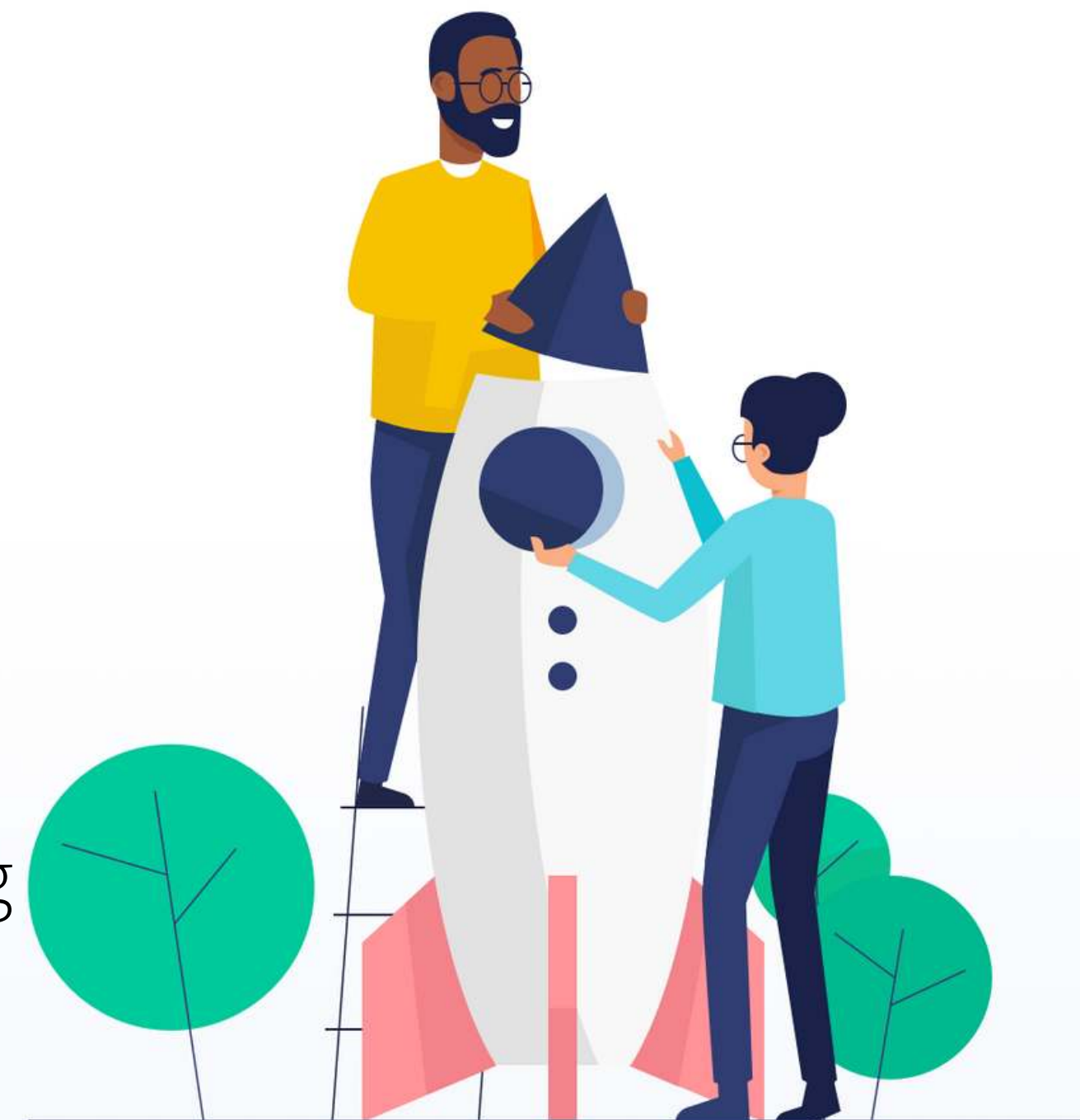# Lead Up

"Lead Up; A 3-month long; Bi-weekly and free Entrepreneurship Learning cum Internship program for college students to help them inculcate entrepreneurial mindset by making them work on a startup Idea.

An Atal Incubation Centre, Goa Institute of Management's Initiative

About the Program

In this time of uncertainty and crisis caused by corona pandemic, Jobs and internships are very badly affected. A lot of companies have either deferred or revoked joining schedules of thousands of students.

Lead Up program will provide tools, support and motivation to students of diverse domains and college verticals to start their own entrepreneurial journey.

In the light of The #AtmanirbharAbhiyan initiated by Honorable Prime Minister Shri Narendra Modi, **AICGIM** in association with **The Entrepreneurship Cell, GIM** empowers you to design your internship on your own.

This internship program would run for three months and is open to all the students of any college. Students completing this program would be provided with an internship certificate signed by authorities at AICGIM, which will be considered as real work experience under internship.

Objective of the Program

We believe that **College Students** of all fields and domains have a tough, yet critical, role to play in creating high-potential startups, and it is not easy!

Building a great Start-up is really hard, but the best ones are those that are helped in their entrepreneurial journey at the right moment with right guidance to move from an idea to a viable business.

The core objective of this structured capacity building program is to enable students to design and implement a startup idea from scratch into a viable business with no worries of failing and we expect students to develop entrepreneurship will over a job pull.

STARTUP
The Big Idea!

FINANCE

SUCCESS

MARKETING

PLANNING

IDEA

STRATEGY

Structure of the Program

12 week program with Bi-weekly engagement.

