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भारतीय प्रबंधन संस्थान उदयपुर
Indian Institute of Management Udaipur

**Incubation
Center**

LAUNCH-N-ZOOM 2.0 ACCELERATOR

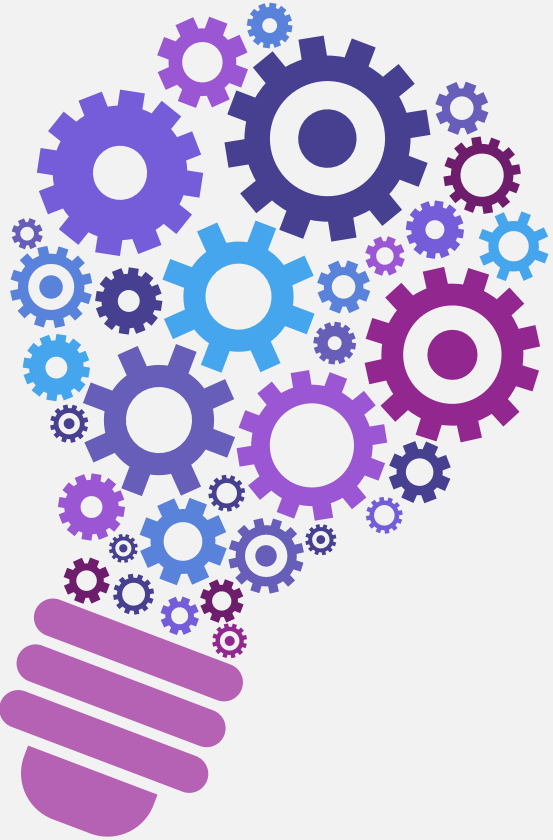
About the Program

IIM Udaipur Incubation Center presents the second edition of our accelerator program, Launch-n-Zoom 2.0 where we are changing the way start-ups rollout their ideas. Through 12 weeks of learning, mentoring and networking, we will get you ready for the Demo Day where investors will be looking to fund them who will become the next pillars of the emerging industries.



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Why Launch-n-Zoom 2.0?

- Mentorship by Leader-in-Residence and Industry Experts
- Get access to all the tech and tools required to develop/refine your MVP/prototype
- Co-working spaces with 24x7 high speed internet
- Tailored topics to give one a holistic view of everything required to smoothly launch and build your startup
- Costs of prototyping and development will be provided by IIMUIC
- Full access to Invention Studio for startups to create and experiment
- Expertise of IIMUIC in building ventures



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Who should apply?

Prototype-in-Development

Startups who are applying should have completed preliminary research and started working on their prototype.

Post Prototype

We are looking for startups who have completed building their prototype and are on their way towards business launch.



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Structure of the Program

Phase 1

- Advanced Product Building/ Refining
- Design Workshops
- Marketing Modules

Weekend Online Program

- IP Protection & Management
- Social Media Marketing
- Selling Skills

Phase 2

- Financial Module
- Rollout
- Demo Day
- Seed Funding



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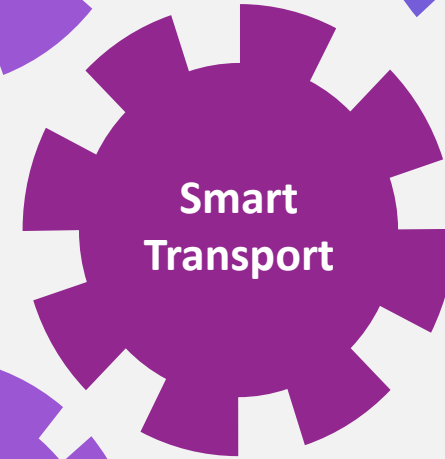
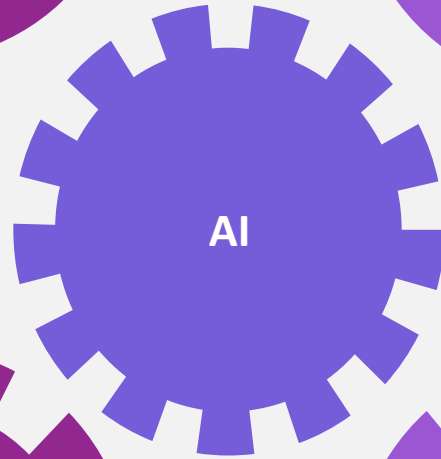
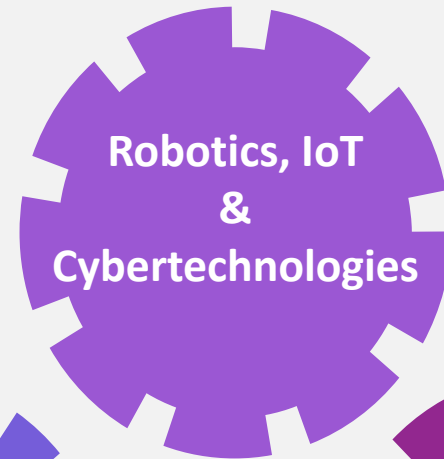
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Launch n Zoom - 2.0 Accelerator Program 2019

