Concept Note
for
Experiential Entrepreneurship Programme (EEP)
OVERVIEW OF THE PROGRAMME
Experiential Entrepreneurship Programme (EEP) is a six (6) month long semi-virtual programme that attempts to build an entrepreneurial orientation and mindset among its participants. Majority of the programme will be online sessions, with few offline sessions as well with clearly stated deliverables and learning outcomes for participants at the end of each phase. This programme attempts to equip participants with key concepts, toolkits, frameworks, knowledge and exercise in Entrepreneurship.

PROGRAMME OBJECTIVES
1. Adapting to realities after COVID 19 Pandemic outbreak, the programme is redesigned to instil entrepreneurial mindset at self-pace using virtual learning sessions and exercises.
2. The enhanced version of the programme accounts for academic commitments and revised academic schedules of students and embeds a more power packed and intensive course in short period of time.
3. Keeping the enthusiasm and timelines of students in mind, the programme helps students ideate, validate, iterate and adapt at a faster pace, thereby instilling actionable proactivity in students.
4. COVID19 has changed the world and the uncertainties are never more prevalent than now. The need for innovators and entrepreneurially oriented individuals is higher than ever before. This programme is helpful in imbibing key skills that will help the students to identify and exploit the opportunities that the new world unveils in the near future. This programme could help the students shape their career strongly than any other time.
5. Supporting and handholding participants in creating an MVP, detailed Business Plan and Investor Deck based on their individual ideas.
6. Equipping participants with key concepts, knowledge, toolkits, frameworks and exercises in Entrepreneurship.
7. Helping participants evaluate and validate business potential of their ideas and to create business pitches through practical and application exercises.

TARGET AUDIENCE
All the current students across steams (Degree and Engineering) and / or students who have already graduated but not working as yet can participate in the programme.

PROGRAMME DURATION
To accommodate the post Covid realities and revised academic calendar, the programme will give the participants an opportunity to utilize the staying at home period and to experience the Entrepreneurial journey within this FY. Experiential Entrepreneurship Programme (EEP) is expected to run for six (6) months and each phase will be for 1.5 months. The programme will have four (4) phases with each phase having between 4 – 6 modules. The phase wise session plan for the programme with expected learning outcomes is stated below.

