

INTRODUCING

Entrepreneurship Coaching: Your Pathway to Startup Success

LET'S TRANSFORM YOUR VISION INTO A THRIVING ENTERPRISE.

Entrepreneurship Coaching is a personalized program designed for aspiring entrepreneurs, emphasizing ideation, business planning, resource management, and real-world execution strategies. With a focus on **one-on-one sessions**, this program is designed to cater to individual needs. Our objective is not to design your business for you but to empower you to design it yourself. We provide the knowledge and tools you need to create, implement, and run your business using AI tools and platforms. The program consists of Three Modules to help you create and manage your start-up at its inception:

- Craft a clear roadmap for your start-up's journey
- Launching Your Start-up as a Business Entity
- Managing Marketing & Sales Promotion: Planning and Execution

About Us

Our Career Academy is an extension of the **Center for Career and Life Design Counselling**. We believe in empowering young minds to approach learning holistically, ensuring that their journey aligns with their personal growth and future aspirations.

Led by **Prof. Dr. Somprakash Bandyopadhyay**, Former Professor of IIM Calcutta, IIT Kharagpur and IIT Bombay and a seasoned educator & mentor, our mission is to nurture students into confident, well-prepared individuals ready to conquer any challenge.

Program Structure

Craft a clear roadmap for your start-up's journey

1. Knowing your Self: Intrinsic Motivation and Entrepreneurial Competencies

1. Understanding Intrinsic Motivation

- Definition and Importance of Intrinsic Motivation
- Identifying Personal Motivators and Passion
- Aligning Personal Goals with Entrepreneurial Aspirations

2. Entrepreneurial Competencies

- Key Competencies for Entrepreneurs
- Self-Assessment of Entrepreneurial Skills
- Strategies to Develop and Enhance Entrepreneurial Competencies

2. Knowing your Start-up Ecosystem

1. Definition and Characteristics of a Start-up

- What is a Start-up?
- Key Characteristics of Start-ups
- Differences Between Start-ups and Traditional Businesses

2. Start-up Ecosystem Overview

- Components of the Start-up Ecosystem
- Identifying Key Stakeholders
- Assessing Challenges and Opportunities

3. Evaluating Your Idea: Differentiating Ideas vs Business Opportunities

1. Generating Business Ideas

- Sources and Techniques for Idea Generation
- Screening and Shortlisting Potential Ideas

2. From Idea to Opportunity

- Understanding the Difference Between an Idea and a Business Opportunity
- Criteria for Evaluating Business Opportunities
- Tools and Methods for Idea Evaluation

4. Conceptualizing Your Product and/or Service as a Business Opportunity

1. Product/Service Conceptualization

- Defining Your Product/Service
- Identifying Target Market and Customer Needs
- Creating a Value Proposition

2. Assessing Feasibility

- Market Feasibility: Understanding Demand and Competition
- Technical Feasibility: Assessing Technical Requirements
- Financial Feasibility: Preliminary Financial Assessment

5. Competitor Analysis: Unique Value Proposition of Your Identified Opportunity

1. Understanding Competitor Analysis

- Importance of Analyzing Competitors
- Identifying Direct and Indirect Competitors

2. Developing a Unique Value Proposition (UVP)

- Differentiating Your Product/Service from Competitors
- Crafting a Compelling UVP
- Communicating Your UVP to Customers

6. SWOT Analysis of Identified Business Opportunity

1. Conducting a SWOT Analysis for Your Business Opportunity

- Analyzing Strengths and Weaknesses of the Opportunity
- Identifying External Opportunities and Threats

2. Strategic Planning Based on SWOT

- Leveraging Strengths and Opportunities
- Mitigating Weaknesses and Threats
- Developing Actionable Strategies

7. Porter's Five Forces Analysis

1. Introduction to Porter's Five Forces

- Overview of Porter's Five Forces
- Detailed Exploration of Each Force

2. Applying Porter's Five Forces to Your Start-up

- In-Depth Analysis Using Porter's Five Forces
- Developing a Competitive Strategy

8. Designing a Minimum Viable Product/Service to Test Business Hypotheses

1. Understanding MVP and Business Hypotheses

- Introduction to MVP
- Formulating Business Hypotheses

2. Developing and Testing Your MVP

- Designing and Building Your MVP
- Testing and Iterating Your MVP

9. Writing and Validating an Executive Summary

1. Components of an Effective Executive Summary

- Key Elements to Include
- Importance of Clarity and Conciseness

2. Drafting Your Executive Summary

- Structuring the Summary
- Highlighting Key Points and Value Proposition

3. Validating Your Executive Summary

- Seeking Feedback from Mentors and Peers
- Revising Based on Feedback
- Ensuring Alignment with Business Goals

10. Writing a Business Plan

1. Introduction to Business Model Canvas

- Purpose and Benefits of a Business Model Canvas
- Key Components of a Business Model Canvas

2. Outline of a Business Plan Based on the Business Model Canvas

- Executive Summary
- Business Model Canvas Components
- Market Analysis
- Marketing and Sales Strategy
- Operations Plan
- Financial Plan

Launching Your Start-up as a Business Entity

1. Funding Strategies

- **Types of Funding:** Self-funding, family and friends, incubation centers, angel investors, venture capital, crowd-funding, bank loans.
- **Pitching to Investors:** Preparing a pitch deck, presenting financial projections, understanding investor expectations.

2. Forming a Team

- **Identifying Key Roles:** Essential positions for a startup (CEO, CTO, COO, etc.).
- **Team Building Strategies:** Recruitment techniques, creating a balanced team, ensuring diversity.
- **Leadership and Team Dynamics:** Effective leadership styles, fostering team collaboration, conflict resolution.

