

# Coincent 3 Year Program Curriculum **Start-up Mastery: From Idea to Market**

Partnered by



*India is shaping its future with Start-Up Companies*

*Empowering Learners,  
Accelerating Careers.*

## ABOUT COINCENT

Coincent offers a 3-Year Program that is a well-structured, career-focused initiative designed to equip students with practical skills, real-world experience, and strong placement support. The program is tailored to ensure progressive learning and career readiness across three year phases.

### Why It's Unique

- Only one batch per year with limited seats (150 students) per Domain to maintain quality.
- Prepares students step-by-step to become job-ready by graduation.

### **“Start-up Mastery Overview at Coincent – Learn by Doing”**

The Start-up Mastery Course empowers aspiring entrepreneurs to turn ideas into scalable businesses through real-world tools and strategies.

It covers everything from idea validation to MVP launch, funding, and go-to-market execution.



### Key Highlights:

- Learn how to identify problems, build MVPs, and test market fit.
- Understand funding stages, equity distribution, and investor pitching.
- Gain practical skills in marketing, team building, and scaling operations.

India provides comprehensive support for its vibrant startup ecosystem through various initiatives focused on fostering innovation and entrepreneurship, primarily driven by the Startup India initiative of the Department for Promotion of Industry and Internal Trade (DPIIT)

## 3-Year Program Structure Breakdown

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## Year 1:- Industrial Training

### 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.
- Use referrals and trial tasks.

## 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:

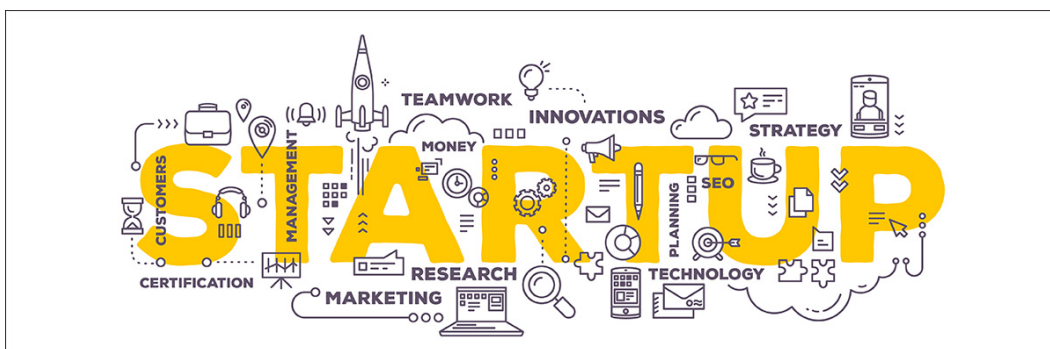
- Keep coming back
- Refer others
- Complain when it's gone
- Sean Ellis Test: 40% would be very disappointed if it went away

Types:

- ## Benefits and Key Outcomes that Comes from the Foundation Phase/ Industrial Training

Learning startup fundamentals equips you with a complete entrepreneurial mindset—from idea generation to launching and scaling a business. You'll gain strategic skills in **market validation, pricing, funding, and team building**. The curriculum emphasizes hands-on tools like **MVP building, digital marketing,** and financial planning. It prepares you to identify **market gaps, attract early customers, and pitch to investors**. This knowledge is essential for turning raw ideas into successful, scalable ventures.

- Ability to generate, validate, and select startup-worthy ideas.
- Develop and launch MVPs with lean startup principles.
- Understand fundraising stages, equity, and valuation.
- Build and manage effective founding teams and ESOPs.
- Launch, market, and scale products using practical, data-driven strategies.



## Year 2 :- Application & Project Phase:

– Year 2 is full of hands-on-experience on 3 live projects –

### 1. 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.

### 2. 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.

### 3. **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:

### 1. Guaranteed Internship Phase

- In Year 3, Coincent guarantees an internship with partner companies. The internship includes a formal Internship Offer Letter and a Completion Certificate upon successful completion.
- This is part of 3 year Program “Industrial Training + Internship” model – It covers live classes, mentorship, and project work, but the internship phase itself is completely complimentary

### 2. Structured Placement Preparation

- Coincent supports students in portfolio-building with multiple completed projects (typically around 8) and Microsoft-aligned certifications .
- Coincent provides mock interviews, resume reviews, and training for HR and technical rounds – all aimed at preparing you for real-world hiring.

