

Syllabus Unit**Venture Journey Activities**

UNIT-2	<p>Module 1: Identify and Analyze Real-world Problems</p> <p>Activity 1.1 Discover 'Real-Life' Problems Which problem is your startup attempting to solve? State it clearly without any bias of a solution!</p> <p>Activity 1.2 Identify the Industry/Domain of the problem Which Industry/domain does this problem belong to?</p> <p>Activity 1.3 Analyze the Problem How serious is the problem that your startup is attempting to solve? What are its root causes, and why is it an important concern for your team?</p>
UNIT-2	<p>Module 2: Identify Customers and Validate their Needs</p> <p>Activity 2.1 Identify Customer Segments Who are your primary/secondary customer segments? Are these individuals, companies, or governments?</p> <p>Activity 2.2 - Develop an Initial Customer Persona Develop profiles of your customers/users within the primary segment. Make informed assumptions about their life context, challenges, and needs.</p> <p>Activity 2.3 Prepare Customer Interview Scripts Using ChatGPT, create a structure for customer interviews, and identify key questions to ask.</p> <p>Activity 2.4 Identify Potential Customers to Interview Plan to conduct insightful validation interviews with pre-identified people.</p> <p>Activity 2.5 Analyze and Draw Insights from Customer Interviews Analyze customer interview responses. Validate your assumptions about their life context, problems, and needs.</p>
UNIT-2	<p>Module 3: Generate Solution Ideas</p> <p>Activity 3.1 Generate Multiple Solution Ideas What types of solutions will delight customers? Which solutions will address their problems, and help with their JTBD?</p> <p>Activity 3.2 Select 'The' Solution Idea Identify the ONE solution idea that is most relevant (and powerful) in solving the problem, and addressing customer needs and wants.</p> <p>Activity 3.3 Solution Design Identify the format and core features of your solution.</p> <p>Activity 3.4 User Benefits and Experience How will the customer experience the solution? What benefits will they derive from it?</p>
UNIT-2	<p>Module 4: Map the opportunity and the competition</p> <p>Activity 4.1 Identify Direct and Indirect Competitors Who else is solving the problem that you have chosen? Are they directly or indirectly competing with you?</p> <p>Activity 4.2 Analyze Macro Trends Is the timing right for your venture? Which macroeconomic trends support or challenge its launch?</p> <p>Activity 4.3 Analyze Opportunity Size What is the total size of the market opportunity for your startup? Is the market experiencing growth?</p> <p>Activity 4.4 Prepare Broad Financial Projections Estimate back-of-the-envelope revenues and costs for your venture - for the first three years</p>
UNIT-3	<p>MILESTONE-1</p> <p>Module 5: Develop and Validate a Prototype</p> <p>Activity 5.1 Build your Prototype Demonstrate how your solution idea will come alive. Visualize the look, feel, and functionality of your final solution.</p>

- Activity 5.2 Collect Feedback on the Prototype
Collect feedback on your prototype from users/customers
- Activity 5.3 Analyze Insights from Prototype Validation
Refine your prototype based on feedback from users/customers
- UNIT-3 Module 6: Estimate opportunity size and analyze competitors
Activity 6.1 Competition Analysis
Determine your competitors' relative strengths and weaknesses. Build a distinct/unique solution.
Activity 6.2 Opportunity Assessment
Estimate Total Addressable Market (TAM), Serviceable Available Market (SAM) and Serviceable Obtainable Market (SOM)
- UNIT-4 Module 7: Develop Business Models
Activity 7.1 Select your Revenue Model(s) and Pricing
Identify revenue models that are relevant to your startup, and will be instrumental in generating revenues and profits.
Activity 7.2 Build your Startup's Lean Canvas
Identify the building blocks of your Lean Canvas. Understand the inter-relationship between them.
- MILESTONE-2**
- UNIT-4 Module 8: Marketing and Sales Strategy
Activity 8.1 Build your Go-to-Market Strategy
Identify the building blocks of your GTM Strategy. Understand the inter-relationship between them.
Activity 8.2 Build your Sales & Service Approach
Identify strategies and approaches that will help you convert leads into paying customers, and keep them delighted.
Activity 8.3 Build your Sales Pitch
How will you convey the unique benefits of your product/service to potential customers? How will you compel them to buy?
- UNIT-4 Module 9: Financial Management for Profitability
Activity 9.1 Document your Financial Planning Assumptions
Identify key costs your startup will incur in the next 12 months. Also, document your assumptions regarding expected sales.
Activity 9.2 Review Your Financial Projections
Project your startup's revenues, costs and profits for the next 12 months, and review them for feasibility/practicality.
Activity 9.3 Analyze Your Financial Health
Analyze your projected revenues/profits for insights on financial health and fundraising
- UNIT-5 Module 10: Team and Talent Plan
Activity 10.1 Team Member Profiles
Enter details of team members who are working on this venture
- UNIT-5 Module 11: Scaling and Pitching
Activity 11.1 Venture Viability Assessment & Analysis
Objectively, evaluate your startup's strengths and areas of improvement.
Activity 11.2 Next Steps and Resources Needed
Outline the key milestones you aim to achieve in the next 12 months to advance your startup. Also, identify critical resources that will help you achieve these milestones.
Activity 11.3 Pitch Readiness
Make sure that all vital areas of your new venture have been analyzed as you prepare to make a compelling pitch.
Activity 11.4 - Mentor Information
Add current or potential mentors guiding your venture journey
- MILESTONE-3**