Dates	Day	Session-1 (9:30-11:00 hrs)	Tea Break	Session-2 (11:30-13:00 hrs)	Lunch	Session-3 (14:00-15:30 hrs)	Tea Break	Session-4 (16:00-17:30 hrs)
12 Days Program at IIM Udaipur								
1/6/2020	1	Market survey		Consumer Behaviour - 1		Consumer Behaviour - 2		Customer Purchase Patterns
1/7/2020	2	Market sizing - 1		Market Sizing - 2		Market Analysis - 1		Market Analysis - 2
1/8/2020	3	Market Entry		Customer Feedback Analysis		Positioning - 1		Positioning - 2
1/9/2020	4	Customer Validation Process and Related Tools Development - 1		Customer Validation Process and Related Tools Development - 2		Customer Validation Process and Related Tools Development - 3		Customer Validation Process and Related Tools Development - 4
1/10/2020	5	Customer Validation Process and Related Tools Development - 5		Bootstrapping & Other Innovative Financial Strategies - 1		Bootstrapping & Other Innovative Financial Strategies - 2		Visit to Indira IVF anD GoodDot
1/11/2020	6	Accessing International Markets & Deploy Practices for Regional & Global Acceleration - 1		Accessing International Markets & Deploy Practices for Regional & Global Acceleration - 2		Accessing International Markets & Deploy Practices for Regional & Global Acceleration - 3		Accessing International Markets & Deploy Practices for Regional & Global Acceleration - 4
1/12/2020	7	Design Thinking - 1		Design Thinking - 2		Design Thinking - 3		Design Thinking - 4
1/13/2020	8	Design Thinking - 5		Design Thinking - 6		Design Thinking - 7		Design Thinking - 8
1/14/2020	9	Business Model Innovation - 1		Business Model Innovation - 2		Exponential Thinking(Rapid Prototyping)		Innovation Design for Exponential Framework
1/15/2020	10	Product Development/Lean Startup -1		Product Development/Lean Startup -2		Trimming Technologies - 1		Trimming Technologies - 2
1/16/2020	11	Case Study/ Lab Sessions				Case Study/ Lab Sessions		
1/17/2020	12	Case Study/ Lab Sessions				Case Study/ Lab Sessions		
7 Days Break-> 3 weekend Program Online								
1/25/2020		Hands-on Social Media Marketing - 1		Hands-on Social Media Marketing - 2		Teams develop plans and presentations		Teams develop plans and presentations
2/1/2020		Proactive Selling Skills				Proactive Selling Skills		
2/2/2020		Proactive Selling Skills				How to Build Network Effects		
2/8/2020		How to Build Network Effects				How to Build Network Effects		
2/9/2020		Intellectual Property Protection		Intellectual Property Management				
36 Days Break-> 8 days Program at IIM Udaipur								
3/16/2020	1	Pricing Strategy & Range Discovery - 1		Pricing Strategy & Range Discovery - 2		Pricing Strategy & Range Discovery - 3		Pricing Strategy & Range Discovery - 4
3/17/2020	2	Understanding Financial Statements - 1		Understanding Finanacial Statements - 2		Ratio Analysis		Cost-Volume-Profit Relationships
3/18/2020	3	Relevant Cost for Decision Making - 1		Relevant Cost for Decision Making - 2		Pricing		Working Capital Management
2/19/2020	4	Tailored lectures for startups on technologies such as Manufacturing, Online services, Embedded systems, AI/ML, IoT and Robotics etc. based on their requirments						
2/20/2020	5							
2/21/2020	6	Pitch Preparation		Pitch Preparation		Term Sheet Creation & Negotiation		Dividing Team Equity
2/22/2020	7	Hands-on Interaction for Fundraising - 1		Hands-on Interaction for Fundraising - 2		Case Study/ Lab Sessions		
2/23/2020	8	Showcase Event, Investors Meet and Demo Day						

Sectors in Focus



How Launch-n-Zoom can help your startup

Become
known

Spend Less
with
Free Partner
Credits

Expand your
Network
In the
Startup
Community

Multiply
your Odds of
Success

Set up
in the
Right Way

Accelerate
Progress

Get Mentored
by leading
Industry
Experts

Get
Funded

Avoid
Predictable
Mistakes

Get
Customers





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Program Offerings

Practical Learning Sessions

Market Research & Ideation
Design & Exponential Thinking
Trimming Techniques
Product Visioning
Pricing Strategy
and more

Invention Studio & Co-working Space

Free Co-Working desk space at IIMUIC with a **Community of Experts and Enthusiasts**

Network & Learning

Access to a **Global Network of Mentors, Corporate Partners and Industry Experts** will guide startups and help them avoid common mistakes

Partnership, Branding & PR

Collaborate with leading corporates to **secure Customers, Pilot Projects and Partnerships**

Tailored Mentorship

Our **Leader-in-Residence, Technologists and Intrapreneurs** will help startups learn and grow faster

