

CURRICULUM MAP- NEXTGEN IGNITE PROGRAM



Learning Week	Bucket/Topic	Conceptual Session	Masterclass Theme	Learning Lab Themes	Output
0	Introduction to Building Startups	Introduction to Wadhvani foundation The vision for the Next Gen Program Inspirational Address to the participants on how this will be a ride to remember	Entrepreneurial Mindsets and Experience Working together as a Team	1. Setting sail as a Team 2. Principles of Effectuation 2. Dealing with Ambiguity	
1	Pitch week - Milestone 0				Google Site with basic details of the Start-up. Problem Definition, Solution, Market Size, Business Model
2	Intro to building Products & Value Proposition	Diagnose: Where are you today on the Product Life Cycle? Assess your Start-up's attractiveness	Value Proposition Canvas - create a compelling reason for the customer to adopt your product	1. Value Proposition Canvas 2. The MVP Conundrum 3. MVP Interviews in the time of Social distancing `	
3	Competition & testing	Conduct a Competition Analysis Identify your Competitive Advantage	Competitive analysis and Creating Value	1. Building a comprehensive list of competitors 2. Researching Market Trends Predicting the future 3. Setting up prioritization based on customer interviews, observation and research	
4	Market Validation	Market validation Customer Usability Interviews Analysing Customer feedback	Populating the Business Model Canvas Market Validation	1. Business Model Canvas 2. Identifying the Riskiest Assumption 3. Setting up prioritization based on customer interviews, observation and research	
5	Delivering Value	Enlist marketing channels Identify partners for your venture Create a Sales Plan	Sales Strategy Sales Plan	Suggested workshop	
6	Pitch week - Milestone 1				Refined Value Proposition Competition Analysis Validated MVP Identification of Early Adopters

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7 and 8	Customer acquisition & growth channels	Types of Marketing Channels: 1. Targeting Blogs 2. Unconventional PR 3. Search Engine Marketing 4. Search Engine Optimization 5. Social ads, display ads and existing platforms 6. Email Marketing 7. Viral Marketing 8. Affiliate programs 9. Magazines, Newspaper, Radio and TV ads 10. Offline Ads 11. Trade Shows	Go To Market Strategy Market Penetration Strategy	Digital Marketing Positioning Statement Distribution Channels	GTM Strategy and Digital Marketing Plan
9	Pitch week - Milestone 2				Sales Plan Go To Market Strategy - Marketing Channels; Marketing Plan; Market Penetration
10	Business model	1. Reiterate and Refine your Business Model Canvas 2. Choose the right business model for your start-up	Choosing the Business Model for your Business		
11	Financial Planning	1. Forecasting sales and revenue projections 2. Cash-flow statement	Create your Financial Plan, Understand your Unit Economics	Sales Plan People Plan Business Plan	
12		Create your Funding Plan Build your Pitch deck and compose your pitch	Pitch perfect	Pitching Challenges Scaling up and Key metrics	
13	Pitch week - Milestone 4				Financial plan - potentially sustainable, profitable, and efficient. Funding and Growth Strategy