Coincent 3-Year Program in Start-Up, Digital Marketing & Entrepreneurship
Partnered by Movidu

Year 1: Live Industrial Training – Build Your Foundation

Gain hands-on industry exposure from day one with 2.5 months of live training in a professional environment. Learn the latest tools and technologies through skill-focused sessions, guided by expert mentors from the industry

Start-Up, Digital Marketing & Entrepreneurship Curriculum

1. Start-up and Business Fundamentals

USP (Unique Selling Proposition)

- Your start-up's **distinct advantage makes** it stand out.

- Answers: *Why should a customer choose you over competitors?*

- Example: Zappos' USP was "free returns and excellent service."

Target Audience

- **Defined group** of people most likely to buy your product.

- Determined by demographics, behaviors, geography, and needs.

- Helps shape marketing, design, and product features.

Potential Prospect

- A **qualified individual or business** that fits your target profile and shows interest.

- Moving from a lead to prospect involves engagement and intent signals.

2. Idea Generation and Validation

Shortlisting 2-3 Ideas

- Based on interests, market trends, skillset, resources.

- Evaluate based on scalability, profitability, and uniqueness.

Generating Ideas

- Use frameworks like:

    - **Problem-Solution Fit**

    - **SCAMPER** (Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse)

    - **Jobs to be Done** (JTBD) theory

NPS – Net Promoter Score

- A customer satisfaction metric.

- Scale: 0–10 on *"How likely are you to recommend us?"*

    - Promoters: 9–10

    - Passives: 7–8

    - Detractors: 0–6

- NPS = %Promoters - %Detractors

3. Market Validation Metrics

Shortlisting Ideas

- Use market research, competitor analysis, and early feedback.

- Conduct surveys, interviews, and idea pitches.

CTR, CPC, CPA

- **CTR (Click-Through Rate)**: % of users who click your ad.

- **CPC (Cost Per Click)**: How much you pay for each click.

- **CPA (Cost Per Acquisition)**: Cost to acquire one paying user.

4. Choosing the Right Start-up Idea

How to Pick the Right Start-up Idea

- Choose something **painful, frequent, and urgent** for users.

- Must align with your passion, skills, and market gaps.

Framework 1: Size-Growth-Competition

- **Size**: Market size (TAM, SAM, SOM)

- **Growth**: Is the sector expanding?

- **Competition**: Red Ocean (many players) vs Blue Ocean (new category)

Framework 2: B2C Ideas

- Direct-to-consumer models

- Success metrics: CAC, LTV, virality, brand loyalty.

Framework 3: B2B Ideas

- Solving business pain points

- Long sales cycles but high-value contracts

- Focus on ROI, reliability, integration.

5. Founding Team

Do You Need a Co-Founder?

- Solo founders can work, but co-founders bring **complementary skills**, shared risk, and morale support.

Building a Founding Team

- Look for diversity in:

    - Tech (CTO)

    - Product/Marketing (CMO)

    - Operations (COO)

- Shared vision and commitment are vital.

Best Hiring Practices

- Hire slow, fire fast.

- Focus on attitude, learning mindset, and culture fit.

6. Founder Equity and ESOPs

Basics of Founder Equity

- **Splitting equity** should reflect commitment, roles, risk.

- Consider vesting schedules to prevent premature exits.

Tripple "S" Framework

- **Skills**: Balanced team skillset

- **Stakes**: Fair equity

- **Sweat**: Equal effort & contribution

ESOPs (Employee Stock Option Plans)

- Offer equity to employees to retain talent.

- Helps when you can't offer high salaries.

Stock vs Stock Options

- **Stock**: Actual ownership now

- **Options**: Right to buy stock later at set price

Vesting Period

- Commonly 4 years with 1-year cliff.

- Protects against early employee exits.

ESOP Management

- Cap table planning, communication, legal structuring.

- Ensure employees understand value.

7. Fundraising

Basics of Fund Raising

- Sources: Bootstrapping, Angel, VC, Crowdfunding, Incubators

- Stages: Pre-seed, Seed, Series A, B, etc.

Right Time & Purpose

- Raise when you've proven a strong MVP or traction.

- Don't raise to "build a product" — raise to **scale**.

Valuation

● Determined by: traction, team, market, IP, projections.

● **Pre-money** vs **Post-money** valuation matters for dilution.

Tech-Revenue-Growth Framework

● **Tech**: Is it defensible?

● **Revenue**: Monetization proof?

● **Growth**: User adoption velocity?