Demo Day

Your chance to show the mentors, corporate partners and investors who might give you ₹₹



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Selection Process

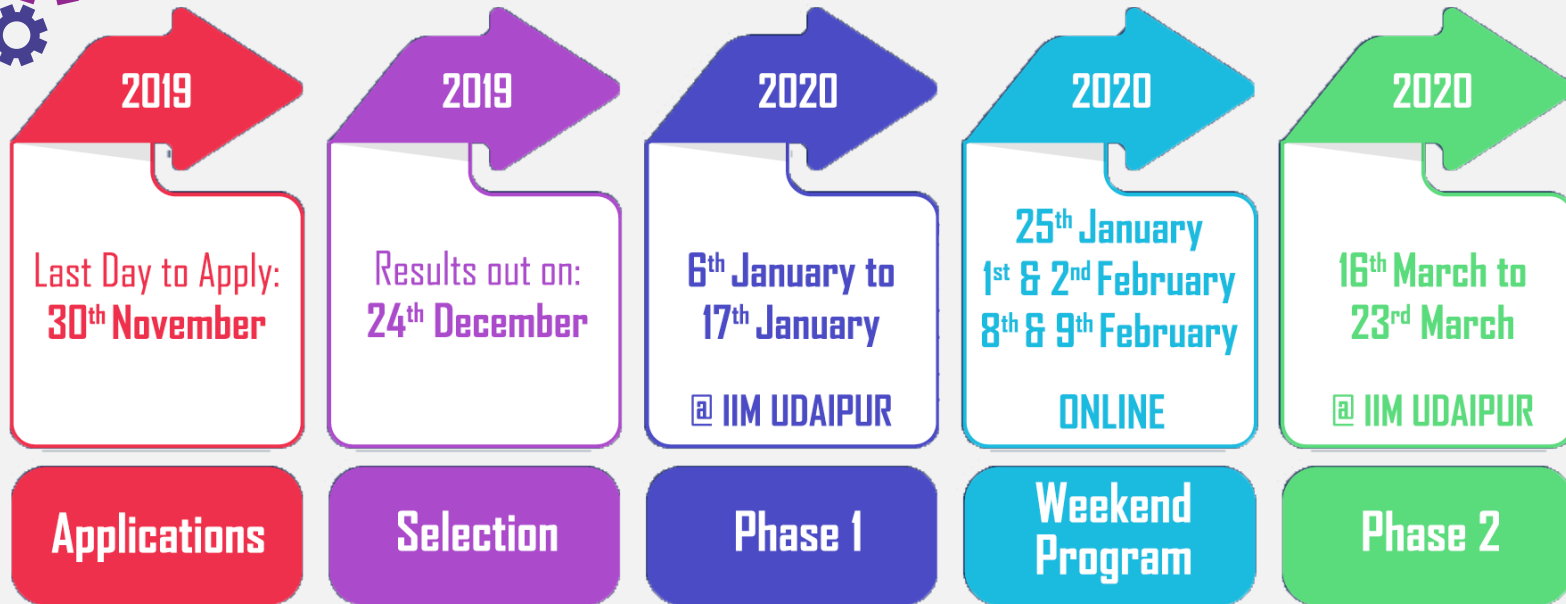


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Program Timeline



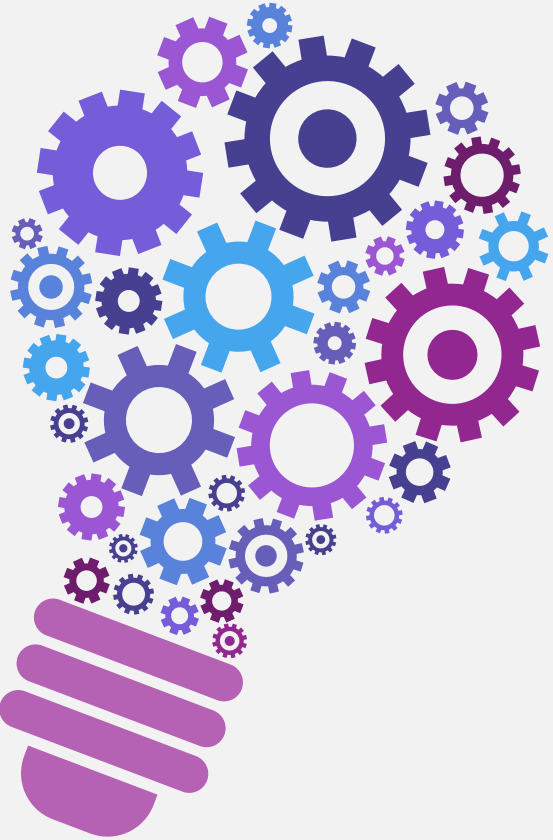


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Apply Now

<https://iimuic.org/launch-n-zoom-2.0>





Thanks!

Contact Us:

incubation@iimu.ac.in

IIM Udaipur Incubation Center
7th Floor, IIM Udaipur, Balicha
Udaipur, Rajasthan - 313001



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