

# STUDENT WELCOME HANDBOOK

## TECHNOLOGY ENTREPRENEURSHIP PROGRAMME (2019-20)

ISB is excited to welcome you to the Technology Entrepreneurship Programme (TEP). TEP is a fast paced one-year programme offered by the Indian School of Business (ISB). The main objective of programme is to build entrepreneurial orientation among young engineering students and to enable them to make the best of their knowledge resources. The benefits of TEP are not restricted just to classroom learning; enrolled students undergo a well-rounded molding that prepares them not only for life after college but for the path beyond. The initiative aims to foster soft and hard business skills to engineering college students and orient them towards entrepreneurship and innovation.

TEP has three fundamental goals:

- To promote technology entrepreneurship as a viable option and nurture the culture and build an ecosystem of entrepreneurship in the region.
- To link entrepreneurial and innovative behavior to educational and career pathways.
- To provide an environment and experience for engineering students to create investable technology-based start-ups.

TEP has been formulated as a semi-virtual programme having a combination of online and offline practicum components, which are spread over four phases. Details of each phase is stated in the following section.



ANDHRA PRADESH INFORMATION  
TECHNOLOGY ACADEMY



# Tentative Curriculum

## Phase 1 (January 2019 – March 2019)

### Instructional Component - Basics

- Introduction to TEP
- Introduction to an early stage start-up
- Overview of Entrepreneurship
- Life of an Entrepreneur
- Entrepreneurial vision
- Opportunity Identification
- Design Thinking

### Practical Component - Design Challenge Hackathon

- A 2-day Design Challenge Hackathon targeted at define a problem statement and come up with an idea and build a prototype of it.

Output: **Research Toolkit**

### Speaker Series

- **Talk 1:** How to start up?
- **Talk 2:** Finding the right co-founder for a technology entrepreneur

## Phase 2 (June 2019 – August 2019)

### Instructional Component - Designing product and business models

- Introduction to Lean Start-up
- Introduction to business models
- Designing business models using the Business Model Canvas
- Business Model Element 1: Business Value Propositions
- Business Model Element 2 & 3: Customers
- Business Model Element 2 & 3: Customer Validation

### Practical Component – Idea Validation Workshops

- This workshop is targeted at teams which are really struggling with their ideas and the teams who have done exceptionally well. It is aimed to validate and refine the ideas for next stage. The rest of the teams will be supported on idea validation through webinars and support material.

Output: **Proof of Concept Prototype Video**

### Speaker Series

- **Talk 3:** Designing products versus designing experiences – examples from the industry
- **Talk 4:** The importance of building scalable products and business models
- **Talk 5:** From design to manufacture or from challenges while going from research to development

## Phase 3 (September 2019 – November 2019)

### Instructional Component – Business model in depth

- Business Model Element 4: Channels
- Business Model Element 5: Revenue Models
- Business Model Element 6: Partnerships and Suppliers
- Business Model Element 7, 8 & 9: Resources, Activities and Costs
- Business communication for entrepreneurs – mastering the art of story telling
- Acquiring and Mobilizing Resources – Financing
- Acquiring and Mobilizing Resources - Building the Team
- Introduction to business plans and pitching

### Practical Component – Industry validation and mentor connect

- Teams will be connected to mentors from Industry relevant to their ideas. They will get advisory and implementation support for improving the technology, usability and overall product development.

Output: **Concept and Prototype**

### Speaker Series

- **Talk 6:** Business models for technology-based start-ups
- **Talk 7:** How to raise capital for start-ups?

## Phase 4 (January 2020 – March 2020)

### Instructional Component – Managing your venture

- Strategies for building your core team
- Strategies for value capture: Pricing Models
- Strategies to Protecting Innovation
- Strategies to compete: Competing with Incumbents
- Finance, burn rate management
- Basic Accounting
- Marketing 101
- Harvesting the Opportunity – Exit Options & Strategies

### Practical Component – Business plan workshop

- The workshop aims to help the students come up with a business plan utilizing all the understanding of the business concepts learnt during the program

Output: **Business Plan/Elevator Pitch**

### Speaker Series

- **Talk 8:** Practical considerations while building a team
- **Talk 9:** How to incorporate your start-up?
- **Talk 10:** Mentorship eco-system for start-ups in India – How to further develop your idea

## **Add-on:**

### **1. Webinars**

Fortnightly webinars to address student queries to online modules and also exciting workshops to embed design thinking into the students.

### **2. Support System**

Dedicated helplines through LMS updates, WhatsApp, email support and Facebook page.

### **3. Learning Assistants**

Dedicated learning assistants (LAs) to guide the teams at every stage of the course.

### **4. Mentor Connects**

Connects with mentors (industry/domain experts) to help the teams crystallize the prototypes and final business case.

### **5. Customized Workshops**

Customized workshops for select teams based on their performance in the course.

**Finally, the feeling of being able to think like an entrepreneur and evolve as a smarter professional with a new approach towards business.**

## **Must-knows about TEP:**

- ISB doesn't guarantee student enrolling into the TEP program a completion status. The program completion will be dependent on the enrolled student's adherence to timeline, timely submission of reports and performance across all the four (4) modules of the program.
- The TEP certificate of completion will only be awarded to students who successfully complete all the four (4) terms of the program. Please note students who drop out in between or fail to complete the terms will not be awarded any intermediate certificate.
- ISB honours deadlines and student commitment to the program. Therefore, there will be no extensions on the prescheduled timeline of the curriculum. It is mandatory for each student team to comply with the same; failure of which will result in non-completion of that specific term.
- The course curriculum and associated framework are transparently stated in the website and in this handbook. Please note that ISB will not entertain any deviations or make any exception for any particular college or student.