8. Building the First Version (MVP)

Planning & Building First Product

● MVP = Minimum Viable Product: simplest usable version.

● Goal: Validate assumptions, get feedback quickly.

Approach for Building MVP

● Use lean methodology.

● Focus on core problem-solving features only.

TMT Framework

● **Tech**: What tech stack is needed?

● **Market**: Is there a need?

● **Team**: Can the team build it?

Pricing Your MVP

- Price enough to test value.

- Avoid free if testing monetization intent.

9. Pricing Strategies

VCF Framework

- **Value**: What it's worth to the customer.

- **Competition**: What alternatives cost.

- **Feasibility**: What supports your business model.

Common Pricing Strategies

- **Penetration**: Low initial price to attract.

- **Skimming**: High initial price, lower over time.

- **Freemium**: Free basic, pay for premium.

10. Product Launch & First Customers

Releasing Your Product

- Soft launch (beta) vs public launch

- Collect early feedback, fix bugs.

Getting First Customers

- Use personal network, early beta invites.

- Leverage Product Hunt, Reddit, cold emails, influencer outreach.

Launch Approach

- Coordinate press, social media, content, and demo days.

- Time it for maximum attention.

11. PMF and Pivoting

PMF (Product-Market Fit)

- You have PMF when customers:

  - Keep coming back

  - Refer others

  - Complain when it's gone

- Sean Ellis Test: *40% would be very disappointed if it went away.*

Pivot

- Change in direction based on feedback.

- Types:

  - Zoom-in/Zoom-out

  - Customer segment pivot

  - Tech pivot

Year 2: Real-Time Projects – Apply What You've Learned

Transform your knowledge into real-world experience by working on 8 industry-level projects that build your technical and professional skills. Each project enhances your portfolio, strengthening your resume and showcasing your practical abilities. You'll also collaborate in teams, gaining valuable experience in communication, teamwork, and project management—just like in a real work environment.

PROJECTS

Entrepreneurship

This project explores the fundamentals of starting and running a business, covering idea generation, market research, and business model development. It includes analyzing target customers, identifying a unique value proposition, and crafting a business plan. Learners

understand the risks and challenges entrepreneurs face and how to mitigate them. The project also covers legal formalities, team building, and funding strategies. It encourages a problem-solving mindset and innovation-driven approach. Real-world case studies are used to inspire and guide new ventures. Tools like **Business Model Canvas** and **Lean Startup Methodology** are integrated. The focus is on turning ideas into viable, scalable businesses.

Digital Marketing

This project introduces key concepts and tools in digital marketing including SEO, SEM, social media marketing, email campaigns, and content strategy. It involves planning and executing digital campaigns to promote products or services online. Learners gain hands-on experience with tools like **Google Analytics**, **Google Ads**, and **Meta Ads Manager**. Key skills include keyword research, A/B testing, customer segmentation, and performance tracking. The project emphasizes data-driven decision-making to optimize marketing ROI. Participants also explore influencer marketing, affiliate strategies, and mobile marketing trends. Real-world scenarios are used to practice designing, launching, and analyzing marketing campaigns.

Guide to Startup

This project provides a comprehensive roadmap for launching a startup—from validating ideas to building and scaling a company. It begins with identifying problems worth solving and designing a Minimum Viable Product (MVP). Participants explore startup lifecycle stages including pre-seed, seed, and growth phases. The project emphasizes customer discovery, pitch deck creation, and acquiring early traction. Funding strategies like bootstrapping, angel investment, and venture capital are covered. Learners also explore essential tools like **Startup Stash**, **Y Combinator Startup School**, and **Pitch.com**. Legal, operational, and branding considerations are included to build a sustainable business. The guide prepares aspiring founders for real-world entrepreneurship challenges.

Year 3 – Placement & Internship Phase:

In the 3rd year of Coincent's program, students are guaranteed an internship with partner companies, complete with a formal Internship Offer Letter and a Completion Certificate upon successful completion. This internship is a complimentary part of the 3-Year "Industrial Training + Internship" model, which also includes live classes, expert mentorship, and hands-on project work. This phase bridges academic learning with real-world application, providing students with valuable professional exposure before graduation.

Coincent also offers structured placement preparation to ensure students are job-ready. This includes portfolio building through 8 real-time projects, certifications aligned with Microsoft standards, and dedicated training for interviews. From mock interviews to resume reviews and HR/technical round prep, every element is designed to transition students from classroom learning to career success. By the 4th year, students are equipped not just with knowledge, but with experience, credentials, and confidence to enter the workforce.