INDICATIVE SESSION PLAN

<table>
<thead>
<tr>
<th>Phase</th>
<th>S. No</th>
<th>Module</th>
<th>Key Highlights</th>
<th>Expected Output</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td>Introduction to Entrepreneurship</td>
<td>- Programme Introduction, Expectation Setting, Participation Guidelines</td>
<td>- Understand format, expectations, navigation, etc.</td>
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<td>2.</td>
<td></td>
<td>Entrepreneurial Mindset</td>
<td>- Entrepreneurial Thinking, Orientation, Values and Thought Process</td>
<td>- Participants learn and imibe key entrepreneurial thought processes and values.</td>
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<td></td>
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<td>Problem Identification and Validation</td>
<td>- 5 Whys, Perito Chart, Fishbone/Ishikawa Diagram - Breakdown problem into key assumptions - Validate riskiest assumptions - Lean Canvas and Experimentation</td>
<td>- Develop ability to dive deep into problem through root-cause analysis. - Identify problem indicators and turn observations to insights - Develop validation through testing attitude</td>
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<td>4</td>
<td>Target Customer/User Description</td>
<td>- User Archetyping Models (ex: Say/Think/Feel/Do, etc.) - User Research and Interviewing - User Persona Building and Discovery - Examples</td>
<td>- Understand users/customers deeper and better in behavior and action - Develop User/Customer Obsession</td>
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<td>5</td>
<td>Ideation Techniques</td>
<td>- Ideation of Potential Solutions using Design Tools (Ex: Design Innovation) - Design Thinking Process (Empathize, Define, Ideate, Prototype, Test)</td>
<td>- Understand ideation processes/strategies and apply to validated problem</td>
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<td>6</td>
<td>Power of Technology</td>
<td>- Technology Driven Solutions - Embedding Digital Technologies into solutions</td>
<td>- Understand disruption through technology in Business products and services</td>
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<td>7</td>
<td>Value Proposition Canvas</td>
<td>- Value Proposition Canvas - Examples</td>
<td>- Learn &amp; apply Value Proposition Canvas to idea/user for further refinement</td>
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<td>8</td>
<td>Solution Prototyping</td>
<td>- MVP, Low Fidelity Prototyping tools (Blueprint, Wireframes, etc.) - Iterative Solution Development using Lean - Examples, Frameworks, Sources to develop Low Fidelity Prototype</td>
<td>- Develop Low fidelity prototype and MVP for solution.</td>
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<td>9</td>
<td>Solution Testing and Iteration</td>
<td>- Solution Testing frameworks - Observation, feedback &amp; insight collection - Incorporating feedback for further development from focus and control groups</td>
<td>- Understand different testing frameworks - Develop suitable testing for proposed solution</td>
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<td>10</td>
<td>Business Model Canvas</td>
<td>- Business Model Canvas</td>
<td>- Understand Business Model Canvas in Detail and apply to personal idea.</td>
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<tr>
<td>11</td>
<td>Basics of Market Segmentation and Sizing</td>
<td>- What is Market/Customer segmentation? - Total and Addressable Market</td>
<td>- Clearly identify and classify customers and market (local and global) - Apply Market Segmentation to the solution</td>
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<td>12</td>
<td>Go to Market Strategy</td>
<td>- Components of Go-To-Market Strategy (Barriers to Entry, Market Size, Complexity, Sales Channels, Value Chain etc.) - Growth Hypothesis - Customer Learning Journey</td>
<td>- Understand nuances of value chain - Develop a practical plan to take the product to the market - Forecast potential barriers and create strategies to overcome challenges.</td>
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<td>13</td>
<td>Revenue Modeling</td>
<td>- What is Revenue Model? Why? - Types of Revenue/Business Models - Innovation in Business Modeling (ex: Spotify) and SWOT/PEST Analysis</td>
<td>- Understand Revenue/business models - Identify and Validate relevant Revenue Models</td>
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| 14 | Unit Economics | - Unit Economics, Cost Structures.  
- Costing of Solutions | - Understand and apply detailed costing structures and Unit Economics to personal idea |
|----|----------------|---------------------------------------------------------------|
| 15 | Pricing        | - Value Pricing Strategies (Premium, Skimming, etc.)  
- Customer Price Sensitivity, Validation and feedback  
- Pricing Structures and Profit Management | - Learn pricing strategies and apply to idea/solution  
- Understand competitive pricing  
- Understand Market viability and cost optimization |
| 16 | Marketing 1-0-1 | - Marketing Definition, Strategies, tools  
- Digital Marketing Basics and Tools | - Understand basics of marketing and apply to idea |
| 17 | Operations Management | - Operations Cycle  
- Back-end and Front-End Operations  
- Efficiency Management | - Understand how to build seamless operations to ensure smoothest value delivery. |
| 18 | Supply-Demand Management | - Supply-Demand Analysis | - Understand Supply-Demand Analysis and apply to solution |
| 19 | Team Formation and Leadership | - Competency driven team building  
- Finding hustlers, champions and gurus  
- Complementary v/s Supplementary teams  
- Types & Styles of Leadership  
- Leadership principles, tools and challenges | - Learn tools and techniques of team acquisition and management.  
- Identify personal leadership style and exercise leadership values and traits |
| 20 | Business Plan | - Detailed Business Plan | - Understand and Develop Detailed Business Plan (including key components) |
| 21 | Presentation Skills | - Key Business Presentation Skills  
- Body Language  
- Business Pitch Deck | - Understand key components of the pitch deck and presentation skills * |

**STUDENT BENEFITS:**
1. Self-paced instructional course modules by world class faculty.
2. Students will be empowered to get active in the entrepreneurial network.
3. Improve soft skills & team working skills
4. The student will be awarded a programme completion certificate by ISB at the end of the programme provided the student successfully completes all their assignments.
5. Makes them career ready.
6. Students will understand and develop Business Plan, MVP and Investor Deck at the end of the programme.

**MODE OF DELIVERY:**
1. All assessments are conducted online through online quizzes which are graded.
2. The programme starts with Innovation Hackathon Workshop that sets the agenda for the programme.
3. The programme will end with graduation cum business pitching competition.
4. The final performance of a student will be consolidation of his solo performance (online) and team performance across every phase of the programme.
5. Tool kits would be instruments for the students to capture the data (as required) from the market i.e. from customers, competitors etc. This will enable them to translate the learnings into actual practice.
6. The students will work on the toolkits in teams, formed by ISB.
EXPECTED START DATE OF THE PROGRAMME
September 2020 (Tentative)

PRICING
INR 80,000 per student + GST (INR 94,400/-)