

DETAILED CURRICULUM AND EXECUTION OF IT (UDAY STARTUP SCHOOL)

- **Program Name:** [Founder's Camp]
- **Duration:** 4 weeks
- **Objective:** Our program aims to empower the next generation of entrepreneurs with the knowledge, skills, and network necessary to succeed in the startup ecosystem.
Our program provides a comprehensive understanding of startup essentials, practical experience in building and running a startup, and a collaborative environment where participants can discuss, brainstorm, and refine their ideas with like-minded individuals and build their network. Our aim is to provide young aspiring entrepreneurs with knowledge of startup essentials and hands-on experience in developing their startup ideas.

Phase 1: Ideation and Fundamentals

- - **Session 1: Kickoff Session** (Saturday, 8-9 pm)
 - - Introduction to the program
 - - What is a startup? Company and legal aspects
 - - Who should start a startup and things to do before starting
 - - Student guide to startup
- - **Session 2: Ideation and Ideal Team** (Sunday, 8-9 pm)
 - - How to get and evaluate startup ideas
 - - When to pivot and why
 - - Building the founding team
- As part of our program, we will be forming teams around startup ideas in the coming days. To facilitate this process, we kindly request that you complete the following task:

Task Assignments:

1. If you have a startup idea: Please fill out the Idea Assessment Form and submit it to us. This will help us understand your idea and facilitate team formation.
2. If you don't have an idea: Try to identify a problem and come up with a potential solution. Fill out the Idea Assessment Form based on your idea and submit it to us.
3. If you can't come up with an idea: Don't worry! You can still join an existing team as a team member. We'll facilitate team formation based on the ideas submitted

Phase 2: Team Formation and MVP

- **Wednesday:** Submit idea assessment report by 10 pm
- **Thursday:** Profile creation for team members
- **Friday:** Share profiles with each other
- **Saturday:** Shortlist ideas and form teams

- **Session 3:** MVP Development (Sunday, 8-9 pm)
 - - Understanding Your Users, finding them, and interacting with them
 - - How to build a minimum viable product (MVP).
 - - Identifying Early Adopters, Understanding the role of early adopters in product development.

Task Assignments:

1. Develop an MVP Plan: You have to create a plan for building an MVP for your startup idea, including identifying target users, prioritizing features, and outlining a development roadmap.
2. Conduct User Interviews: you have to conduct a set number of user interviews to validate your assumptions about your target users and gather feedback on your MVP idea.

Phase 3: Sales and Growth

Wednesday - Task Submission: You have to submit your task by 10:00 p.m.
Schedule Your 1-on-1 Session: When submitting your task, please select a preferred time slot between 11:00 a.m. and 5:00 p.m. on Thursday for your one-on-one session.

Thursday - One-on-One Sessions: 11:00 a.m. - 5:00 p.m.

Individual sessions will be held according to the scheduled appointments to discuss your task experience, performance, and address any questions or doubts.

- Regular Session: 8:00 p.m. - 9:00 p.m.

A regular session will be held in the evening to cover additional topics or provide further guidance.

- **Session 4: Launch and Sales Strategies for Startups**
Session Date and Time: Thursday, 8:00 p.m. - 9:00 p.m.

- Session Objectives:

- Understand the key considerations for launching a startup.
- Learn strategies for acquiring first customers.
- Develop a sales funnel and work backwards to drive growth.
- Craft effective sales emails to engage with potential customers.
- Explore the importance of doing unscalable things to drive early growth.

Task Assignments:

1. Launch Plan - Create a launch plan for your startup.
2. Develop a sales funnel for your startup, including:
 - Awareness stage: how will you reach potential customers?
 - Consideration stage: how will you engage with potential customers?
 - Conversion stage: how will you close sales?
 - Retention stage: how will you retain customers?
3. Describe how you plan to delight your customers and provide them a good experience.

Saturday - Task Submission: You have to submit your task by 10:00 p.m.
Schedule Your 1-on-1 Session: When submitting your task, please select a preferred time slot between 11:00 a.m. and 5:00 p.m. on Sunday for your one-on-one session.

Sunday - One-on-One Sessions: 11:00 a.m. - 5:00 p.m.

Individual sessions will be held according to the scheduled appointments to discuss your task experience, performance, and address any questions or doubts.

- Regular Session: 8:00 p.m. - 9:00 p.m.

A regular session will be held in the evening to cover additional topics or provide further guidance.

