

Bhartiya Vidya Bhavan's Usha & Lakshmi Mittal Institute of Management

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Redefining Management Education

The Startup Board

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The
Startup
Board

Objectives



**Enable
With**

- Skill Development
- Best Practices Awareness



**Engage
Based on**

- Fact based Entrepreneurship
- Analysis and Correction



**Empower
With**

- Strategic Decision Making
- Connections
- Assistance in Funding

Enabling the founders, just like board of directors help the management team in a big company



Target Audience

Working Professionals

- In PSU or Private
- As Head of SBU
- Interested in starting their own venture

Students

- With qualified idea
- Possess business acumen

Business Owners

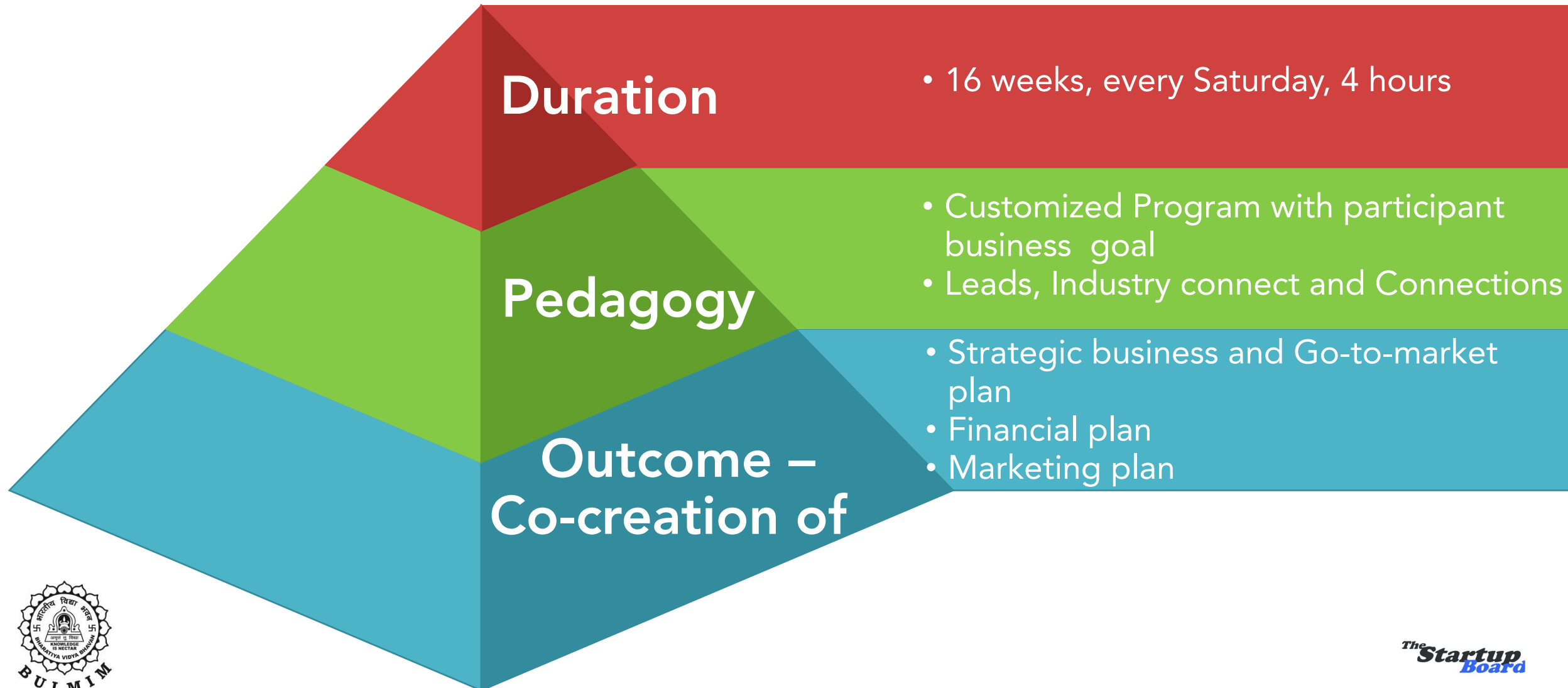
- Want growth from existing business
- Want to diversify
- Use Technology to scale