### 3. Final Take

- Coincent’s 3rd year transforms theory into practical experience through a guaranteed internship, builds a robust credentials portfolio, and equips you with placement-ready skills via mock interviews and resume prep. If you're in your 4th year, this phase sets you on a clear trajectory from "training" to "hired."

## Top Start-Up Businesses Ideas:

The **top startup business ideas in 2025** that are trending and have high potential for growth:

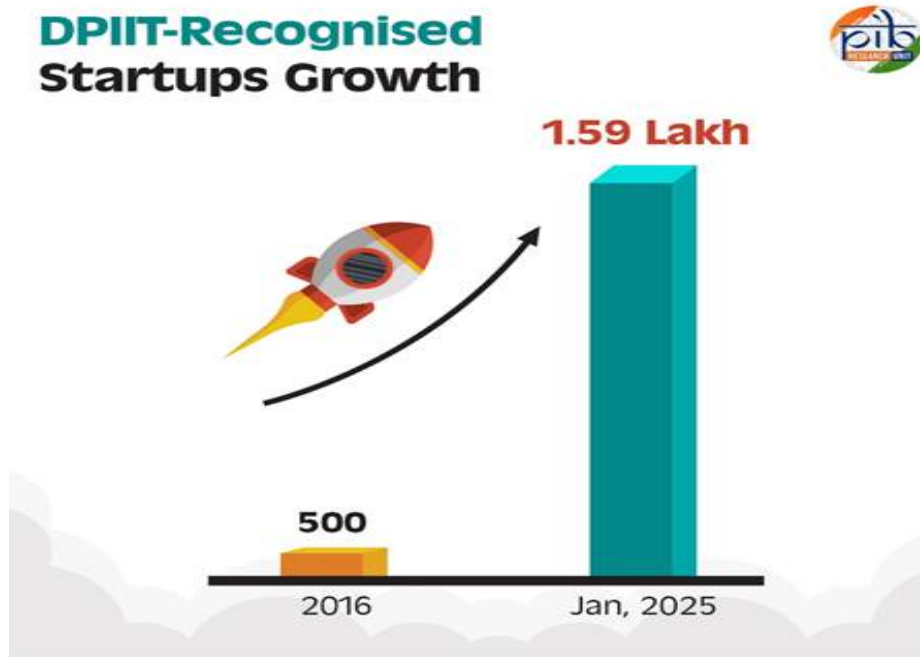
Category	Startup Idea	Why It's Trending
AI & Automation	AI-powered Chatbots for SMEs	Small businesses need 24/7 customer support; AI bots are cost-effective.
EdTech	Skill-based Microlearning Platforms	Short-form learning for coding, design, and business is in high demand.
SaaS (Software as a Service)	Subscription Management Tools	Companies need better control over recurring expenses and SaaS apps.
IoT & Smart Tech	Smart Home Security Solutions	Increasing demand for affordable, DIY security and automation.
HealthTech	Remote Health Monitoring Devices	Elderly care and post-COVID wellness demand home monitoring.
GreenTech	Eco-Friendly Packaging Solutions	Brands are shifting to sustainable packaging to meet climate goals.
FinTech	Personal Finance & Investment Apps	People want smarter, AI-based budgeting and investing tools.



AgriTech	Vertical Farming Kits	Urban consumers and restaurants want local, pesticide-free produce.
Creator Economy	Digital Product Marketplaces	Platforms for selling courses, templates, and NFTs are growing.
Logistics	Last-Mile Delivery Optimization	E-commerce boom needs faster and cheaper local delivery systems.



## START-UPS GROWTH IN INDIA FROM 2016 –2025 AS PER PIB



Between 2016 and 2025, the global startup ecosystem witnessed rapid growth, driven by technology, digital transformation, and increased access to funding.

Startups have disrupted traditional industries and created new job markets, especially in areas like fintech, edtech, healthtech, and AI.

- Explosion in Tech Startups:**  
Rise of AI, IoT, SaaS, and blockchain-based ventures, especially after 2020.
- Global Funding Surge:**  
Massive VC and angel investments, with unicorns increasing across India, the U.S., and Southeast Asia.
- Remote & Digital Business Models:**  
Post-COVID startups embraced remote-first tools, online learning, e-commerce, and telehealth.

4. **Government & Incubator Support:**

Programs like Startup India and Y Combinator accelerated early-stage startup success.

5. **Creator & Gig Economy Boom:**

Platforms supporting freelancers, content creators, and digital product sellers flourished.