

Program overview, and your **Venture Journey** over 14 weeks

1. Problem Identification	2. Customer Identification & Needs Validation	3. Solution Idea Generation
Week 1	Weeks 2-3	Week 4
<ul style="list-style-type: none"> ■ Orientation ■ Develop Macro Industry-Problem view ■ Discover 'Real World' Problems ■ Analyze Problems 	<ul style="list-style-type: none"> ■ Identify customer segments ■ Outline 'jobs-to-be-done' ■ Develop Initial Customer Personas ■ Understand Customer Validation ■ Validate Customer-Problem fit ■ Refine Customer Personas & Problem 	<ul style="list-style-type: none"> ■ Understand Ideation techniques ■ Generate Solution Idea ■ Map Solution-Problem fitment
4. Opportunity & Competition Mapping	5. Prototype Development & MVP	6. Opportunity Feasibility Assessment & Sizing
Week 5	Week 6	Week 7
<ul style="list-style-type: none"> ■ Identify & map Global competitors ■ Review Industry Trends ■ Size the Market 	<ul style="list-style-type: none"> ■ Understand Prototypes & MVP ■ Build a Prototype ■ Use Prototype for early Validation 	<ul style="list-style-type: none"> ■ Determine your Relative Market Position ■ Estimate Opportunity Size and its Scope
7. Business Modelling	8. Marketing & Sales Strategy	9. Financial Management for Profitability
Week 8	Week 9	Week 11
<ul style="list-style-type: none"> ■ Understand Revenue Model ■ Understand Lean Canvas ■ Build the LC for your Startup 	<ul style="list-style-type: none"> ■ Understand Marketing & Sales ■ Understand & Define Go-To-Market (GTM) approach ■ Understand Sales Process 	<ul style="list-style-type: none"> ■ Understand Startup Costs ■ Understand Profitability ■ Getting Started with Financial Planning ■ Understand & Explore Bootstrapping options
10. Team & Talent Requirement	11. Orientation for Scale	12. Venture Idea Feasibility Presentation
Week 12	Week 13	Week 14
<ul style="list-style-type: none"> ■ Building a Founding team (A Team) ■ Founding team members (Co-Founders & Mentors) ■ Defining your Team Requirements 	<ul style="list-style-type: none"> ■ Thinking Beyond the Prototype - Scale Opportunity & Orientation ■ Getting Story Telling Right ■ Pitch preparation 	<ul style="list-style-type: none"> ■ Practice Pitch ■ Final Pitches