**Entrepreneurship Bootcamp: Zero to One- How to Build the Future**

# Date & Time: March 20, 2021 to April 24, 2021

Every Friday (5.00pm to 6.30pm)

Every Saturday (11am to 12.30pm)

Venue: Online through Video Conferencing on Zoom Platform

# Dear Sir/ Madam,

In our constant endeavor to empower young leaders, students & professionals via learning, IMC’s Young Leaders Forum is happy to bring to you a unique training program. The focus of the program is to provide a solid foundation for becoming a proficient and effective entrepreneur. It will support founders in their early journey by exposing them to lessons and experiences from seasoned entrepreneurs and building a network/ community of like-minded individuals to support each other.

SPEAKERS

# Mr. Pramath Sinha - Founder, Ashoka University, ISB, Harappa Education

* **Mr. Sandeep Murthy - Founder & MD, Lightbox**
* **Mr. Akshay Narvekar - Founder and CEO, Bombay Shirt Company**
* **Mr, Vaibhav Dombkundwar - CEO, Better Capital**
* **Mr. Ramakanth Sharma - Founder, Livspace**
* **Mr. Sreevathsa Prabhakar - Founder, Servify Topics to be covered:**

* - How do you determine how much capital to take in?
* - How do you weigh debt vs equity?
* - How do you reach out to investors and structure deals?
* - How do you decide which investor to partner with?
1. ***Funding Zero to One*** *(Investor lens)*
* - How do you determine how much capital to take in?
* - How do you weigh debt vs equity?
* - How do you reach out to investors and structure deals?
* - How do you decide which investor to partner with?
1. ***Establishing Product Market Fit I*** *(Growth stage)*
* - How do you know that your idea is an opportunity? When do you decide to pursue it full time?
* - How much competition is too much?
* - How do you endure you are targeting the right market?
* - How do you manage hypothesize, test and prove a compelling customer value proposition for your product?

## Team Building and Management

* - How do you determine the most important functions and roles to create?
* - How do you find good talent? How do you ensure you hire the right fit?
* - How do you manage a team? What areas do you delegate vs manage closely?
1. ***Establishing Product Market Fit II*** *(Persistence Stage)*
* - How do determine how long to persist in a market with your product?
* - How do you build the habit of continuously testing product
* - How do you manage a pivot in product if you realize there is low product market fit for your initial idea?
1. ***Brand building, marketing, and customer acquisition I*** *(Investor lens)*
* - How do you find and target the right customers for your product?
* - How do you determine what are the right customer acquisition channels for your firm?
* - How do you build a strong brand without burning resources?

## Brand Building, Marketing, and Customer Acquisition II (B2C lens)

* - How do you find and target the right customers for your product?
* - How do you determine what are the right customer acquisition channels for your firm?
* - How do you build a strong brand without burning resources?

## Brand Building, Marketing, and Customer Acquisition III (B2B lens)

* How do you find and target the right customers for your product?
* - How do you determine what are the right customer acquisition channels for your firm?
* - How do you build a strong brand without burning resources?
* How do you find and target the right customers for your product?
* How do you determine what are the right customer acquisition channels for your firm?
* How do you build a strong brand without burning resources?
1. ***Growth and Scaling I*** *(Growth stage)*
* - What are frameworks to think about early stage growth?
* How do you pace the growth of your firm? How fast is too fast?
* How do you balance profitability and growth?
* How should different types of startups think differently about growth?
1. ***Growth and Scaling II*** *(Balancing and Profitability stage)*
* What are frameworks to think about persistent growth?
* How do you pace the growth of your firm? How fast is too fast?
* How do you balance profitability and growth?
* How should different types of startups think differently about growth?
1. ***Founder's Emotional and Mental Journey I*** *(Managing business)*
* What should a founder be prepared for mentally? How do you stay sane?
* How do you manage stress on your personal life and finances?
* How do you build a village of supporters?
* How do you deal with rejection?
* When do you decide that your venture is a failure? How do you deal with that?
1. ***Founder's emotional and mental journey II*** *(Managing business)*
* What should a founder be prepared for mentally? How do you stay sane?
* How do you manage stress on your personal life and finances?
* How do you build a village of supporters?
* How do you deal with rejection?
* When do you decide that your venture is a failure? How do you deal with that?

REGISTRATION FEES:

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| *Non-IMC Members* | *Rs 2500 per participant (including 18% GST)* |
| *IMC Members/ Students* | *Rs 2000 per participant ((including 18% GST)* |
| *Free for YLF Members* |

* The virtual meeting will be on Zoom. Due to a limited number of seats, participants will be enrolled and admitted strictly on ‘firstcome, first-served’ basis and only upon registration, payment of full fees.
* Interested participants may enroll immediately by following the link mentioned below: IMC website: <https://www.imcnet.org/events-1082>

# For more details contact: Anita Naik at anita.naik@imcnet.org - + 91 22 - 71226786

We look forward to your valued participation.

# Ajit Mangrulkar Director General