Startup & Entrepreneurship - Curriculum

Sl.No	Topic
1	**Start-up and Business Terminologies**
1.1	USP
1.2	Target audience
1.3	Potential Prospect
2	**Shortlisting 2-3 Ideas**
2.1	Generating Idea
2.2	NPS- Net Promoter Score
2.3	Shortlisting Ideas
2.4	CTR, CPC, & CPA
3	**How to pick the right Start-up idea**
3.1	Framework to Pick the right idea
3.2	Size-Growth-Competition Framework
3.3	Framework 2 -B2C Ideas
3.4	Framework 3 -B2B Ideas
4	**Founding your Co-Founder and the founding team**
4.1	How you can assess if you need a founder or not?
4.2	Building a founding team
4.3	Best Hiring Practices
5	**Basics of Founder equity and ESOP's**
5.1	Tripple "S" Framework
5.2	ESOP's
5.3	Stock V/S Stock Options
5.4	Vesing Period
5.5	Management of ESOP's
6	**Basics of fund raising**
6.1	Right time & Purpose of raising money
6.2	Valuation
6.3	Tech-Revenue-Growth framework

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7	**Planning and building your 1st version of product**
7.1	Approach for building the first version of the product
7.2	TMT framework
8	**Pricing your MVP**
8.1	VCF framework
8.2	Pricing strategies
9	**How to pick the right Start-up idea**
9.1	Mechanisms to get the 1st Customer
9.2	Launch Approach
9.3	PMF
9.4	Pivot

PROJECT	
1	**Entrepreneurship - Case Study**