I U C E E Foundation Initiative for Consortium Colleges
Background

- Entrepreneurship and Innovation are critical skills in Engineering including NEP
- Need to teach structured program combined with mentoring and guidance to increase chance of successful incubation
- IUCEE Foundation is partnering with Wadhwani and GAME to launch a pilot program in 2022
- Focus on Entrepreneurship and Successful Incubation
- Blended with experts from IUCEE and Student Chapter Vertical

Institution Expectations

- Nominate Faculty As Trainers - at least 2 or 3 faculty
- Learn the program and prepare to lead and launch in 2-3 years
- Ensure active participation by students including projects completion
- Leverage IUCEE to grow entrepreneurship maturity
Overview

ACTIVATE
- Open 2nd Year onwards
- Selection Based
- Project-Oriented (Hackathon etc.)
- Ends with a concept project

IGNITE
- Current Pilot for Students in Project 2.0
- Concept to Prototype and Beyond
- All aspects of entrepreneurship
- Ends with demo-day to potential early stage VCs?

INCUBATE
- For Institutions and Successful Exits from previous programs
- Prototype with potential incubation possibility
- Mentoring of faculty
- Helping in incubation from experts

Tentative Schedule
Start Date of Awanress Program:
for ACTIVATE and IGNITE
Student Selection and Shortlisting Week

Dec 10th, 2021
January First
Entrepreneurship Intro

- Essentials of Entrepreneurship (IUCEE-own program)

- Concept from Project

- Concept to Prototype

- Proto to Launch
ACTIVATE

For aspiring Students (Year 2&3)
Understand entrepreneurship journey
   Idea to Prototype
Process - Student Journey in Activate Program

Objective: Support student teams from **Idea to Prototype/MVP** through a structured pathway by creating a Problem Validation, Value Proposition, Lean Canvas and first iteration of the MVP. **Resources** - top-notch curated material, case-study based facilitated sessions, access to experts and mentors, masterclasses and expert webinars.

1. **Orientation Session**
   - Mandatory pre-work
   - Platform Onboarding

2. **Application and Selection**
   - Access Platform
   - Pitch Labs Pitch 1
   - Pitch Labs Pitch 2

3. **Milestone 1**
   - Themes of the Week:
     - Intro To Entrepreneurship
     - Opportunity Identification & Evaluation
     - Problem Validation & Assumptions Validation

4. **Milestone 2**
   - Themes of the Week:
     - Product & Lovable Solution
     - Competitive Advantage
     - Market Validation

5. **Milestone 3**
   - Themes of the Week:
     - Digital Marketing Strategy
     - Finance & Metrics
     - Investibility

6. **Milestone 4**
   - Themes of the Week:
     - Skills For Entrepreneurs

7. **Milestone 5**
   - Impact Measurement & Post Program Support
     - Global Jury Certification
     - Investor/Incubator Demo Day
     - Shout-outs on Social Media
     - AWS Credits/Payment Gateways

**Access to 360 Degrees content on platform & APP:**
- Case studies, expert videos, Trending articles, templates & frameworks
- Continued usage of the platform by Startups
- Masterclass sessions/AMA Sessions, Newsletters
- Community Events

**Themes of the Week**
- 3 Sessions of 1 hour each per Week
- Conceptual Sessions: Case study based interventions
- Masterclasses: Experts/Entrepreneurs
- Learning Labs: Open Hours/Hands-on Workshops

**Resources**
- Top-notch curated material, case-study based facilitated sessions, access to experts and mentors, masterclasses and expert webinars.
IGNITE
For Idea Stage Entrepreneurs
Prototype to Launch Ready
Process - Entrepreneur Journey in Ignite Program

Objective: To support start-ups from a **minimum viable concept stage** to an **investible pitch deck** through a structured pathway by creating a compelling Value Prop, sustainable Business Model, Financial Stability, Validated MVP. Resources - top-notch curated material, case-study based facilitated sessions, access to experts and mentors, masterclasses and expert webinars.

### Milestone 1: Competitive Advantage
- **Themes of the Week:**
  - Building Start-ups
  - Entrepreneurial Mindsets
  - Value Proposition
  - Building Products

### Milestone 2: Customer Acquisition
- **Themes of the Week:**
  - Competitive Advantage
  - Market Validation
  - Delivering Value

### Milestone 3: Market Validation
- **Themes of the Week:**
  - Customer Acquisition
  - Growth Channels

### Milestone 4: Delivering Value
- **Themes of the Week:**
  - Business Model
  - Financial Planning
  - Investibility

### Milestone 5: Impact Measurement & Post Program Support
- **Themes of the Week:**
  - Conceptual Sessions
  - Masterclasses
  - Learning Labs

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- Impact Measurement & Post Program Support
  - Global Jury Certification
  - Investor/Incubator Demo Day
  - Shout-outs on Social Media
  - AWS Credits/Payment Gateways