

<b>MBA IEVD</b>	<b>MB267 VENTURE CREATION PROGRAM</b>	<b>CREDITS</b>
<b>SEM - IV</b>		<b>32</b>

LEVEL	KRA	KPI	SUBMITTALS	TAT
I	<ol style="list-style-type: none"> <li>1. Team Formation</li> <li>2. Idea Generation</li> <li>3. Idea Validation</li> </ol>	<ul style="list-style-type: none"> <li>• Understand importance of team formation with Entrepreneurial styles</li> <li>• Brainstorming, Mind mapping or using DISRUPT model for Idea Generation</li> <li>• Idea Validation using DMA – PCA &amp; 5Q framework</li> </ul>	<ul style="list-style-type: none"> <li>❖ Create a detailed report on the Ideas generated and validated</li> </ul>	28 <sup>th</sup> Feb 2023
II	<ol style="list-style-type: none"> <li>1. Creating Open Ended customer survey for your start-up idea</li> <li>2. Conducting market research activities</li> <li>3. Developing Customer Acquisition plan</li> </ol>	<ul style="list-style-type: none"> <li>• Understanding the domain, sector, mission and vision of your business idea.</li> <li>• Customer segment and customer persona</li> <li>• Preparing customer channel list to reach early adopters and document.</li> <li>• Creating an open market survey questionnaire</li> <li>• Running market research activity</li> <li>• Customer acquisition road map</li> </ul>	<ul style="list-style-type: none"> <li>❖ Submit Customer Persona template</li> <li>❖ Build &amp; run an open-ended Survey Questionnaire Google Form, Survey Monkey, SOGo Survey, Zoho Survey</li> <li>❖ Customer Acquisition Plan</li> </ul>	16 <sup>th</sup> March 2023

III	<ol style="list-style-type: none"> <li>1. Develop Lean Business Model Canvas</li> <li>2. Reworking and refining the problem</li> <li>3. Developing the full Lean Canvas for the proposed idea</li> </ol>	<ul style="list-style-type: none"> <li>• Understand the startup business and map the various blocks of Lean Canvas for the proposed Idea</li> <li>• Create a complete Lean Canvas model for the Idea</li> <li>• Understand the Customer Gains &amp; Pains and potential Gain Creator and Pain Relievers within the startup product / service and develop the Value Proposition Canvas</li> </ul>	<ul style="list-style-type: none"> <li>❖ Submit the Lean Canvas Hard Copy &amp; Soft Copy</li> <li>❖ Submit Value Proposition Canvas Hard Copy and Soft Copy</li> </ul>	<p style="text-align: center;">30<sup>th</sup> March 2023</p>
IV	<ol style="list-style-type: none"> <li>1. Getting the product / solution market validated</li> <li>2. Product market fit and design thinking approach</li> <li>3. Developing PoC</li> </ol>	<ul style="list-style-type: none"> <li>• Conduct Experimentation using BML cycle</li> <li>• Creating MVP</li> <li>• Testing MVP</li> <li>• Conduct Customer Validation Interviews</li> </ul>	<ul style="list-style-type: none"> <li>❖ Submit detailed report of the interviews conducted with Photographs</li> <li>❖ Submit details of MVP, experimentation and Learnings</li> </ul>	<p style="text-align: center;">16<sup>th</sup> April 2023</p>

V	<ol style="list-style-type: none"> <li>1. Conduct a feasibility analysis</li> <li>2. Identifying the potential early adopter's market segment</li> <li>3. Creating a marketing channel plan for the Business Idea</li> <li>4. Digital marketing campaign – collaterals for the Idea</li> </ol>	<ul style="list-style-type: none"> <li>• Feasibility Report</li> <li>• Preparing customer channel list to reach early adopters and document.</li> <li>• Identifying business revenue model and innovate business model</li> <li>• Identify the different digital media marketing streams for the startup business.</li> <li>• Develop a Digital Marketing Campaign plan and get validated by mentor</li> </ul>	<ul style="list-style-type: none"> <li>❖ Feasibility Report</li> <li>❖ Customer Channel list and marketing Channel plan document.</li> <li>❖ Revenue Generation Model Document.</li> <li>❖ Digital Marketing Plan and Designed Collaterals</li> </ul>	30 <sup>th</sup> April 2023
IV	<ol style="list-style-type: none"> <li>1. Registering the start-up</li> <li>2. Creating the PITCH DECK</li> <li>3. Application for IP if any</li> </ol>	<ul style="list-style-type: none"> <li>• Registering as an LLP</li> <li>• Create the investor pitch deck for the start-up and get it validated by the Mentor</li> <li>• Create potential data base of minimum 5 Angel and VC investor for the start-up</li> </ul>	<ul style="list-style-type: none"> <li>❖ Company Registration form with CIN</li> <li>❖ Proof of LLP registration</li> <li>❖ Angel and VC data base with their social handle link and email id</li> <li>❖ Investor Pitch Deck File</li> <li>❖ IP registration details (optional)</li> </ul>	16 <sup>th</sup> May 2023

**NOTE –**

1. All the documents and files should be approved by the Mentor and CEO of AIC-PECF.
2. The approved documents & weekly reports should be individually submitted to the Venture Creation Project Coordinator.
3. Weekly Reviews will be conducted on Friday Evenings
4. Monthly Reviews will be conducted by Venture Creation Project Coordination Committee
5. Members of Venture Creation Project Coordination Committee
  - a. CEO of AICPECF
  - b. Dr. B. HEMA KUMAR, Faculty Coordinator
  - c. Dr. SUNDARAMURTHY REDDY, Senior Professor
  - d. Dr. J. JAYAKUMAR, Senior Professor
  - e. Invited Start-up Founder