

INNOVATE DELHI

ENTREPRENEURSHIP ACADEMY

JUNE 2014 SCHEDULE (PAGE 1)

WEEK ONE: DESIGN

SUN

1

MOVE IN DAY

Dorms at IIT-Delhi open for Innovate Delhi Participants.

Move in.

MON

2

WELCOME

Pick up your Innovate Delhi toolkit;

Meet your Innovate Delhi classmates;

Get setup for the week ahead;

Learn the Innovate Delhi Software Platform.

Participate in rapid design thinking activities;

Learn to generate 20 days of ideas in 20 minutes.

TUE

3

OPPORTUNITY HYPOTHESIS

Learn how successful startups come up with their ideas;

Develop a market analysis;

Assess growth potential;

Brainstorm startup ideas with your team;

Filter, update, combine ideas, and propose a startup vision.

WED

4

PROTOTYPING

Learn from designers, professors, and startups on how to develop a killer prototype;

Take your startup vision, turn it into a tangible prototype;

Iterate, improve, and adapt;

Quickly move from idea to minimum viable product.

THU

5

FEEDBACK

Learn how to test your opportunity hypothesis by getting rapid feedback.

Get feedback on your prototype from peers and entrepreneurs.

Learn to evaluate others' ideas;

Give constructive feedback;

Go back to your team and iterate on your prototype with your new insights.

FRI

6

MAKING THE CASE

Learn how to close the loop by polishing your product prototype and making a convincing case for your idea.

Learn how to craft a successful proposal for getting outside support for your product.

Taking it all in: learning to succeed and learning to build on your setbacks.

SAT

7

FULL CIRCLE

Coming full circle; Entrepreneurs are skilled in both taking and giving feedback.

Learn to evaluate others' work; others' effort; your team; and your own progress.

Celebrate a great week!

Enjoy a movie.

WEEK TWO: BUILD

WEEK THREE: VENTURE

PITCH DAY

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JUNE 2014 SCHEDULE (PAGE 2)

WEEK TWO: BUILD

WEEK ONE: DESIGN

SUN

8

RELAX

Relax; take a day off; sleep.

MON

9

THE TEAM

Learn from startups about what makes a great team, how to nurture talent, and keep the momentum going.

Interview your peers;

Choose your new team for this week;

Learn about your team; divide tasks; pick roles;

What makes your team distinctive?

Choose an identity and build a culture.

TUE

10

DESIGN DAY

Learn from young startups and entrepreneurs about their products and vision.

Using what you learned in week one, brainstorm, assess and choose a product idea; Prototype and iterate.

Get feedback and refine your product idea.

WED

11

BM CANVAS

Learn how to take an idea and turn it into a viable venture;

Use the business model canvas to articulate your venture strategy.

Articulate your value proposition and pinpoint your customer segments;

Enumerate your key activities;

Develop a financial model;

Assess your market, your competitors and your strategic partners.

THU

12

SELL YOUR IDEA

Learn the art of the elevator pitch;

Make the case for your startup in less than one minute;

Build your pitch deck;

Get feedback from investors, angels, and mentors.

Perfect and make your pitch using the latest technology;

FRI

13

GET BACKING

Learn from startups and investors about how to fund your vision;

Learn about how to find mentors and supporters.

Take it all in;

Create a venture plan, deck, and pitch to request support from external backers.

SAT

14

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WEEK THREE: VENTURE

PITCH DAY

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JUNE 2014 SCHEDULE (PAGE 3)

WEEK THREE: VENTURE

WEEK ONE: DESIGN

WEEK TWO: BUILD

PITCH DAY

SUN	MON	TUE	WED	THU	FRI	SAT
15	16	17	18	19	20	21
RELAX	YOUR TEAM	DESIGN	BUILD	PIVOT OR ITERATE	PIVOT OR ITERATE	FULL CIRCLE
Relax; take a day off; sleep.	Interview your peers; Choose your startup team; Learn about your team; divide tasks; pick roles. Ready. Set. Brainstorm. Submit update.	Build on your brainstorming and begin developing a product prototype. Get external feedback and refine your ideas. Refine and update your prototype; Submit update.	Develop the venture plan; Articulate your revenue streams; your customer segments; and your key activities. Get feedback; refine your strategy. Submit update.	Begin creating a pitch packet; Listen to your feedback. Do you need to revise your business model or change your product? Submit update.	Get ready for Pitch Day; Make last minute tweaks to your pitch packet; Polish your pitch. Submit your final venture proposal and your packet.	Coming full circle; Entrepreneurs are skilled in both taking and giving feedback. Evaluate others' work; others' effort; your team; and your own progress. Celebrate a great week! Enjoy a movie; Prepare for Pitch Day.

INNOVATE DELHI

ENTREPRENEURSHIP ACADEMY

JUNE 2014 SCHEDULE (PAGE 4)

WEEK ONE: DESIGN

WEEK TWO: BUILD

WEEK THREE: VENTURE

PITCH DAY: JUNE 22, 2014

10

AM

WORDS OF WISDOM

A panel of leading figures in Indian business, education and government share their ideas about the future of innovation in India.

11

AM

IDEA GRADUATION

Students receive certificates of participation from Innovate Delhi.
Congratulations!

12

PM

LUNCH

Enjoy lunch and get ready for the main event.

1

PM

KEYNOTE SPEECH

Keynote speech by leading Indian entrepreneur sharing their vision for India as a startup nation.

2

PM

PITCHES

Innovate Delhi students get to pitch their ideas in front of a panel of judges;

Audience will include members of the startup ecosystem, community members, and media.

3

PM

PRIZE CEREMONY

Awarding of prizes to Innovate Delhi participants ;

Prizes include:

Best pitch;

Most creative idea;

Coollest team culture;

and more.

4

PM

MIXER

Mingle with your peers, entrepreneurs, investors, mentors, and startups.

Farewell.