Home Makers

- Embarking upon business life



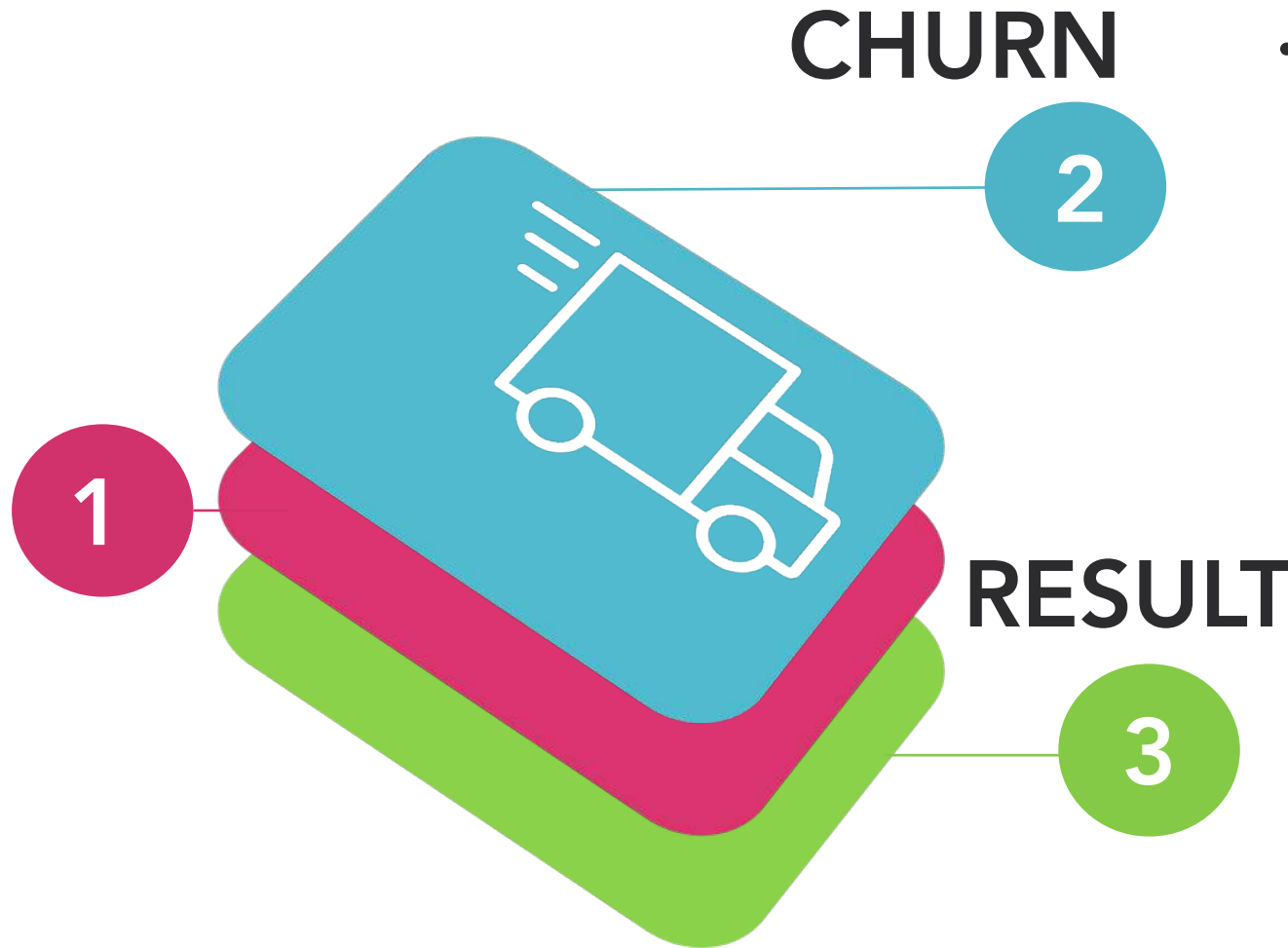
Program Outline



How would it work ?

IDEA

- You are working on business idea
- Have developed your product or soon will complete



- Brainstorming your Business with us like corporate board does.
- Get help of workshops, 1-to-1 mentoring, domain expert on call, use ready scoreboards and dashboards, have views from peers, meet/mock customer scenario, interact-interact

- Compress your Business pace of 1 year into 4 months
- Enhance leadership qualities and get connected with eco-system



Nuts and Bolts



Venture overview, Problem statement, Start a Co

Ideation

Product and Technology Overview

Product

Feature-Gap Analysis, Strategic feature roadmap

Product

Key Hire and Retention strategies, ESOP plan

People

SWOT Analysis, risk identification and mitigation strategies

Business

Assessment and Positioning for go-to-market

GTM

Creating a differentiated high-impact Branding

Branding

Business models, current gaps and strategies for disruption

Marketing

Sales strategy and execution in B2C and B2B models

Sales

Understanding finance and creating business dashboard

Finance

Art of fund raising

Finance

Revisit product usability & user experience

UX

Building a performing organization culture

Growth

Regulatory Compliances

Necessary Evil

Assistance in connecting to angels

Funding



Benefits



Network

- Real life connection with founders of other start-ups

Mentoring

- From 1-to-1 industry professionals and domain experts

Execution

- Enhance correct decision making executable plans

Leadership

- Capability and capacity enhancement, tips on key hire

Venture Success





For more details **CONTACT**

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Redefining Management Education

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