

Course Content	Syllabus Unit
Module 0 : Orientation	
Orientation to the Ignite Program	
Module 1 : Problem Identification	UNIT-2
L1 - Develop Macro Industry-Problem Perspective	
L2 - Assemble 'Real-World' Problems	
L3 - Examine Chosen Problems	
L4 - Analyze Problems	
Module 2 : Customer Identification & Needs Validation	UNIT-2
L1 - Identify customer segments	
L2 - Assess 'Jobs-To-Be-Done' (JTBD) for a Customer Segment	
L3 - Develop Customer Persona	
L4 - Understand Customer Validation	
L5 - Validate Customer-Problem fit	
L6 - Pivot / Refine Customer-Problem fit for feasibility	
Module 3: Solution Idea Generation	UNIT-2
L1 - Examine Ideation Techniques	
L2 - Generate Solution Ideas	
Module 4: Opportunity And Competition Mapping	UNIT-2
L1 - Identify Global Competitors	
L2 - Review Industry Trends and Estimate Market Size (TAM)	
L3 - Introduction to Financial Planning	
Quiz 1	
Module 5: Prototype Development And MVP	UNIT-3
L1 - Overview of Prototypes & MVP	
L2 - Build an initial Prototype	
L3 - Prototypes for Early Validation	
Module 6: Opportunity (Feasibility) Assessment	UNIT-3
L1 - Map your Relative Position in the Market	
L2 - Estimate Opportunity Size	
Module 7: Business Modelling	UNIT-4
L1 - Examine Revenue Models	
L2: Revenue Model contd.	
L3: Review and Organize Lean Canvas	
L4: Build LC for your Startup	
Quiz 2	
Module 8: Marketing And Sales Strategy	UNIT-4
L1 - Understand Marketing and Sales	
L2 - Recommend a GTM Approach	
L3 - Map a Sales Process	
Module 9: Financial Management For Profitability	UNIT-4
L1 - Deep Dive into Financial Planning	
L2 - Analyse the Path to Profitability	
L3 - Understand Bootstrapping & Funding Options	
Module 10: Team and Talent Requirements	UNIT-5
L1 - Finding Co-Founders and Mentors	
L2 - Building an Initial Team	
Quiz 3	
Module 11: Venture Idea and Pitch Readiness	UNIT-5
L1: Thinking Beyond the Prototype - Scale Opportunity & Orientation	
L2: Persuasive Story-Telling for a Feasible Venture Idea	
Module 12: Final Milestone - Venture Idea Feasibility Presentation	
Venture Idea Feasibility Presentation	