



**WADHWANI FOUNDATION**

**IGNITE PROGRAM**



# PROGRAM GOAL

The Wadhvani Foundation NEN Ignite Program is an entrepreneurship program based on experiential learning that aims to support startup founders through a structured pathway from Minimum Viable Concept to an Investable Pitch Deck. This practitioner's program encourages entrepreneurs to:

**01**

Assess and analyze the current business model

**02**

Articulate a compelling Value proposition

**03**

Identify risky assumptions, gaps, and obstacles; iterate to a sustainable business model

**04**

Practice, test and build a validated MVP in an efficient manner

**05**

Select an appropriate Go-to-Market Strategy

**06**

Pitch the business idea to different stakeholders

## AUDIENCE PERSONA

The Ignite Program is designed for entrepreneurs with a Validated Idea; which is classified as follows:

- It solves a problem that is critical for the customer
- This problem is faced by a 'sizable' set of customers
- There is no apparent existing solution
- Initial calculations depict that the venture has the potential to be profitable and sustainable

We invite applications from Entrepreneurs from a team of three entrepreneurs:

- Entrepreneurs in the later years of the graduation program
- Professionals
- Pre-incubatees

## PROGRAM OUTCOME

By the end of the Ignite program, entrepreneurs will be able to:

- Identify the different aspects that can impact their business.
- Acquire in-depth knowledge about tools to build any business idea.
- Acquire in-depth knowledge about the different growth tools to grow their business, using modern-day technology.
- Create a financial plan for their business.
- Create a pitch deck for their business and present it to different stakeholders.

## INFRASTRUCTURE REQUIREMENTS

- A stable internet connection
- A computer



# PROGRAM'S STRUCTURE

The program is divided over 14 weeks; 10 learning weeks, 4 weeks for milestones presentation.

## Week 1: Sharpen your problem pitch

By the end of the week, the participants will be able to:

- Re-visit their opportunity
- Re-validate their problem
- Refine and sharpen their problem pitch

## Week 2: Customer and Markets

By the end of the week, the participants will be able to:

- Identify your market type
- Describe market segment and niche
- Estimate the market size
- Define market positioning
- Describe the customer persona

## Week 3: Sustainable Differentiation Strategy

By the end of the week, the participants will be able to:

- Craft your core value proposition
- Create a sustainable differentiation strategy
- Deliver value that differentiates you from competition

## MILESTONE 1 Week 4

## Week 5: Business Model and Testing Riskiest assumptions

By the end of the week, the participants will be able to:

- Build and test their business model
- Taking a decision to pivot or persevere
- Identify the riskiest assumptions in their business model

## Week 6: Competition Analysis

By the end of the week, the participants will be able to:

- Create/iterate the prototype
- Conduct customer interviews
- Analyse feedback - rank product features
- Build the MVP

## MILESTONE 2 Week 7

## Week 8 & 9: Creating a Sustainable Business Plan

By the end of the week, the participants will be able to build:

- Sales plan
- People plan
- Financial plan & unit economics
- Funding plan
- Identify metrics that matter

## Week 12: Managing growth and Targeting Scale

By the end of the week, the participants will be able to:

- Devise a growth plan
- Structure the scaling strategy
- Customer acquisition, enhancing productivity, process improvements, operational excellence, manage money

## Week 10: Go to market Strategy

By the end of the week, the participants will be able to:

- Identify the appropriate GTM channels
- Develop Channel Partners
- Analyse the Market Penetration Strategy
- Build the Digital Marketing Plan

## MILESTONE 3 WEEK 11

## Week 13: Funding Strategy

By the end of the week, the participants will be able to:

- Create Sources and uses of funds statement
- Map the startup lifecycle to funding options
- Create the pitch deck

## MILESTONE 4 Week 14

# A TYPICAL WEEK STRUCTURE & TIME REQUIREMENT BY PARTICIPANTS

Each week is divided into different activities through which we deliver the content:

## **Conceptual Session**

In this session, we share with the students our weekly content guide and explain to them the guide's content through a case based intervention

## **Masterclass Experts, Entrepreneurs, Practitioners Sessions/ workshops (Masterclass)**

An expert will deliver a workshop regarding various topics to give in-depth details in this session.

## **Learning Lab**

- An open session to help participants work through their weekly tasks that roll into their milestones.
- The students are asked to apply what they learn during the week through a weekly assignment.
- This assignment helps participants get exposure to various concepts

## PROGRAM PEDAGOGY

Our methodology of teaching and content delivery is based on experiential learning, where the students will always get to implement the concepts that we deliver to them throughout the week. This course follows Wadhvani Foundation's "Watch-Think-Do" pedagogy in a highly experiential learning format through real-life case studies and content.

Participants also get different exposure by pitching to their batch mates and to an external jury. This helps them improve their presentation and sales skills, learn how to present their business, understand how to receive feedback & implement the same effectively.

## 360° PROGRAM SUPPORT

We offer the participants an inclusive experience that covers different aspects of the entrepreneurial journey, to increase their chances of success. This experience includes:

**Dedicated mentorship**

**One-on-one with program managers**

**Digital content**

**Live online workshops**

**Weekly assignments**

**APPLY NOW**

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## **CONTACT US**

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