge and sharpening their team working skills.
- Hybrid course delivery comprising online and workshop elements
- Further reading and resources scaffolded to basic course structure to provide advanced learners, food for thought.
- Online component available on the OpenGrowth Academy LMS.
- Weekly online doubt clearing sessions to be conducted additionally
- Printed handbooks available for purchase
- Benefit of continuous learning with OpenGrowth community
- Internship opportunities at OpenGrowth for top performers

## Programme Framework

The program has six tracks, with four modules and two cumulative activities per track, enabling learners to recognize and follow the most effective means of establishing and validating startups, helping them formulate and develop their business ideas into successful businesses. On completion of the programme, learners will be able to validate problem and solution spaces with considerable ease, develop bulletproof business models, conduct comprehensive market and competitor analyses, and develop, validate and launch a product in the market.

Track	Weeks	Modules & Activities
<b>Track 1: Idea and Market Validation</b>	1	<p><b>Module 1:</b> 100 Steps to Startup (<i>Course Introduction</i>)</p> <p><b>Module 2:</b> Ideating for a Startup</p> <p><b>Module 3:</b> Market Sizing</p> <p><b>Module 4:</b> TAM, SAM &amp; SOM</p> <p><b>Activity 1:</b> Write a blog article entitled, "The wonderful world of startups".</p> <p><b>Activity 2:</b> Create/Give a presentation on the process of market sizing, from recognizing your target audience, through problem validation, creation of buyer personas or customer avatars and the concept of market sizing to what steps to take to carry it out.</p>
<b>Track 2: Financial Considerations</b>	2	<p><b>Module 1:</b> Setting up a Financial Model</p> <p><b>Module 2:</b> Instructions and Assumptions</p> <p><b>Module 3:</b> Balance Sheet, Income Statement and Cash Flow Statement</p> <p><b>Module 4:</b> Valuation and Funding</p> <p><b>Activity 3:</b> Use the data given in the CA3 Datasheet Learner Copy, to fill up the income statement given, and use the inputs from the income statement and cash flow details to complete the cash flow statement.</p> <p><b>Activity 4:</b> Write a blog article entitled, "How startup valuation and funding are connected?"</p>
<b>Track 3: Journey Mapping and Proof of Concept</b>	3	<p><b>Module 1:</b> Journey Mapping</p> <p><b>Module 2:</b> Establishing your Differentiators</p> <p><b>Module 3:</b> Proving Your concept</p> <p><b>Module 4:</b> Writing a POC</p> <p><b>Activity 5:</b> Write a blog entitled, "The benefits of Journey Mapping for your startup".</p> <p><b>Activity 6:</b> Write a blog article entitled, "Proof of Concept - Startup essentials".</p>

<b>Track 4: Developing Minimum Viable Products</b>	4	<b>Module 1:</b> MVP Basics <b>Module 2:</b> Build Measure Learn <b>Module 3:</b> Building an MVP <b>Module 4:</b> Features, Iterations and Pivoting and MVPs <b>Activity 7:</b> Create/Give a presentation on "The process of developing an MVP". <b>Activity 8:</b> Write a blog article entitled, "Using MVPs to serve up features and designs your users want".
<b>Track 5: Learning from MVPs</b>	5	<b>Module 1:</b> MVP Benefits 1 <b>Module 2:</b> MVP Benefits 2 <b>Module 3:</b> Transforming from a PoC to an MVP and further MVP Benefits <b>Module 4:</b> Iteration and Pivoting - When and Why <b>Activity 9:</b> Write a blog entitled, "The benefits of developing an MVP before launch". <b>Activity 10:</b> Create/Give a group presentation on "The merits of Pivoting and Iterations in MVPs".
<b>Track 6: Launching a Product and Achieving Product-Market Fit</b>	6	<b>Module 1:</b> Key Features <b>Module 2:</b> Post MVP <b>Module 3:</b> Making your Product a Market Fit <b>Module 4: Live activity</b> - Create/give a group presentation on the basic concept of Product Market-Fit (PMF) and why it is so difficult to achieve.

## For Whom

- Students who wish to start their entrepreneurial journey straight after university
- Budding entrepreneurs who would like to switch to entrepreneurship from their day jobs
- Entrepreneurs hailing from families comprising of generations of entrepreneurs
- Entrepreneurs who wish to develop their business ideas into successful businesses
- Enterprising individuals who have groundbreaking ideas, and wish to make them market fit
- Learners pursuing a masters programme in business school with a keen interest in startups and entrepreneurship in general
- Learners who wish to hone their entrepreneurial skills
- Seasoned entrepreneurs looking to update themselves.