➤ Session 5: Monetizing and Growth

Date and Time: Sunday, 8:00 p.m. - 9:00 p.m.

Session Objectives:

- Understand how to prioritize your time and setting KPIs for you.
- Learn about effective business models and how to choose the right one for your startup.
- Develop a pricing strategy for your product.
- Understand the concept of Product-Market Fit (PMF) and how to achieve it.
- Explore different growth channels and strategies to drive user acquisition and retention.

Task Assignments:

1. Biggest Bottleneck of Your Business:

- Identify the biggest bottleneck that could potentially hinder the growth of

your business.

2. Develop a pricing strategy for your product or service, including:

- Pricing metrics (e.g. cost-plus, value-based).
- Develop a price strategy for your product or service that aligns with your business goals and target market.

3. Develop a plan for using growth channels to drive user acquisition and retention, including:

- Measuring and optimizing growth channel performance.

Final Phase – Fundraising and Final Takeaways

Wednesday - Task Submission: You have to submit your task by 10:00 p.m.

Schedule Your 1-on-1 Session: When submitting your task, please select a preferred time slot between 11:00 a.m. and 5:00 p.m. on Thursday for your one-on-one session.

Thursday - One-on-One Sessions: 11:00 a.m. - 5:00 p.m.

Individual sessions will be held according to the scheduled appointments to discuss your task experience, performance, and address any questions or doubts.

- Regular Session: 8:00 p.m. - 9:00 p.m.

A regular session will be held in the evening to cover additional topics or provide further guidance.

➤ **Session 6: Fundraising**

Date and Time: Thursday, 8:00 p.m. - 9:00 p.m.

Session Objectives:

- Understand the realities of fundraising and debunk common myths.
- Learn about valuation concepts and equity distribution in investment deals.
- Determine how much capital to raise for your startup.
- Develop strategies for meeting and convincing investors.
- Understand the different types of investment rounds and their implications.

Task Assignments:

1. Seed Round Funding Plan:

- Determine how much capital you need to raise during the seed round for your startup.

- Develop a plan for how you will utilize the funds, including:

- Product development
- Marketing and user acquisition
- Hiring and team building
- Other key areas

2. Demo Email for Investors:

- Write a demo email that you would send to investors in your field.

3. Investor Research:

- Identify five investors (VCs and Angels) who are actively investing in your field.

- Research and document:

 - Their investment focus and criteria

 - Recent investments they've made in your field (within the last 6-12 months).

Saturday - Task Submission: You have to submit your task by 10:00 p.m.

Schedule Your 1-on-1 Session: When submitting your task, please select a preferred time slot between 11:00 a.m. and 5:00 p.m. on Sunday for your one-on-one session.

Sunday - One-on-One Sessions: 11:00 a.m. - 5:00 p.m.

Individual sessions will be held according to the scheduled appointments to discuss your task experience, performance, and address any questions or doubts.

➤ **Session 7: Seed Level Pitch Decks and Final Takeaways**

Date and Time: Sunday, 8:00 p.m. - 9:00 p.m.

Session Objectives:

- Learn how to create a compelling seed stage pitch deck for your startup
- Gain final insights and tips to enhance your startup's success
- Address any remaining questions and concerns

Program Graduation Requirements

➤ To successfully graduate from our program, participants must fulfill the following requirements:

1. Task Completion and Report Submission:

- Complete all assigned tasks during the program
- Submit a comprehensive report detailing your work and progress on each task

2. Pitch Deck Preparation and Presentation:

- Prepare a pitch deck as a team that showcases your startup's potential
- Schedule a presentation with our team to pitch your startup
- You have a maximum of one month after completing the program to submit your pitch deck and present it to us

3. Learning Report and 1-1 Session:

- Submit a report detailing what you've learned from the program
- Conduct a 1-1 session with our team to discuss your learning and insights
- You have a maximum of one month after completing the program to submit your report and conduct this session

➤ **Timeline:**

- All requirements must be completed within one month of program completion
- Participants will be provided with guidance and support throughout the graduation process

➤ **Evaluation:**

- Participants will be evaluated based on the quality of their task reports, pitch deck, and learning report
- The 1-1 session will provide an opportunity for participants to demonstrate their understanding and application of the program's key concepts

- By fulfilling these requirements, participants will demonstrate their mastery of the program's key concepts and their ability to apply them to their startups.