3. Risk Analysis and its Mitigation Strategies

- **Identifying Risks:** Market risks, financial risks, operational risks, strategic risks.
- **Mitigation Strategies:** Contingency planning, risk transfer (insurance), risk reduction techniques.

4. Forming a Company

- **Administrative Formalities:**
 - Business registration process.

- Choosing a business name.
- Obtaining necessary licenses and permits.
- **Legal and Structural Foundations:**
 - Choosing a business structure (sole proprietorship, partnership, LLC, corporation).
 - Understanding legal requirements and obligations.
 - Setting up governance structures (board of directors, advisory board)
 - Patent filing, if applicable
- **Creating Basic Marketing Communications Materials:**
 - Developing a brand identity.
 - Designing a logo and business cards.
 - Creating a basic website and social media profiles.
 - Preparing an elevator pitch and company brochure.

5. Developing Product / Service

- **Product Development Lifecycle:** Idea generation, concept development, feasibility analysis, product design, and development.
- **Service Design Principles:** Understanding customer needs, designing service processes, service delivery mechanisms.

6. Prototyping and Testing

- **Creating a Prototype:** Low-fidelity vs. high-fidelity prototypes, tools and techniques.
- **Testing the Prototype:** Gathering user feedback, usability testing, iterating based on feedback.
- **Minimum Viable Product (MVP):** Defining and developing an MVP, testing the MVP in the market.

7. Client Identification and Validation / Modification of Product / Service

- **Market Research:** Identifying target market segments, conducting surveys and interviews.
- **Customer Validation:** Techniques for validating customer interest and demand.
- **Product/Service Iteration:** Adapting and refining the product/service based on client feedback.

8. Operations Management: Initial Phase and Scaling-Up Strategies

- **Initial Operations Setup:** Setting up production processes, supply chain management, quality control.
- **Scaling Operations:** Strategies for scaling up operations, managing increased production, logistics and distribution planning.
- **Operational Efficiency:** Lean management principles, process optimization, cost control measures.

9. Preparing Weekly, Monthly, Quarterly and Yearly Milestones and Deliverables

- **Goal Setting:** Defining short-term and long-term goals.
- **Milestone Planning:** Breaking down goals into achievable milestones.
- **Performance Tracking:** Setting key performance indicators (KPIs), regular reviews and adjustments.
- **Deliverable Management:** Ensuring timely delivery of products/services, maintaining quality standards.

10. Medium-Term and Long-Term Business Strategy Development

- **a. Surviving Competition:**
 - Competitive analysis.
 - Differentiation strategies.
 - Building and maintaining a competitive advantage.
- **b. Innovation Strategies:**
 - Fostering a culture of innovation.
 - Investing in research and development.
 - Adapting to market changes and emerging trends.

Managing Marketing & Sales Promotion: Planning and Execution

1. Sales and Marketing Strategy Development

- **Set Goals and Objectives:** Define clear, measurable goals for your sales and marketing efforts (e.g., increase brand awareness, generate leads, boost sales).
- **Budget Allocation:** Allocate a budget for your sales and marketing activities, ensuring a balance between physical and digital channels.

2. Sales and Marketing Activities: Physical Channel

- **Networking and Events:** Participate in industry events, trade shows, and conferences to build relationships, showcase your product, and generate leads.
- **Print Advertising:** Utilize traditional advertising methods such as flyers, brochures, and posters in strategic locations.
- **Retail Presence:** If applicable, establish a retail presence through pop-up stores, partnerships with local retailers, or your own storefront.
- **Direct Sales:** Employ a sales team to engage in direct sales, providing personalized product demonstrations and closing deals face-to-face.
- **Public Relations:** Engage in PR activities such as press releases, media interviews, and community involvement to build brand credibility.

3. Sales and Marketing Activities: Digital Channel

- **Website Development:** Create a professional, user-friendly website that clearly showcases your product, UVP, and provides an easy purchase process.
- **Search Engine Optimization (SEO):** Optimize your website content for search engines to increase organic traffic and improve search rankings.
- **Content Marketing:** Develop high-quality content such as blog posts, articles, videos, and infographics that provide value to your audience and establish your authority in the industry.
- **Social Media Marketing:** Utilize social media platforms (e.g., Facebook, Instagram, LinkedIn, Twitter) to engage with your audience, share content, and promote your product.
- **Email Marketing:** Build and nurture an email list by sending regular newsletters, promotional offers, and personalized content.
- **Influencer Marketing:** Collaborate with influencers and industry experts to promote your product and reach their followers.
- **Online Marketplaces:** List your product / service on online marketplaces like Amazon, eBay, or similar service marketplace to expand your reach and increase sales opportunities.

4. Integrated Marketing Communications (IMC)

- **Consistent Messaging:** Ensure that your brand messaging is consistent across all physical and digital channels.
- **Cross-Promotion:** Leverage physical marketing activities to drive traffic to your digital channels and vice versa.
- **Customer Relationship Management (CRM):** Use CRM tools to manage and analyze customer interactions, track leads, and improve customer service.

5. Performance Monitoring and Optimization

- **Track Key Metrics:** Use analytics tools to track key performance indicators (KPIs) such as website traffic, conversion rates, customer acquisition costs, and return on investment (ROI).
- **Analyze Data:** Regularly analyze data to identify what's working and what's not, and make data-driven decisions to optimize your strategies.
- **A/B Testing:** Conduct A/B testing for your digital campaigns to determine the most effective approaches.