

7. Experiential Entrepreneurship Programme

Experiential Entrepreneurship Programme (EEP) is a year-long semi-virtual program that attempts to build an entrepreneurial orientation among its participants. The programme leverages on the experiential component to give the participants a hands-on experience on the concepts taught. The programme is an amalgamation of online and offline sessions with clearly stated deliverables and learning outcomes for participants at the end of each phase. This programme attempts to ensure higher market/ user interaction, understanding, feedback, iteration and creation of a minimum viable product.

Programme Objectives

- To foster an entrepreneurial mindset in the students
- To develop lateral thinking & perspective towards problem solving
- To provide an ecosystem for the students to create viable start-ups
- To expose the students to the key milestones in the Entrepreneurial journey
- To encourage Entrepreneurship as a possible career option through tangible learning outcomes during the process

Who can apply?

- Engineering: 2nd Year 2nd Semester and 3rd Year 2nd Semester
- MBA: 1st Year and 2nd Year

Course Outline & Learning Objectives

Phase 1: Journey of Entrepreneurship-Programme introduction, overview and expectation setting, Entrepreneurial values and purpose, uncertainty and other struggles.

Ideas lab-creation of ideas workshop

Phase 2: Problem/user identification and validation- Problem/opportunity identification, Customer /User arch typing, Value proposition, Problem/ Customer validation.

Group/ Team validation: 5 ideas exhibition with valid market need identification in front of entrepreneurs.

Phase 3: Solution development, Testing and iteration-Lean methodology in solution development, Design Thinking/ Innovation, Solution Prototyping, Solution Testing and feedback.

Prodothon –Live mentor assisted one day prototype demo day.

Phase 4: Business Modeling and Pitching-Introduction, Business Modeling-market /customer segmentation, Business modeling- Channels and partners, resources and activities, Cost structures and Revenue Models, Business pitch, Pricing, Go to market strategy and Scalability.