12 + Entrepreneurship Sessions and Workshops.

10+ Speaker and Experiential Sharing Sessions.

6+ One-On-One Mentoring and Discussion Sessions.

Course Structure of the Program

1. Identify a problem statement.

2. Thorough market research to back the hypothesis.

3. Identification of additional pain points.

4. product/service development.

5. Competitive analysis and Advantages.

6. Product-market fit analysis.

7. Revenue Model and Business Model Planning.

8. Legal Compliances.

9. Revenue Model and Business Model Planning.

10. Sales and marketing channel /strategy.

11. Pilot Market Testing.

12. Cost analysis.

13. Financial projection preparations.

14. Got-to-Market Strategies.

15. Investment Option Evaluation.

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Offerings for the Students

Free Company Registration.
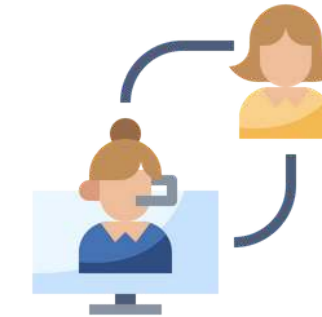
support for legal and compliance.

Technical resources for the product development.
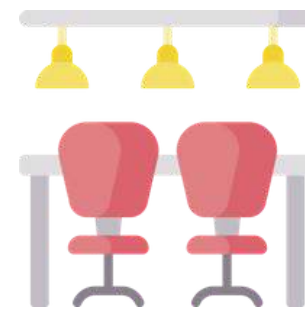
Graphic Designing support for the cohort.

Dedicated Accounting resources.

Structured mentoring support by industry experts.

Access to 12 + perks worth 10000 USD.

Free co-working space.

Investor Connects.

Industry Connects.

Access to Networking events.

Schedule for the Program

Week #1 Monday

Introduction to the program - 10 Min
Introduction of the team and start-ups - 30 Min
Introduction to Lead-up - 10 Min
Evaluating your identified Problem and Market analysis exercise - 45 Min

Week #2 Monday

Experience sharing - 10 Min
Design Thinking Workshop - 45 Min

Week #3 Monday

Idea generation and Validation - 10 Min
Product Market Fit Exercise - 45 Min

Week #4 Monday

Experience sharing - 20 Min
Session on Customer Mapping - 45 Min

Week #1 Friday

Briefing on Monday's discussion - 20 Min
Discussion around every teams idea and exchanging views - 20 Mins /Team

Week #2 Friday

Briefing on Monday's discussion - 20 Min
Discussion around every teams idea and exchanging views - 20 Mins /Team

Week #3 Friday

Briefing on Monday's discussion - 20 Min
Discussion around every teams idea, Tracking progress and Reporting and exchanging views - 20 Mins /Team

Week #4 Friday

Briefing on Monday's discussion and follow up - 20 Min
Discussion around every teams idea, Tracking progress & Reporting and exchanging views - 20 Mins /Team

Week #5 Monday

Experience sharing - 20 Min
Session on Value Proposition Canvas - 45 Min

Week #6 Monday

Experience sharing - 20 Min
Session on Customer Segmentation, Key Resources, Key activities and Key Partners - 45 Min

Week #7 Monday

Experience sharing - 20 Min
Channels of Marketing, Brand Positioning, Social Media Marketing - 45 Min.

Week #8 Monday

Experience sharing - 20 Min .
Revenue Streams and Cost Structures - 45 Min.

Week #5 Friday

Briefing on Monday's discussion and follow up - 20 Min
Discussion around every teams idea, Tracking progress & Reporting and exchanging views - 20 Mins /Team

Week #6 Friday

Briefing on Monday's discussion and follow up - 20 Min
Discussion around every teams idea, Tracking progress & Reporting and exchanging views - 20 Mins /Team

Week #7 Friday

Briefing on Monday's discussion and follow up - 20 Min
Discussion around every teams idea, Tracking progress & Reporting and exchanging views - 20 Mins /Team

Week #8 Friday

Briefing on Monday's discussion and follow up - 20 Min
Discussion around every teams idea, Tracking progress & Reporting and exchanging views - 20 Mins /Team

Week #9 Monday

Experience sharing - 20 Min
Financial considerations - Key calculations that matter in running a startup. - 45 Min

Week #10 Monday

Experience sharing - 20 Min
Session on Shareholder Mapping - 45 Min

Week #11 Monday

Experience sharing - 20 Min
Pitch Deck Elements, Pitching basics and startup etiquettes - 45 Min

Week #12 Monday

Experience sharing - 20 Min
Legal Structure, Patents process and Approach - 45 Min

Week #9 Friday

Briefing on Monday's discussion and follow up - 20 Min
Discussion around every teams idea, Tracking progress & Reporting and exchanging views - 20 Mins /Team

Week #10 Friday

Briefing on Monday's discussion and follow up - 20 Min
Discussion around every teams idea, Tracking progress & Reporting and exchanging views - 20 Mins /Team

Week #11 Friday

Briefing on Monday's discussion and follow up - 20 Min
Discussion around every teams idea, Tracking progress & Reporting and exchanging views - 20 Mins /Team

Week #12 Friday

Briefing on Monday's discussion and follow up - 20 Min
Discussion around every teams idea, Tracking progress & Reporting and exchanging views - 20 Mins /Team

Apply for the LeadUp Program.

Visit: https://www.aicgim.in/programs/#Lead-Up

Contact: info@aicgim.in or anshul@aicgim.in
for any enquiry and Partnership .

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